WEB CONTENT ROCKSTAR BREAKFAST SERIES: Manage Your Website in 15 Minutes a Week

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Why is an Up-to-Date Website important?

You only need to know two words:

User Experience
What is User Experience?

- User experience (or UX) isn’t just about design and content.

  “When we use the term ‘user experience’ we usually are referring to what the user feels internally, including the effects of usability, usefulness and emotional impact.” – *The UX Book*

- Everything on your website contributes to good UX.
  - Links
  - Photos
  - Contact information
  - Downloadable documents
What Creates a Bad UX?

**WHAT FRUSTRATES YOU ABOUT WEBSITES?**

DISCUSS.
How Do I Make Time for UX?

- Start by checking for the three “D”s
  - Dates
  - Documents
  - Data
  - These should ALWAYS be up to date.

- Then, develop a plan that not only keeps your site current, but also makes users want to return.
  - How do you do this?
    - Set review dates in T4
    - Commit to a news and events posting schedule
Ah ... News and Events

- It wouldn’t be a Web Content Rockstar meeting unless we talked about everyone’s favorite topic.

You know you’ve been waiting for it.
How Can I Plan for News and Events?

◆ Outline your news and events in advance.
  – As a group, think of a few things you could write about.
    • Faculty spotlights
    • Student success stories
    • Department pride points
  – Commit to adding stories to T4 on a regular schedule.
    • Anyone in your department can write them, which will help you save time.
  – Add your department’s events to T4 as soon as you know they’re scheduled. This will help us promote them in the Flame.
  – Make sure you’re not missing anything by creating a calendar you can share with other people in your department.
That’s Great, But...

HOW DO I DO THIS IN 15 MINUTES PER WEEK?
We’re So Glad You Asked...

- Take it one page at a time.
  - Start with your department’s home page and...
    - Check your contact information
    - Click on all your links
    - Try to download all your documents
    - Make sure it makes sense
  - Do this until you’ve checked all your pages. It should take about 5-10 minutes per page, which means you could knock out a couple of pages per week, depending on how busy you are.
We’re So Glad You Asked...

- Make sure you have news and events templates set up.
  - If you need a refresher, the directions are at txwes.edu/web
  - This will save you time when you add the news and events items you’ve planned with your department.

- Write what you want to post in advance, then paste it into T4.
  - This is especially helpful if you’re getting stories from people within your department who aren’t trained in T4.
    - Which is a great opportunity to encourage them to go to training.

- Once you’ve quality assured your site, maintenance is easy.
And Now It’s Time For An...

AWESOME MUSIC METAPHOR!
Re-Releasing Your Best Album
Re-Releasing Your Best Album

- The record is still the same, but the songs have been remastered.
  - You’re just refreshing your original work.

- How do you make people who already own your record want to buy the anniversary edition?
  - Add bonus tracks people have never heard before.
  - HINT: The bonus tracks are your news and events.

Doesn’t this month’s metaphor make more sense?
Who Has Questions?