ITS Website Review & Renewal

# Website Review Goals (Module 1)

We want to:

* Create a better user experience (e.g., make it easier for users to find info such as services)
* Think about how the site is used now and what we would like visitors to do on it (e.g., highlight important information, promote ITS stories)
* Clean up backend of site to make it easier for site maintainers
* Prepare site for migration to cuTheme
* Delete old and outdated posts so they don’t get found by Google

# Website Goals (Module 2)

# **Target Audience**

* Staff, faculty, students
* We want to provide information around our service and let people know where they can get help

**1. Help visitors easily find services and get assistance**

Highlight Services in a way that makes sense to visitors so that they can find information and help easily

* Create consistent structure for service pages, make them easy to find
* People may not know specifically what they are looking for. Aim to communicate services in a way users understand – no jargon, searchable, well categorized
* Direct visitors in different ways. By:
  + Audience
  + Service category
  + Question
* Easy to find where to submit ticket, request support

**2. Highlight important ITS information**

* Security notices and policies
* Outages
* Education and Training
* Updates, changes around systems and all things ITS

**3. Showcase what we do**

**Impact at CU and Community Involvement**

* How we help groups we are working with around campus
* Let people know what initiatives ITS is working on (posts etc)
* Year in Review

# Content Audit (Module 3)

|  |  |  |
| --- | --- | --- |
| **Type of content** | **Amount** | **Notes** |
| Pages | 277 | Aim for under 200 |
| Posts | 939 | How much to keep – last 2 years? |
| Files | 7 | Polices (& categorize, pdfs) |
| Events | 762 | Delete all old – needed? |
| People | 4 |  |
| Other [specify] |  |  |

# **Ideas (To dos)**

# Review pages – consolidate information, delete

# Delete posts older than 2 years

# Use files more for documents (policies)

# Add team members with people posts

# Review services pages and create a consistent look and feel, delete old \*

# Google Analytics (Module 4)

March 2021 – Feb 2022

**Top 10 pages**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Page** | **Pageviews** | **Bounce Rate** |
| **1** | Student Email | 172,644 (32%) | 41% |
| **2** | Social Media Safety | 45,859 (8%) | 88% |
| **3** | [My](https://carleton.ca/qualityinitiatives/oqi-services/process-improvement/lean/) Carleton Portal | 39,043 (7%) | 82% |
| **4** | Contact | 38,706 (7%) | 69% |
| **5** | MS Offer Students | 21, 780 (4%) | 49% |
| **6** | Service Status | 18,526 (3%) | 50% |
| **7** | Homepage | 16,147 (3%) | 45% |
| **8** | Site Licensed Software | 13,371 (2%) | 46% |
| **9** | Accounts and Passwords | 12,544 (2%) | 76% |
| **10** | Site Licensed Software - SPSS | 7,010 (1%) | 80% |

**Overall Trends**

|  |  |  |
| --- | --- | --- |
| Users | 222,601 | -10% from previous year |
| Sessions | 391,804 | -15% from previous year |
| Page Views | 547,562 | -15% from previous year |
| Pages per session | 1.4 |  |
| Avg. Session Duration | 00:01:17 |  |
| Bounce Rate | 62% | bit high but makes sense when you look at specific pages that are meant to take users elsewhere |

New Menu Structure (Module 5)

Service Alerts

* All ITS Services
  + Students
  + Faculty and Contract Instructors
  + Staff
* Get Started
  + New Academics
  + New Staff
  + New Students
* Information security
  + Policies, Procedures, Standards & Guidelines
  + Security Awareness
* About ITS
  + Departments
  + Spolicies
* Online Help Centre
* Contact Us

**Top Nav Items (cuTheme feature)**

* CTA – Get Help
* Jump To:
  + Help Centre
  + Create a Service Desk Ticket
  + Software
  + IT Service Catalogue

Notes and Next Steps (Module 6)

Notes

* A lot of people get to the site in ways other than the homepage (7th)
* Would be worth digging into what they do once they land on homepage
* Will new nav make a difference?
* Highlight Accounts and Password page more (easier to get to?)

To do

* Simplify and make service pages consistent (create a template)
* Keep all detailed how to info on help centre
* Change nav (as suggested above)
* Delete, delete, delete! (pages, posts older than 2 years, old events)
* Make it easier to get to software (CTA or Jump to)
* Make changes and get input from users
* Highlight training (such as security awareness)
* Plan for post content (what other kinds of useful posts can we add?)

Could approach website renewal in phases, such as:

***Phase 1***

Simplify and clarify the site and current content:

* Rework navigation and some content
* Focus on service pages
* Make site live

***Phase 2***

* Look at help centre and plan to renew
* Incorporate Service catalogue
* Review and look at stats