



**WELCOME TO  
THE STRATHCLYDE  
WEB FORUM**

**JANUARY 2015**

# AGENDA

- update
- what's next?
- working with academic departments & other organisational units
- staff profiles
- removing old content

# Update



- content - updated & enhanced
  - UG, PGT, PGR & research subject pages
  - homepage, research & work with us
- created 14 videos in the new style
- improved course search
- delivered department pilot

# Update



- established a suite of guidelines
- developed training support
- approved 12-month plan & timetable for 2015
- ongoing maintenance & redevelopment
  - contact us: [webcontent@strath.ac.uk](mailto:webcontent@strath.ac.uk)

# What's next?



- news & features
- Google analytics
- international students – country pages
- departments & faculties including TIC
- processes & procedures

# How are we doing?



## Visibility

- between Oct 2014 and Jan 2015 - we had 600,000 more visitors to our homepage (compared to Oct 2013 to Jan 2014)
  - 2.8 million compared to 2.2 million

## Engagement

- across the whole new site we are receiving 200,000 more returning visitors compared to the same period last year

# Organisational units



We'll be working with you to create new department & faculty pages over the coming year

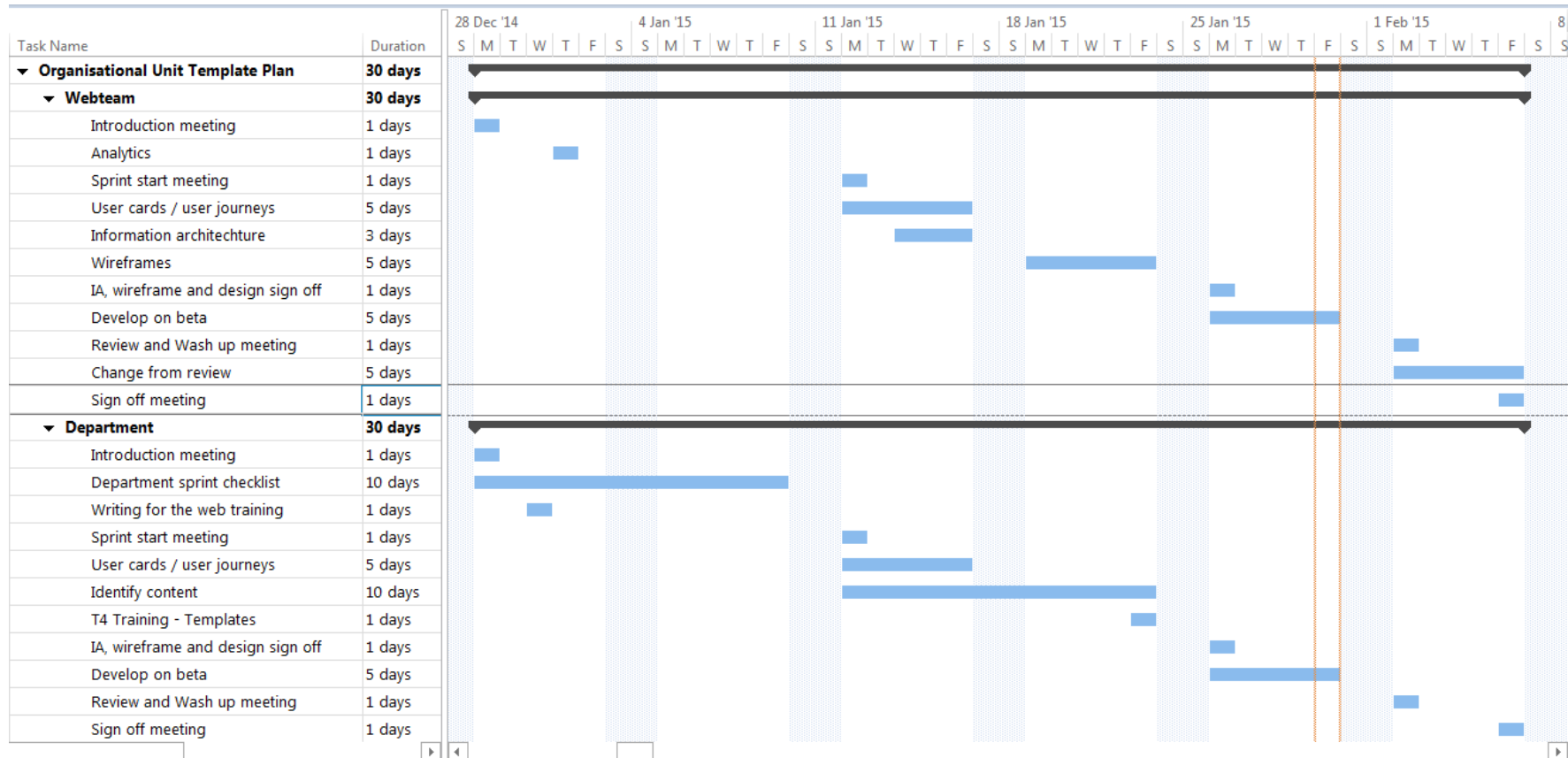
# Organisational units



- Overall timetable for all departments has been sent out
- Each organisational unit will work on a 5 to 6 week project sprint to create the new pages
  - you'll work together with the web team
  - you won't be expected to spend all your time on the project



# Organisational unit project plan



# Organisational unit project plan



Week	Tasks
1	You'll meet with the web team to discuss how the project will run, agree timings and scope
2	You'll attend training in 'Writing for the Web'
2	You'll work through a checklist of small tasks to be done before the sprint starts eg creating user cards, identifying new content, reviewing old content
3	You'll attend the sprint kick off meeting
	Jointly with the web team you'll create user cards and user journeys
4	The web team will create an information architecture, wireframes & designs for the unit
4	You'll be gathering content
5	You'll review and sign off the IA, wireframes and design
5	You'll assist the web team in building the new pages
6	Review and sign off to go onto the beta site
6	You'll attend T4 training to use the new templates

# Are you ready?



- Put together your core team
- Goals & objectives
- Streamlining current content
- Identifying new content
- Images
- Timing
- Communication

# Staff profiles



As part of the ongoing enhancement to staff profiles, next week we will be launching a new Pegasus application. This will:

- allow anyone to maintain their own staff photo for their staff page.
  - enable non-academic staff to submit a personal statement for their web page.
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# Staff profiles



Details on how to use the system will be available next week on the beta site <http://beta-www.strath.ac.uk/> with guidance on content included.

Further enhancements to staff pages are planned for later in the development year.



# Removal of duplicate content

Starting next week we are asking departments to remove staff pages from the old site and link instead to the new staff pages.

- Guidance on how to remove the old staff pages will be up on the beta site next week.
- Any questions on the process please contact the web team as normal.
- We will cease updating the old pages and actively remove them at the end of February.
- This process will subsequently be repeated for courses.

# Follow our progress



University of Strathclyde Glasgow

Search

TEMPLATES > PATTERNS > GUIDELINES >

Beta

View us on desktop, tablet, and mobile.

A screenshot of the University beta website displayed on three devices: a desktop monitor, a tablet, and a smartphone. The desktop monitor shows a large image of Earth from space with the text "Leading research" below it. The tablet and smartphone show the same content adapted to their respective screen sizes. A play button icon is overlaid on the left side of the devices.

Welcome to the University beta website

[Give us feedback »](#)

[beta-www.strath.ac.uk](http://beta-www.strath.ac.uk)

# Questions?



Get in touch:

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University of  
**Strathclyde**  
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