

Improving Our Web

Web Community Meeting

May 30, 2014

Some Facts and Updates

The Move to OUCampus v10

- We have requested June 12-16 as the upgrade window
- We will announce as soon as we have a firm date with OmniUpdate
- All users need to be out of the system for update window
- Trainings will be available starting the week of June 16

OUCampus v10 Trainings

- Training materials will be on the Web Community Website starting June 9
- Classroom style trainings will be held:
 - Two during the week of June 16th
 - Two during the week of June 23rd
- Hands-on Lab style trainings will be held”
 - Twice per week from June 16 – July 11 or as needed
- PLEASE: pre-register for the trainings at www.uvu.edu/web (there is limited space per training)

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)
 - Kickoff March 19th
 - Completed by May 30th, 2014



Reduced total UVU
page count from:

30,000+

to

13,863

THANK YOU!!!!

So...What Does This Mean?

- UVU Website is clean, lean, and green
- All existing content is accurate
- Many are actively engaged in maintaining the web
- Super great improvement, but not quite...

Awesome Sauce



What Can I Do To Simply
Improve Our Website?

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?
 - Not 3 or 4 or 7 audiences, one primary audience
- What is the purpose of my site?
 - Can have 2 or 3 purposes, but the fewer, the better
- What actions do my visitors need to take when visiting my site?
 - Information only = brochure, not success
 - Actions engage the audience
- What actions do I want them to take when they visit my site?
 - Actions are measurable
 - Let us guide them to what they need from us



ADMISSION DEADLINE

All admissions documentation must be received by UVU before the admission deadline.

August 1st for Fall 2014 Semester:

63 DAYS
15 HOURS
13 MINUTES
0 SECONDS

APPLY NOW



1 Decide what type of student you are

Select one of the options below to view student details:

FRESHMEN	TRANSFER	READMIT/ RETURNING
INTERNATIONAL	GRADUATE	H.S. CONCURRENT ENROLLMENT



FRESHMEN

First time at college after high school. If you are 16 years old or younger you will need to contact the Office of Admissions

(admissions@uvu.edu) before you can begin the application and admission process.

Please be sure to keep your student type in mind while filling out the admissions application.

Proceed to Step 2.

2 Complete Admission Application



Once you have determined your correct student type the next step is to complete the UVU admissions application. Be sure to have drivers license, social security number, and some method of payment available before you begin the application.

FILL OUT THE APPLICATION

3 Submit necessary documentation

[Freshmen Student Documents >](#)

[Transfer Student Documents >](#)

[Readmit/Returning Student Documents >](#)

[International Student Documents >](#)

[Graduate Student Documents >](#)

Simply completing the admissions application does not finalize admission to UVU. Depending on your student type, you will be required to submit supplemental documentation to complete your admission. It is important to submit the information in a timely manner as some documentation can take time to review and process.



WEB COMMUNITY MEETINGS

Get a refresher or see what you missed. Download Web Community presentations.

WEB COMMUNITY MEETING NOTES

The Web Community Resources site is a new place to find information and tools about all web-related services and needs across the UVU campus.

In conjunction with the newly established Web Community, this site contains documentation, training information, contact information, service descriptions, and a community blog to promote discussion, improve support, and help for everyone who works with the web.

WEB COMMUNITY MEETING NOTES

Missed a meeting? Need a refresher? Take a look at the Web Community Meeting Archive to download presentations and notes from previous Web Community Meetings.

WHERE TO START



GET ACCESS

If you're new to working with the web at UVU, find out how to get access to your website.



VIDEO TUTORIALS

Training tutorials show how to get things done in OU Campus.



TRAINING

Learn the ins-and-outs of working with the web at UVU by attending a training session.



STYLE GUIDES

Find out the guidelines for making your site look its best!



SUBMIT A PROJECT

Submit a new project to get a new site, redesign an existing site, or to work with Web Development Services.



HELP!

Submit a support ticket if you're having problems or need help with something on your website.



GET INVOLVED!

UPCOMING EVENTS

MAY 30 FRI

WEB COMMUNITY MEETING

All those who work on department websites are invited to join us for web community meetings. REGISTER.

[VIEW ALL UPCOMING EVENTS.](#)

WEB COMMUNITY BLOG

WEB COMMUNITY MEETING RECAP

In case you missed our Web Community Meeting last Friday (September 27) you can review the notes to see what we covered: Social Stream <http://www.uvu.edu/social> You can implement your own social media site underneath UVU's social stream umbrella. Social media updates are in real time. Social media logos (located on the bottom of each page) [...] [READ MORE](#)

HTML BASICS TRAINING

We've recently added a training session about HTML Basics, which, along with the ongoing OU Campus Basics training session, aims to help everyone feel more comfortable and empowered in updating and maintaining their department websites. As the name of the training session indicates, it covers the very basics of HTML — what it is, what [...] [READ MORE](#)

CONTACT US

If you can't find answers to your questions on this website, or if you need some additional assistance, please feel free to contact us via email at websupport@uvu.edu, or by phone at 801-863-7975.

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

Improve Content

Speling errors and grammar problems on them pages is death nails for our image



Dont gamble with your money
We offer 100% money back garuntee!



© AP

Marijuana issue sent to a joint committee

The Toronto Star 06/14/96

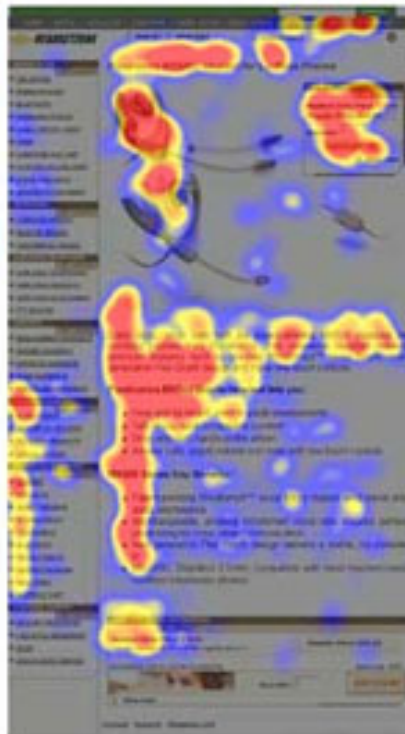
Order any of our
pasta meals and receive
a free can of soft drink
for only \$9

Improve Scan-ability

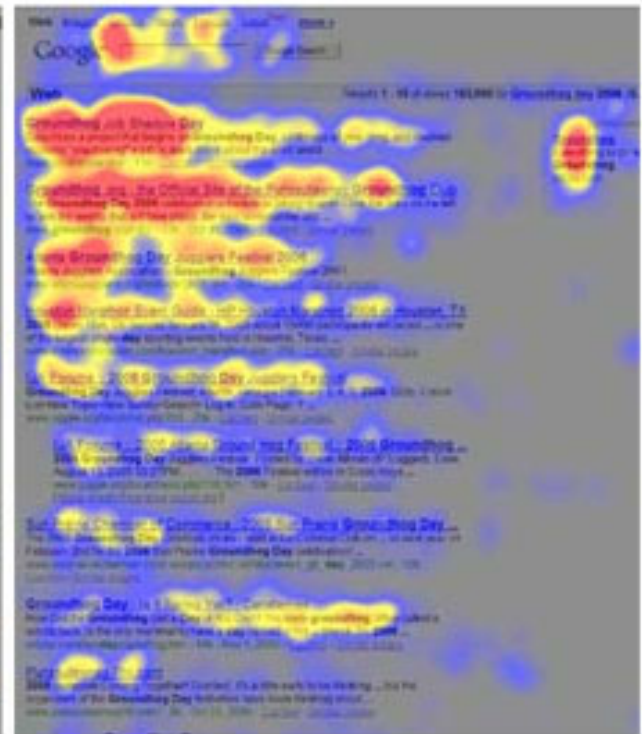
About Us page
on corporate website



Product page
on e-commerce



Search engine results page
(SERP)



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

Improve Scan-ability



+ WEB TRAINING

We know that our content contributors and site managers are pulled in many different directions, and that they often need some help with web site 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](#).

If you've got a specific task that you're trying to accomplish, such as inserting an image or linking to a PDF file, the new "How do I...?" training tutorials are a quick way to find out how it's done.

[See the training tutorials](#)

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](#)



+ WEB TRAINING

We know that our content contributors and site managers are pulled in many different directions, and that they often need some help with web site 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.

IN-PERSON TRAINING SESSIONS

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.

HOW DO I...? VIDEO TUTORIALS

If you've got a specific task that you're trying to accomplish, such as inserting an image or linking to a PDF file, the new "How do I...?" training tutorials are a quick way to find out how it's done.

» [See the training tutorials](#)

NEW TEMPLATE FEATURES

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](#)

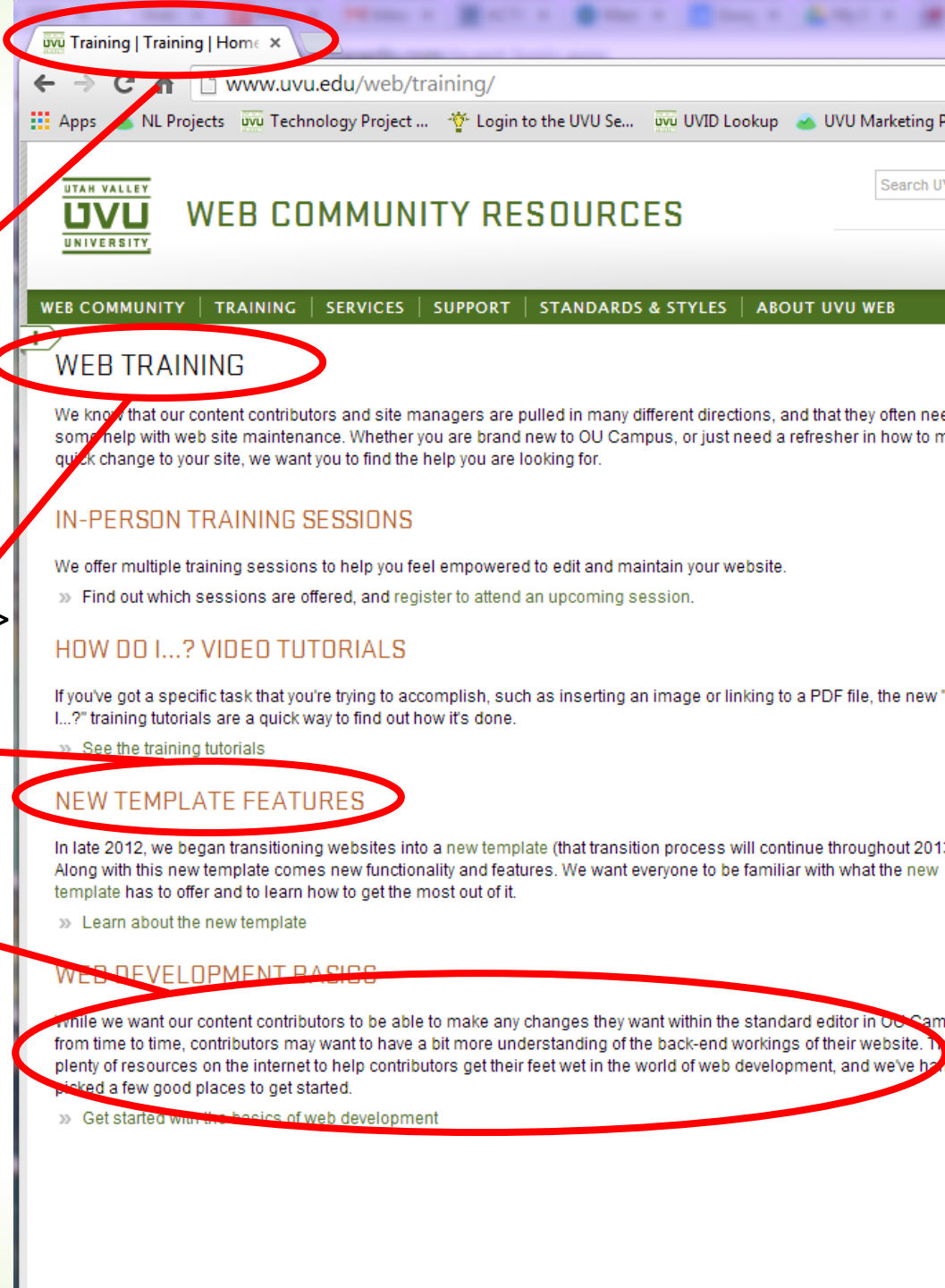
WEB DEVELOPMENT BASICS

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

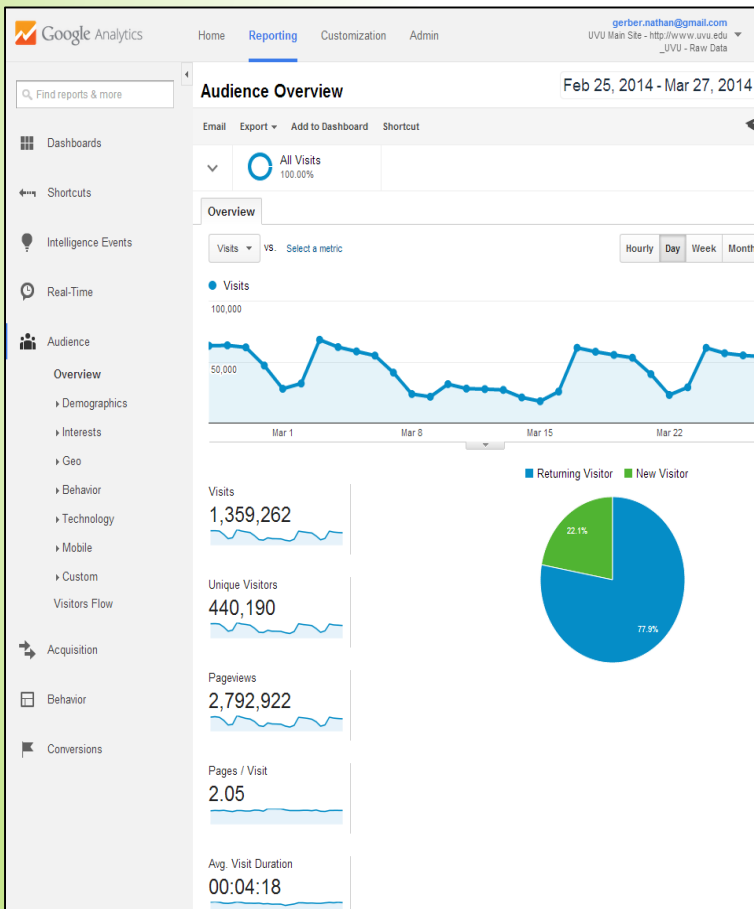
Google
Analytics

Goal
Measurements

Campaigns

The screenshot displays the Utah Valley University website with several key elements:

- Header:** "UTAH VALLEY UNIVERSITY" logo and navigation links for "UNIVERSITY LINKS" and "COLLEGES & SCHOOLS".
- Analytics Overlays:** Heatmaps are visible on the left side of the page, indicating user interaction patterns.
- Main Content:** A section titled "U.S.-Mexico Business Conference" featuring a photo of a signing ceremony and a quote from Utah Lt. Gov. Spencer Cox.
- Call-to-Action (CTA) Cards:** Three cards labeled "VISIT", "LEARN", and "APPLY" with questions like "When can I take a tour?", "Does UVU have my program?", and "How do I apply?".
- Footer:** "WHAT'S HAPPENING?" section with links to "Recent News", "Campus calendars and events", "Athletics", and "UCCU Center". It also includes "HIGHLIGHTS" with a video player and "Engaged learning in our DNA".
- Bottom Navigation:** "ABOUT UVU", "HELP", and "CONTACT" sections with various sub-links.

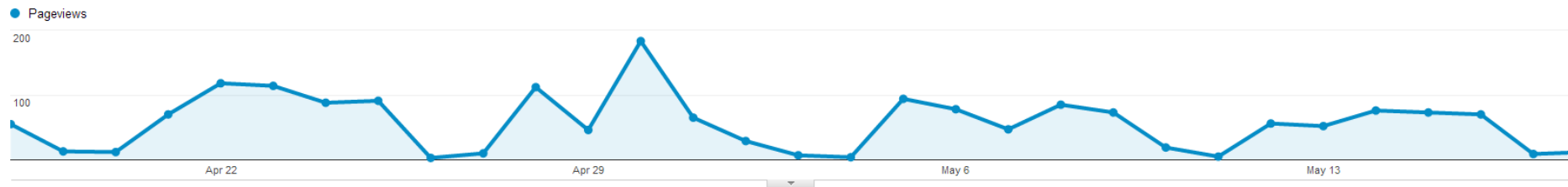


To Measure Success...

*One must ask the right
question.*

Question:

How many pages were viewed on my site?



Primary Dimension: Page path level 2 Page Other

Secondary dimension Sort Type: Default

advanced [grid icon] [refresh icon] [list icon] [filter icon] [help icon]

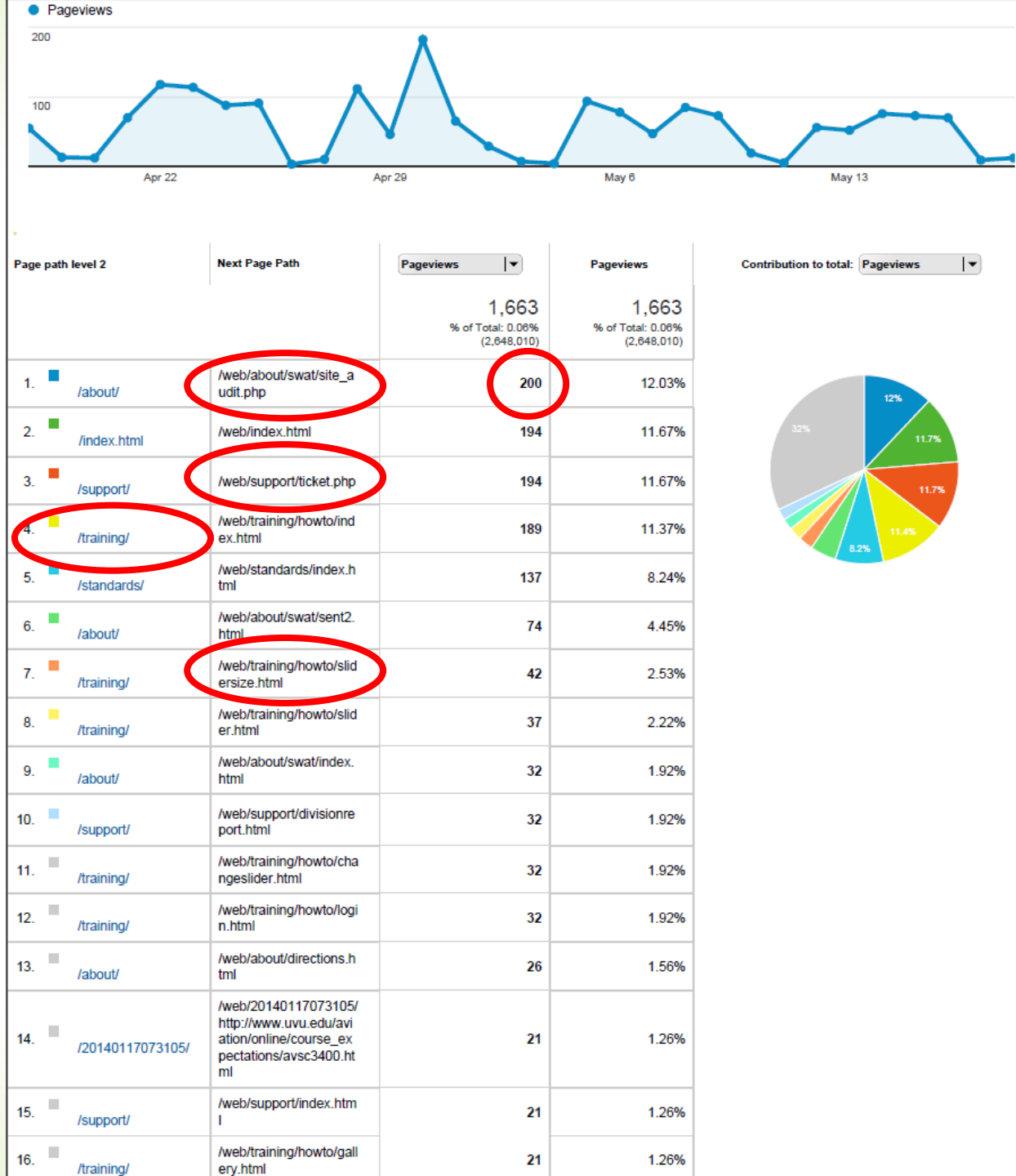
Page path level 2 ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Bounce Rate ?	% Exit ?
	1,769 <small>% of Total: 07% (2,648,010)</small>	1,252 <small>% of Total: 0.06% (1,942,631)</small>	00:02:17 <small>Site Avg: 00:04:03 (-43.49%)</small>	43.80% <small>Site Avg: 62.52% (-29.95%)</small>	21.03% <small>Site Avg: 48.76% (-56.88%)</small>
1. /training/	602 (34.03%)	465 (37.14%)	00:02:27	72.84%	18.44%
2. /about/	358 (20.24%)	219 (17.49%)	00:01:58	25.93%	19.55%
3. /support/	277 (15.66%)	186 (14.86%)	00:02:09	41.18%	29.96%
4. /index.html	247 (13.96%)	187 (14.94%)	00:02:16	26.09%	14.98%
5. /standards/	147 (8.31%)	109 (8.71%)	00:03:39	50.00%	26.53%
6. /community/	40 (2.26%)	23 (1.84%)	00:01:53	83.33%	20.00%
7. /services/	35 (1.98%)	34 (2.72%)	00:00:33	33.33%	17.14%

Question:

What are people doing on my site?

How many people are completing the audit form?

What is the most used training resource?



Summary

- Much has been accomplished in the past few months
- Again, thank you all for your hard work!
- OUCampus v10 coming in two weeks!
- Try some of the simple improvements for your websites this summer
- Talk to us about what “questions” you would like to answer through success measurements



Q & A

WebSupport@uvu.edu

801-863-7975