

Web Presence Summit

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Where are we going?

Agenda

Google Analytics

What do you think of these websites?

General Web Tips

Drupal Specific Tips

Best Practices

Discussion

Where do we go from here?

"Life's a journey,
not a destination."

Amazing
-Aerosmith

Google Analytics

What does the data tell us?

PSU's Top 10 Websites

1. www.pdx.edu
2. www.pdx.edu/students
3. www.pdx.edu/academics
4. banweb.pdx.edu
5. www.pdx.edu/admissions
6. www.pdx.edu/prospects
7. webmail.pdx.edu
8. www.pdx.edu/admissions/undergraduate-programs-a-z
9. www.pdx.edu/degrees_alpha
10. www.pdx.edu/registration/class_schedule

Top 1,000 Most Visited PSU's Websites

Out of the top 1,000 most viewed...

324 were from Student Affairs

3,126,571 page views (20,231,452 total for this group)

or 15.45%

Take out numbers from www.pdx.edu...

...22.72%

Out of the top 1,000 most viewed...

Average time on site for top 1k = 88.18653 seconds

Average time on site for 324 SA sites in top 1k = 90.177258
seconds

www.pdx.edu/admissions

189 pages in the top 1k

2,066,235 page views

www.pdx.edu/registration

48 pages in the top 1k

524,365 page views

www.pdx.edu/housing

33 pages in the top 1k

185,934 page views

Other pages

sa.pdx.edu/soc

Class Schedule Page

1 page

94,915 page views

www.pdx.edu/careers

8 pages

80,683 page views

www.pdx.edu/campusrec

14 pages

47,357 page views

www.pdx.edu/orientation

7 pages

46,209 page views

www.pdx.edu/commencement

11 pages

39,038 page views

www.pdx.edu/advising

12 pages

38,894 page views

Google Analytics

Let's take a look!

What do you think of these websites?

<http://www.vanderbilt.edu/deanofstudents/>

<http://deanofstudents.utexas.edu/>

<http://www.memphis.edu/studentaffairs/>

<http://www.student-affairs.buffalo.edu/>

<http://studentaffairs.merceratlanta.org/>

<http://www.pdx.edu/dos/>

General Web Design Tips

subjective - yes

How do we read?

Left to right

Top to bottom

Most important information
should be at top left

Least important should be
bottom right

Content, Content, Content

Doesn't matter what bells & whistles you have if your content is poor

Also, know your audience

Examples www.drudgereport.com, www.nytimes.com

The Rule of 7

Humans' short term memory can retain only about 5-9 things at one time (i.e. phone number)

Limit your navigation to no more than 7 items

Negative example is www.pdx.edu

The 3-Click Rule

Users stop using the site if they aren't able to find the information or access the site feature within 3 mouse clicks.

Clear navigation, logical structure and easy-to-follow site hierarchy is important.

In most situations the number of clicks is irrelevant; what is really important is that visitors always know where they are, where they were and where they can go next. Even 10 clicks are OK if users feel that they have a full understanding of how the system works.

Remember the Pyramid

Home pages should have overview content

Users can go in-depth if they want on subsequent pages

Split your information into logical sections

Make sure your starting page is attractive and well laid out

Limit Page Length

Limit page length to 2 screenfuls, or 6-7 screenfuls for articles or anchored pages. While you should put a lot of info on each page to minimize clicking, don't go too far in the other direction by putting too much info on a page. You should normally limit a page to more than two screenfuls of info.

Compress Your Images

Users don't want to wait for your 5 mb picture to load

Pictures will show up fine at about 200kb

Links: Truncate or Use Small URLs

Use "Click here"

or "<http://tinyurl.com/qdke9t>" (www.tinyURL.com)

not

Click here: <http://www.pdx.edu/users/commencement-faqs-about-commencement/instructions-for-day-of-ceremony.pdf>

even better

Please read [Commencement Instructions](#) prior to June 13.

White Space & Pictures

Try not to clutter up your page with too many images. Use images thoughtfully. Keep It Simple. Minimize the use of graphics and using a lot of white space. White space gives a sense of spaciousness and overall neatness to a site.

Check for Broken Links Often

Check all the links on your site before the start of term!

Resources

<http://problemwebsites.com/>

<http://www.searchengineguide.com/stoney-degeyter/the-best-damn-web-marketing-checklist-pe.php> - The Best Damn Web Marketing Checklist, Period!

<http://www.colin.mackenzie.org/webdesign/>

DRUPAL Tips

Problem 1

No sandbox feature

Solution: <http://www.w3schools.com/>

Problem 2

Importing from Word adds unwanted text to my site even if I use the "Paste from Word" button

Solution: Paste from Word into Notepad, then from Notepad into DRUPAL

Problem 3

I want to add pictures, but my department doesn't have any, or we don't have any high quality ones

Solution: Email JR to get access to All-SA media folder. Has thousands of stock pictures from events and from View Book publication. (You can also add photos for others to use there too).

Problem 4

How do I create a link from the top of my page to somewhere in the middle?

Solution: Anchor!

Problem 5

I can't wrap my text around inserted pictures.

Solution: `align = "left"` or `align = "right"` in HTML code

Problem 6

I don't know how to insert videos.

Solution: Embed Youtube in the HTML code

Problem 7

How can I include a survey or a form?

Solution: Google Docs

Questions about DRUPAL?

Best Practices

What are yours?

Discussion

How do we work to meet students' needs?

How do we increase our web visibility?

How do we unify our web presence as a division?

Where do we go from here?

October - Facebook

November - YouTube

December - Twitter

January - Web Again