Improving Our Web to the $10^{th}$ Power

Jeanie Cranney
Mallory Snyder
Nathan Gerber
Agenda

• The Power of 10!

• The new OUCampus v10

• 10 coolest new features of v10

• Top 10 things to improve your website
The Power of 10!

Nathan Gerber
The Power of 10!

- OUCampus v10
- 10 Years experience in the CMS system
- 20 Years of experience in the Web
- 10 meetings of the UVU Web Community (almost)
- 10 weeks of UVU Web audit coming to an end
- 10 minutes – my part of this presentation
Review of Past Year

• New template system is fully in place
• New Web Steward role implemented
• New SWAT is in place and functioning well
• New Catalog system completed (June 30th)

• Completed UVU website audit (10 weeks)
  o Kickoff March 19th
  o Completed by May 28th, 2014

Reduced total UVU page count from:
30,000+
to
13,863
New OUCampus v10

Jeanie Cranney
OUCampus v10

• Improved speed (up to 10x as fast)

• Under-the-hood rebuild onto an API
  o This means we can customize our system like crazy!

• Single site, multiple folder structure
  o Allows sharing of content, data, snippets, assets

• Streamlined interface
  o No frames
  o Mobile friendly
  o Tools at your fingertips (less clicks)
OUCampus v10

• Better communications/collaborations
  o Dashboard for quick views
  o Better user management with pdfs, pictures, etc.

• Updated look and feel
  o More intuitive
  o Less clicks

• Coming: Google Analytics integration
  o By site, by page

• More tools…
  o Drag-and drop
  o Gadgets
  o Image gadget
10 Coolest New Features of OUCampus v10

Mallory Snyder
10 Coolest Features of v10!

- User name visibility and profile picture
- Dashboard
- Updated interface
- Drag & Drop
- Binary manager (file preview)
- Built-in image resizing
- Gadgets
- Quick Publish
- View checked out content
- Filtering
Top 10 Improvements for Your Website

Nathan Gerber
Already Done

- Audit is complete (all old is gone, everything is updated)
- New look and feel/template system
- New CMS version (OUCampus v10 coming in June)
- Now what?
10 Simple Improvements For Your Department Website

- **Guiding questions**
  1. Who and why?
  2. What action?

- **Improve content**
  3. Improve “move to action”
  4. Create single voice and focus

- **Improve scan-ability**
  5. Layout content with heading tags
  6. Increase F pattern

- **Improve find-ability**
  7. Use meta data and file names
  8. Improve heading tag content

- **Measure success**
  9. Find the right questions
  10. Find the right answers
Guiding Questions

• Who is my primary audience?
  o Not 3 or 4 or 7 audiences, one primary audience

• What is the purpose of my site?
  o Can have 2 or 3 purposes, but the fewer, the better

• What actions do my visitors need to take when visiting my site?
  o Information only = brochure, not success
  o Actions engage the audience

• What actions do I want them to take when they visit my site?
  o Actions are measurable
  o Let us guide them to what they need from us
Improve Content

• Content needs to engage!

• Use verbiage and voice to which the audience will understand and relate

• Stay away from internal terms

• Try to have every page say “this is what you need to do next” to your target audience

• Speling errers and grammar problems on them pages is death nails for our image
Improve Scan-ability

Eyetracking visualizations show that users often read Web pages in an F-shaped pattern: two horizontal stripes followed by a vertical stripe.

Copyright © 2006 by Jakob Nielsen. ISSN 1548-5552.
We know that our content contributors and site managers are pulled in many different directions, and that they often need some help with website maintenance. Whether you are brand new to OU Campus, or just need a refresher in how to make a quick change to your site, we want you to find the help you are looking for.

We offer multiple training sessions to help you feel empowered to edit and maintain your website. Find out which sessions are offered, and register to attend an upcoming session.

In late 2012, we began transitioning websites into a new template (that transition process will continue throughout 2013). Along with this new template comes new functionality and features. We want everyone to be familiar with what the new template has to offer and to learn how to get the most out of it.

Learn about the new template.

While we want our content contributors to be able to make any changes they want within the standard editor in OU Campus, from time to time, contributors may want to have a bit more understanding of the back-end workings of their website. There are plenty of resources on the internet to help contributors get their feet wet in the world of web development, and we've hand-picked a few good places to get started.

Get started with the basics of web development.
Improve Find-ability

- Title tag is key
  - Web Training | Web Community

- Main page header tag <h1>

- Paragraph headings

- Paragraph content

- Filenames
  - web-training.html
  - webtraining.html
Measure Success

Heat Mapping

Google Analytics

Goal Measurements

Campaigns
To Measure Success…

One must ask the right question.
Question: How many pages were viewed on my site?

<table>
<thead>
<tr>
<th>Page path level 2</th>
<th>Pageviews</th>
<th>Unique Pageviews</th>
<th>Avg. Time on Page</th>
<th>Bounce Rate</th>
<th>% Exit</th>
</tr>
</thead>
<tbody>
<tr>
<td>/training/</td>
<td>1,769</td>
<td>1,252</td>
<td>00:02:17</td>
<td>43.80%</td>
<td>21.03%</td>
</tr>
<tr>
<td>/about/</td>
<td>602</td>
<td>485</td>
<td>00:02:27</td>
<td>72.64%</td>
<td>18.44%</td>
</tr>
<tr>
<td>/support/</td>
<td>358</td>
<td>219</td>
<td>00:01:58</td>
<td>25.93%</td>
<td>19.65%</td>
</tr>
<tr>
<td>/index.html</td>
<td>277</td>
<td>185</td>
<td>00:02:09</td>
<td>41.18%</td>
<td>29.56%</td>
</tr>
<tr>
<td>/standards/</td>
<td>247</td>
<td>187</td>
<td>00:02:16</td>
<td>26.09%</td>
<td>14.98%</td>
</tr>
<tr>
<td>/community/</td>
<td>147</td>
<td>109</td>
<td>00:03:39</td>
<td>59.00%</td>
<td>26.33%</td>
</tr>
<tr>
<td>/services/</td>
<td>40</td>
<td>33</td>
<td>00:00:33</td>
<td>83.33%</td>
<td>20.00%</td>
</tr>
<tr>
<td></td>
<td>35</td>
<td>34</td>
<td>00:00:33</td>
<td>33.33%</td>
<td>17.14%</td>
</tr>
</tbody>
</table>
Question:

What are people doing on my site?

How many people are completing the audit form?

What is the most used training resource?
Summary

• This year is the Power of 10!

• OUCampus v10 coming in June!
  o Trainings will begin around the beginning of June
  o Classroom trainings and hands-on trainings
  o Great new features for your convenience

• Audits will be complete this next week, start focusing on improvements to web sites/systems

• Try some of the 10 simple improvements this summer

• Web Community meetings and your Web Stewards will keep you informed and updated
Q & A

WebSupport@uvu.edu
801-863-7975