SLU.EDU WEB SITE REDESIGN

Saint Louis University

Marketing and Communications

2010

Thursday, May 5, 2011

Mark Starts

- Last major redesign was 5 years ago!
- •Google Analytics is a free service offered by Google that allows us to track where our site visitors come from and go on our site.
- •We've been using Google Analytics since 2007. In that time, we've noticed some trends among our users -- where they go most frequently, how they get there, and so forth.
- •We need a design that allows us to target users giving them up front what we know they are looking for the most popular content. We'll talk about this more later, when we show you the new site.
- People around the University have told us their frustrations about the current site.

• It's time!

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- Google Analytics
- Feedback from departments about the functionality of their site

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GOALS

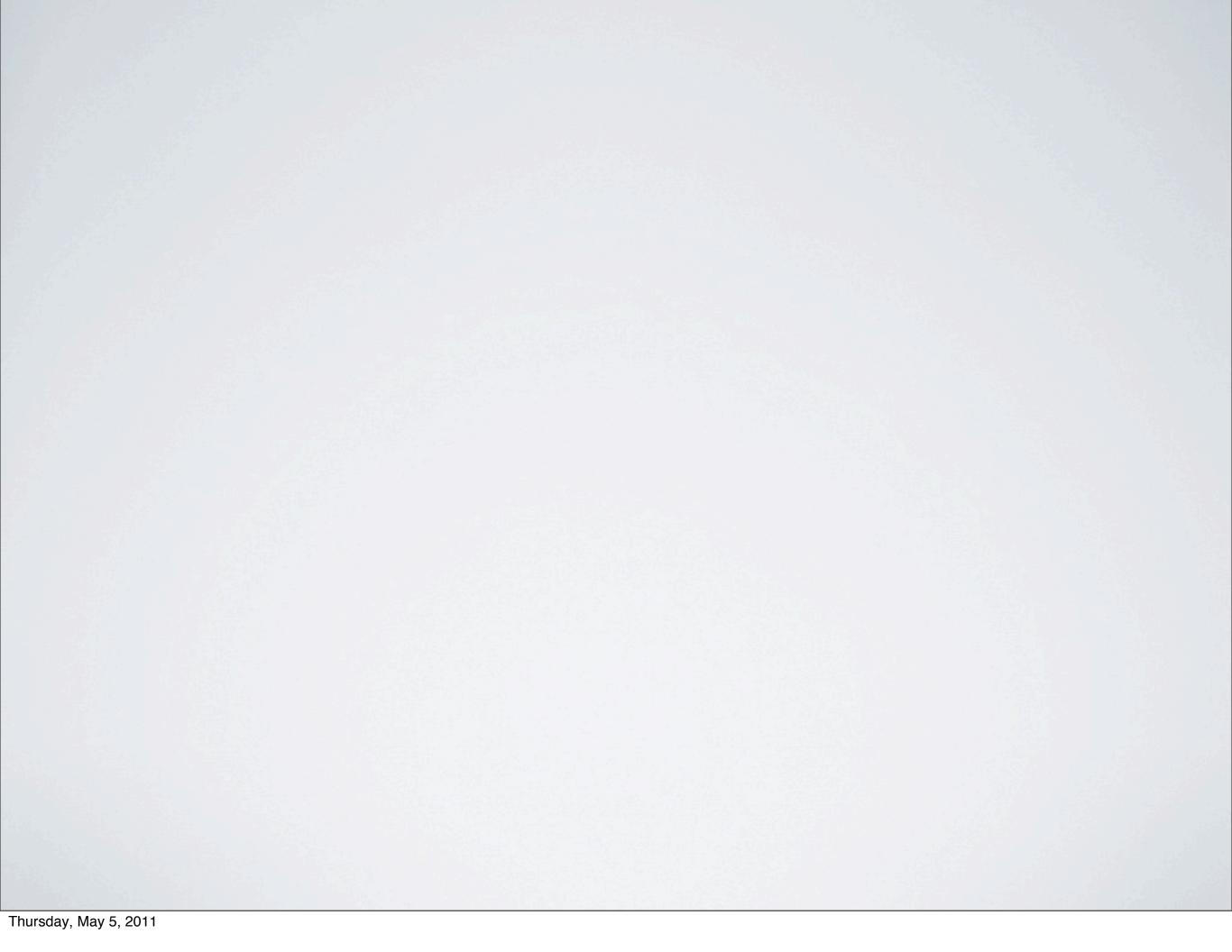
With prospective students in mind, the redesign team aims to:

- Modernize the look.
- Improve the usability of the site.
- Restructure navigations to prioritize key content.
- Give all of our constituents a more engaging experience.

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- Improve the usability of the site.
- Restructure navigations to prioritize key content.
- Give all of our constituents a more engaging experience. -whether you're faculty, staff, etc. The information you want will be readily available.

OLD SITE / NEW SITE

- •Now we are going to show you the old vs new
- •just a glance
- •after we show you this we will break down the components

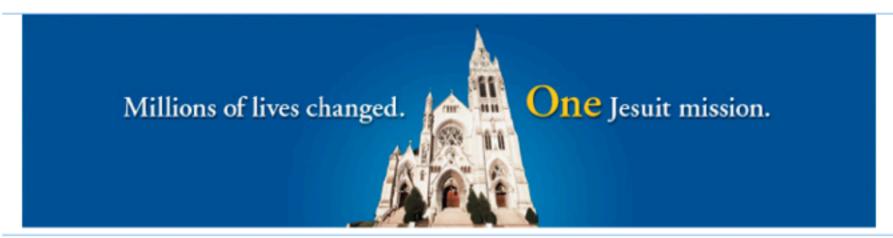


Apply Now: Contact Us: Give to SLU: Jobs: mySLU: SLU Home

SAINT LOUIS UNIVERSITY

Search SLU





Apply Now: Prospective Students: Parents: Alumni: Donors: Current Students: Faculty & Staff

ABOUT SLU

Jesuit Tradition Rankings & Honors Health Care SLU Facts From the President

ACADEMICS

Majors & Degrees Colleges & Schools Study Abroad Libraries Research

ADMISSION

Undergraduate Graduate & Professional Professional Studies International Scholarship & Financial Aid

News



Part Time MBA Gets Another Top Ranking After being named No.1 in

Missouri by U.S. News, Business Week has named the program best in the

Highlights



Nobel Peace Prize Winner Elie Wiesel to Speak at SLU His acclaimed book, "Night," has been a cornerstone of academia

for nearly 50 years.

ATHLETICS

Billiken Athletics Billiken Tickets Chaifetz Arena Merchandise What is a Billiken?

CAMPUS LIFE

Activities & Clubs Living on Campus Internships & Careers Service & Leadership Safety & Preparedness

VISIT US

About St. Louis
Campus Tour Videos
Campus Visits
Maps & Directions
Museums & Arts





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3.2

Thursday, May 5, 2011







PROSPECTIVE STUDENTS

CURRENT STUDENTS

FACULTY & STAFF

ALUMNI

PARENTS

TOP LINKS

- · Majors & Programs
- Colleges & Schools
- · Undergraduate Admission
- · Graduate & Professional Education
- · Schedule a Campus Visit

BE A BILLIKEN

- · Take a Majors Quiz
- Video Campus Tours
- · Videos, Blogs & More
- · Visit: Be A Billiken .com



NEWS & EVENTS

EVENT CALENDAR NEWSROOM

- Boosting Immunity Smoothie Offer Begins Today
- MOCRA Observes Day With(out) Art
- SLU Cancer Information Center to Sell 'Circle of Hope'
- · Grantsmanship Educational Sessions Series Continues

APPLY NOW

CONTACT US

GIVE TO SLU

JOBS VISIT US

SLU HOME

FIND US ON:



ABOUT SLU

At a Glance Jesuit Tradition & Mission Rankings & Honors SLU Administration Health Care Maps & Directions SLU Madrid Campus St. Louis City

ADMISSION

Undergraduate Graduate & Professional Professional Studies/Adult Ed. Summer Programs International Scholarship & Financial Aid Schedule a Campus Visit

ACADEMICS

Majors & Programs Colleges & Schools Study Abroad Academic Calendar Libraries

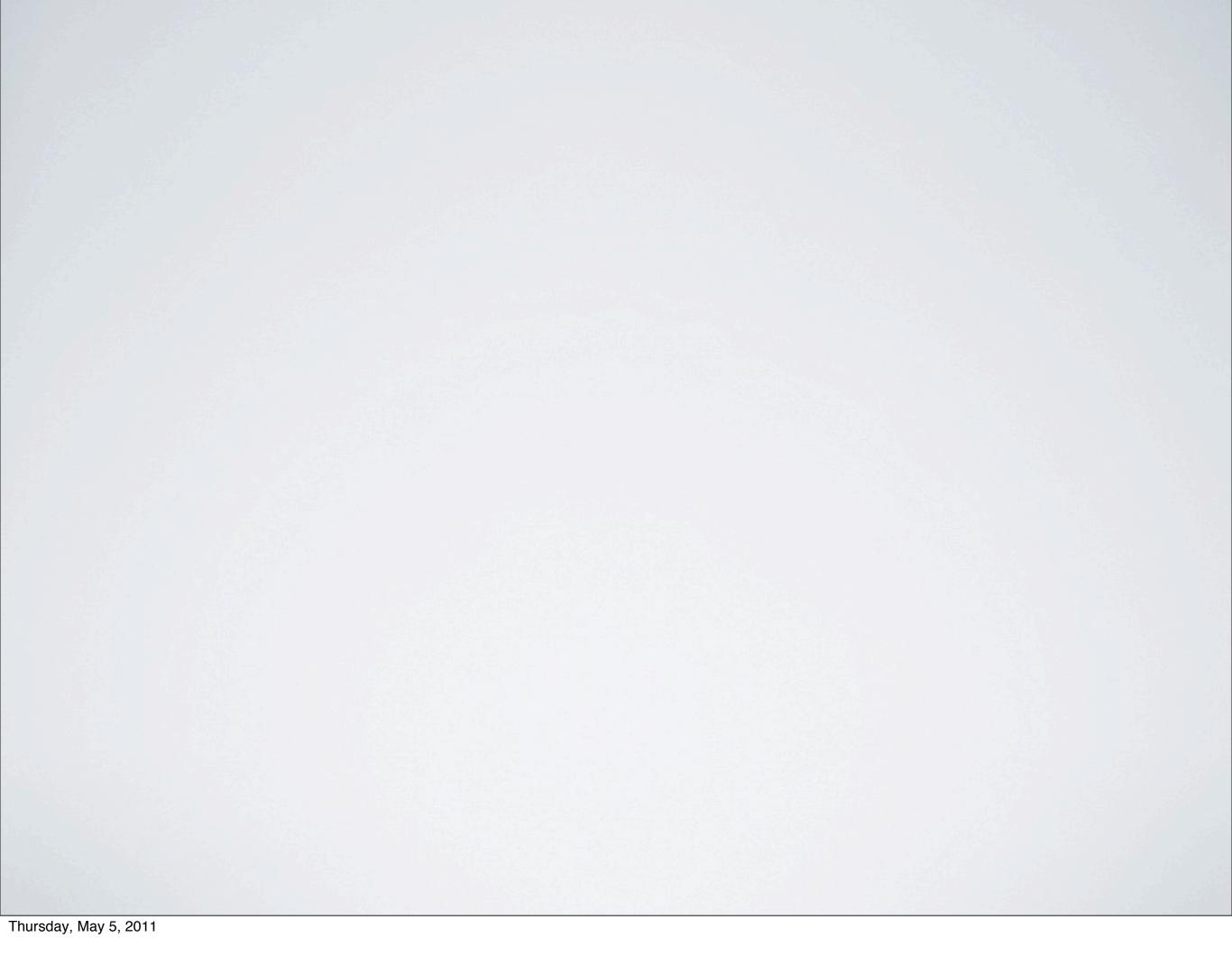
CAMPUS LIFE

Housing & Residence Life Safety & Preparedness Campus Ministry Museums & Arts Athletics Chaifetz Arena **SLU Connection**



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SAINT LOUIS UNIVERSITY

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12,000 students. 150,000 graduates. One unique mascot.



University Home > Prospective Students

Apply Now Prospective Students Majors & Degrees

About SLU Academics Admission Athletics Campus Life Visit Us

University Home

Prospective Students

We're so glad you're interested in Saint Louis University! Let us know what we can do to help you apply and decide that SLU is right for you.

Becoming a ...

- Freshman or Transfer Student
- Graduate or Professional Student
- International Student
- Professional Studies (Adult Education) Student
- Summer Sessions Student
- Apply Now

About SLU

- Jesuit Tradition
- Rankings & Honors
- Slide Show
- SLU Facts
- SLU Merchandise
- Tuition, Room & Board Rates

Academics

- Majors & Degrees
- Madrid, Spain Campus
- Study Abroad

Campus & St. Louis

- About St. Louis
- Campus Events
- Campus Map
- Campus Safety
- Campus VisitsDirections to Campus
- Hotels
- Housing & Residence Life
- Parking Information
- Scholarships & Financial Aid
- Shuttle Service
- Student Life

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Thursday, May 5, 2011

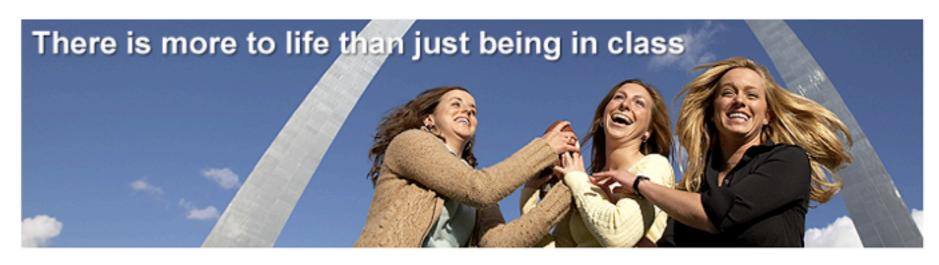
Google™ Custom Search





University Home

Faculty & Staff Parents Prospective Students



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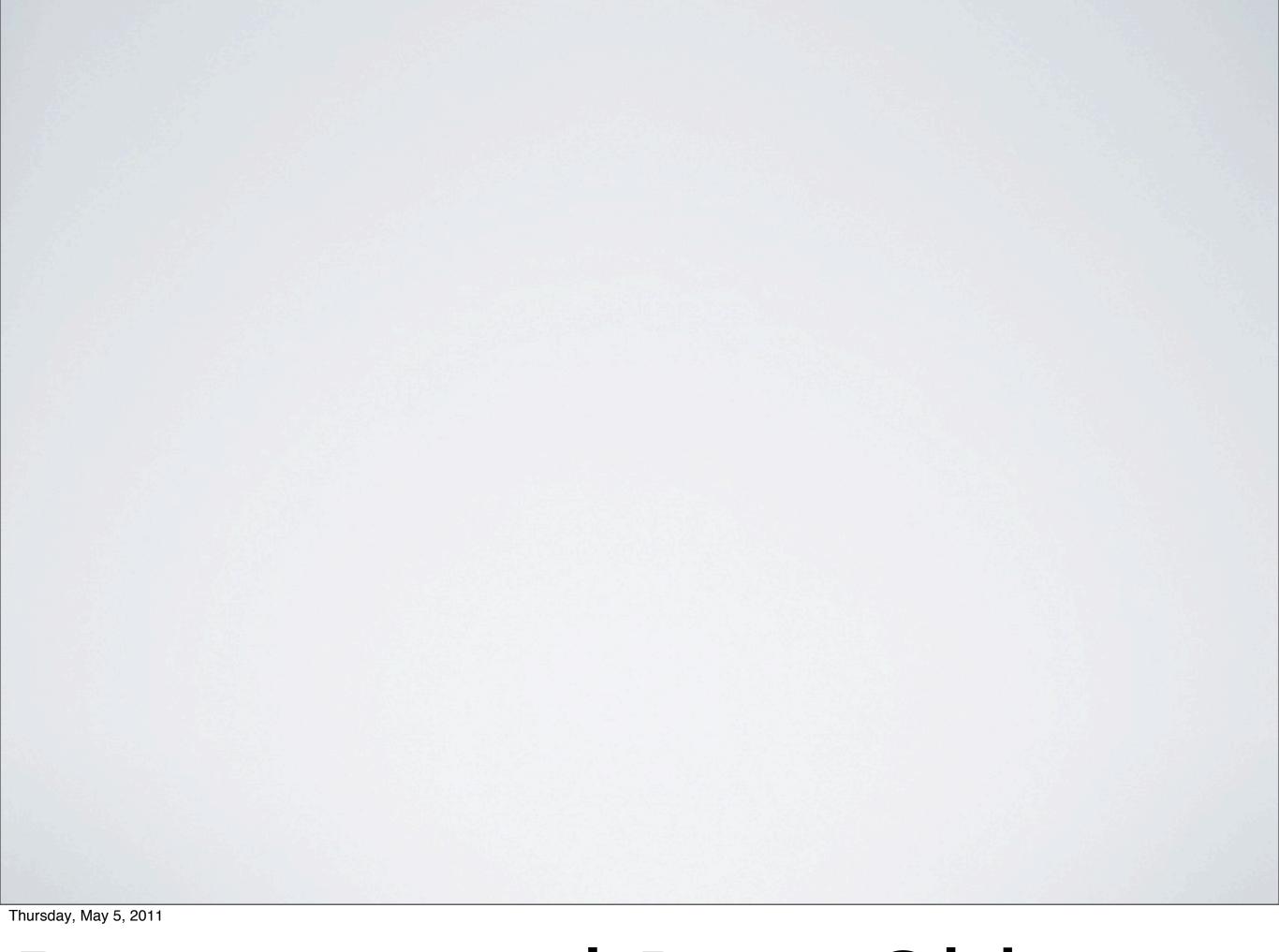
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- · Student Life

APPLY NOW CONTACT US GIVE TO SLU JOBS VISIT US FIND US ON: **SLU HOME** Facebook Twitter **ABOUT SLU ADMISSION ACADEMICS CAMPUS LIFE** Majors & Programs Housing & Residence Life At a Glance Undergraduate Jesuit Tradition & Mission Graduate & Professional Colleges & Schools Safety & Preparedness Rankings & Honors Professional Studies/Adult Ed. Study Abroad Campus Ministry SLU Administration Summer Programs Academic Calendar Museums & Arts Health Care International Athletics SAINT LOUIS Maps & Directions Scholarship & Financial Aid Chaifetz Arena UNIVERSITY SLU Madrid Campus Schedule a Campus Visit SLU Connection

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Thursday, May 5, 2011

St. Louis City



Departmental Page Old vs New

Mark Ends - Chris Starts

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College of Arts and Sciences

Search SLU





Apply Now Prospective Students Majors & Degrees

About the College Academic Advising Core Curriculum Departments & Programs Alumni & Supporters Student Resources Faculty & Staff Resources

Contact the College of Arts & Sciences Support the College Request Information

College of Arts & Sciences Home

College of Arts & Sciences Home > Department of American Studies Home

Department of American Studies Home

The Department of American Studies at Saint Louis University offers programs of study leading to the Bachelor of Arts (major and minor), Master of Arts and Doctor of Philosophy degrees.

Our programs balance rigorous training in the core theories and methods of American Studies, with a flexible range of courses and experiences tailored to the individual student's interests. Students undertake degrees in our department through close mentorship and supervision by the faculty.

American Studies prepares students for interesting careers that emphasize creativity, writing, analysis, communication, research, and civic engagement. Graduates of the American Studies program may prepare for careers in museums, government, law, media, or education.

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Foundations, agencies, arts institutions, and non-profit

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Many business organizations value American Studies

In This Section

- :: About American Studies
- :: Welcome from the Chair
- :: Faculty & Staff
- :: Undergraduate Information
- :: Graduate Information
- :: American Studies News
- :: Visual Culture Conference
- :: Course Descriptions
- :: Study Abroad Opportunities
- :: Events
- :: American Studies Club
- :: Contact American Studies

Thursday, May 5, 2011

Departmental Page Old vs New

Search



Department of American Studies

About American Studies

Undergraduate Programs in American

Graduate Programs in American Studies

Study Abroad Opportunities

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Thursday, May 5, 2011

Departmental Page Old vs New

Components of...

THE NEW SLU.EDU

Thursday, May 5, 2011

Chris Starts

Now we're going to go through the new site, element by element.

Let's start with some things that appear site-wide.

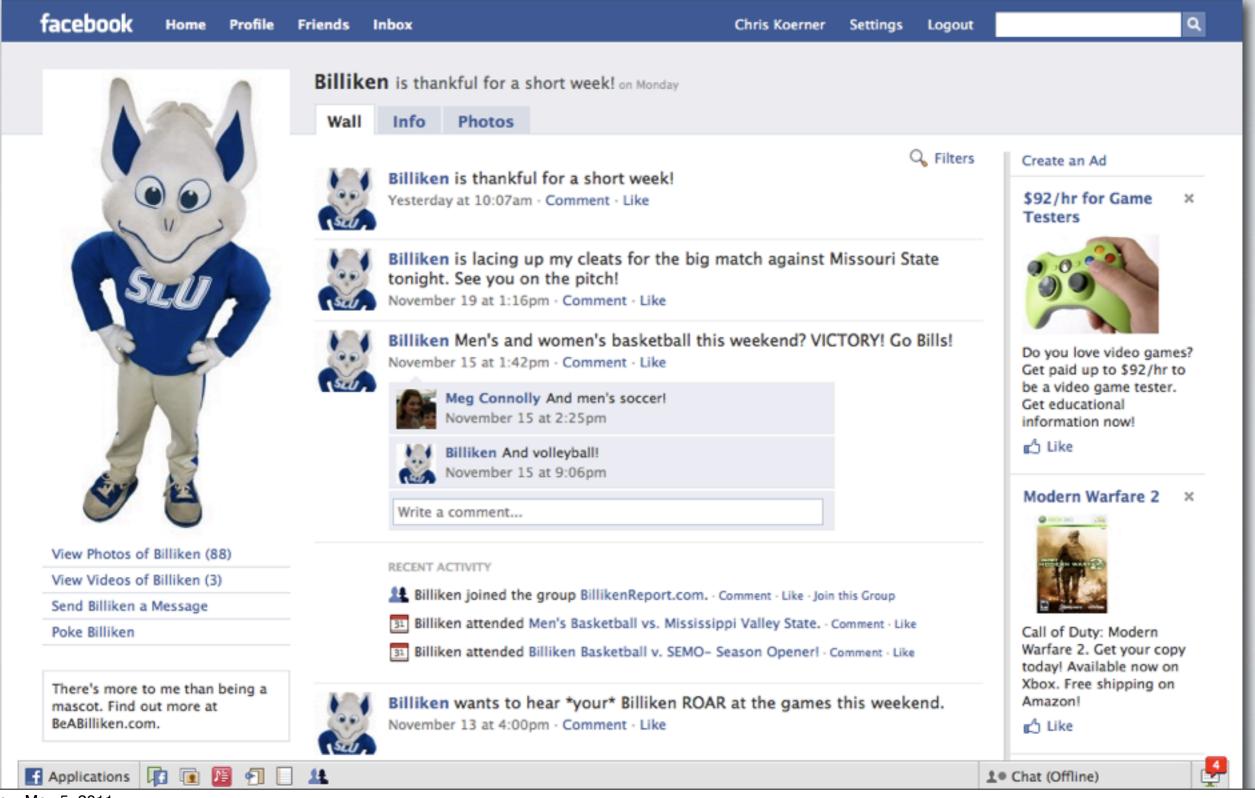
DESIGN

Thursday, May 5, 2011

We were inspired by a variety of sites, not just those of other universities: blogs, news and retail sites, too - anything that would appeal to our audiences.

Sites that people visit often such as target, apple, facebook. (prospective students).

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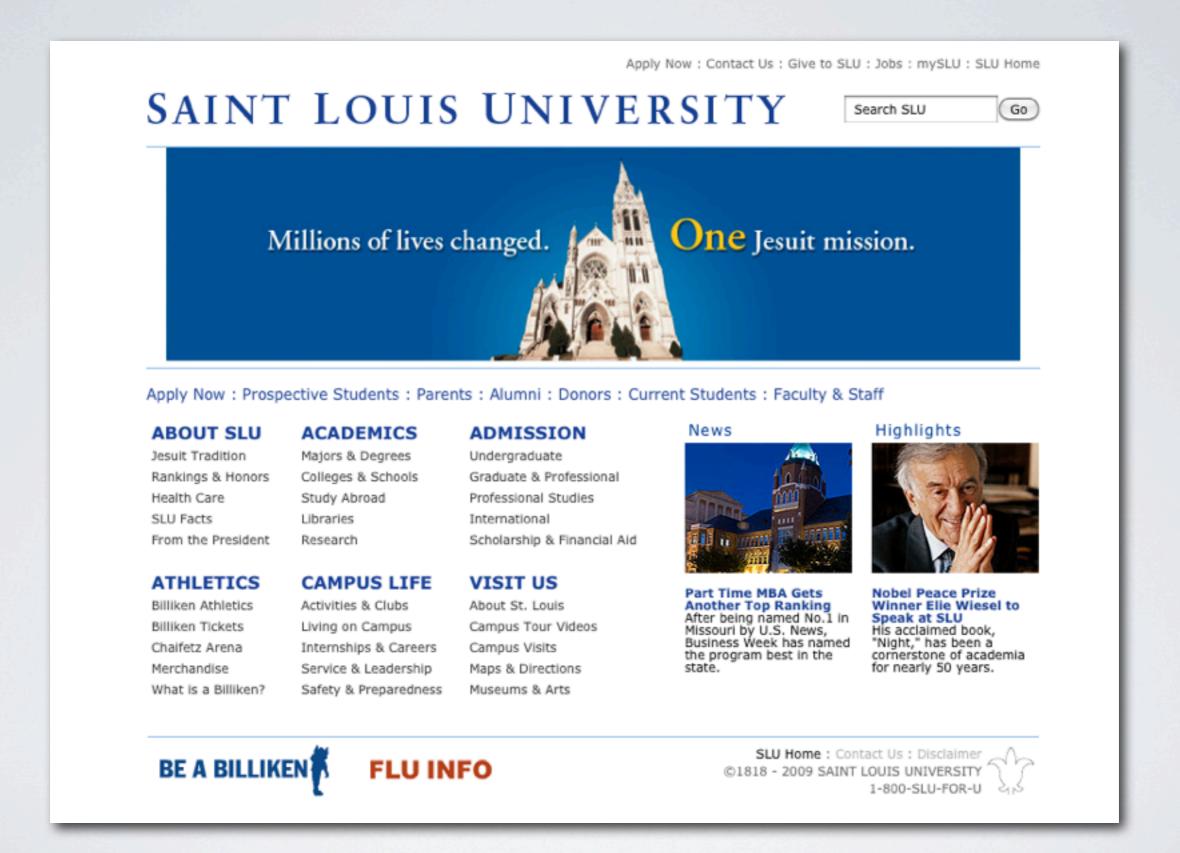
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TYPOGRAPHY

Old

SLU welcomes students from all over the world to become "women and men for others." Our campus in St. Louis, Missouri, is a diverse place where undergraduate and graduate students from more than 80 countries gather to experience a values-based American education, one designed to foster a global perspective.

New

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Thursday, May 5, 2011

Chose a larger, cleaner font choice so that the text is still easy to read

New is 14pt Helvetica/Arial Old was 12pt Verdana/Arial

with the increase in the size of the body area of the site we realized the need to increase the font size we're using and the choice of font as well.

Keep in mind if You can't see much difference from this slide that we're projecting this at about 10x times the size it will be on a computer screen. Trust us there is a noticeable improvement.

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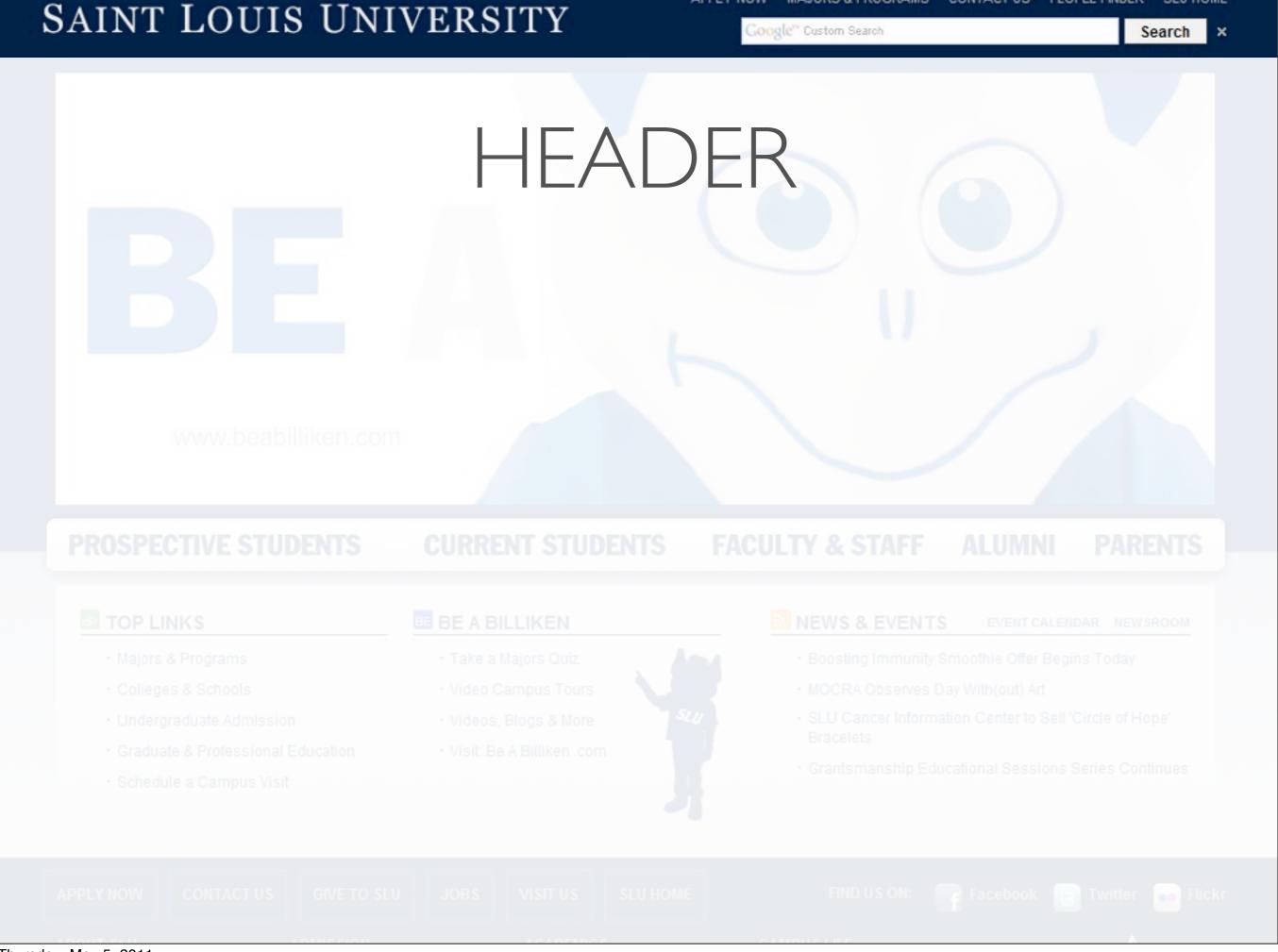
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Consistent branding -- The site-wide header for our new site is a Saint Louis University header. This differs from o current site, where you'll see headers for each college and school, each division, etc. This is for consistency: You will always know that you're on SLU's site.

Header Links - We looked at Google Analytics to find which links were the most popular throughout our site, and t used that information to choose which links we would include in the header. That's how "Apply Now," "Majors and Programs" and "People Finder" made the cut.

Search: We'll be implementing Google's latest search product, which will allow us to track and tailor responses acros all sites. We can even search other domains - such as sluconnection.com and beabilliken.com - all while visiting slu.edu.



MAJORS & PROGRAMS

CONTACT US PEOPLE FINDER SLU HOME

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"FAT" FOOTER

Thursday, May 5, 2011

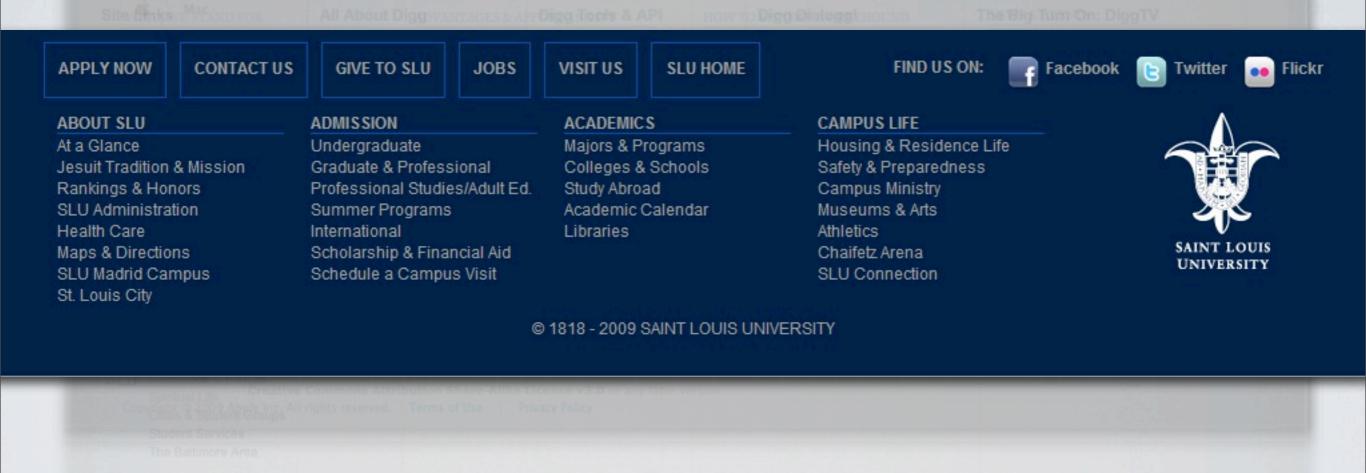
The "fat" footer is a recent Web trend being used by a multitude of sites- and it serves a purpose.

Using a "fat" footer on our site means we can include many more links on every single page. Before, most of these links appeared only on the SLU home page; now, they are throughout the site. They're a combination of some of our most frequently visited pages according to Google Analytics and those pages that we know we need to include, that help identify us -- like Jesuit Tradition & Mission.

Google Analytic stats about number of visitors being dropped in via search (50-70% in some cases)

If for some reason they land in the wrong page, they now have an extensive universal navigation (in the footer) to help them get where they want to be.

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NEW HOME PAGE

Thursday, May 5, 2011

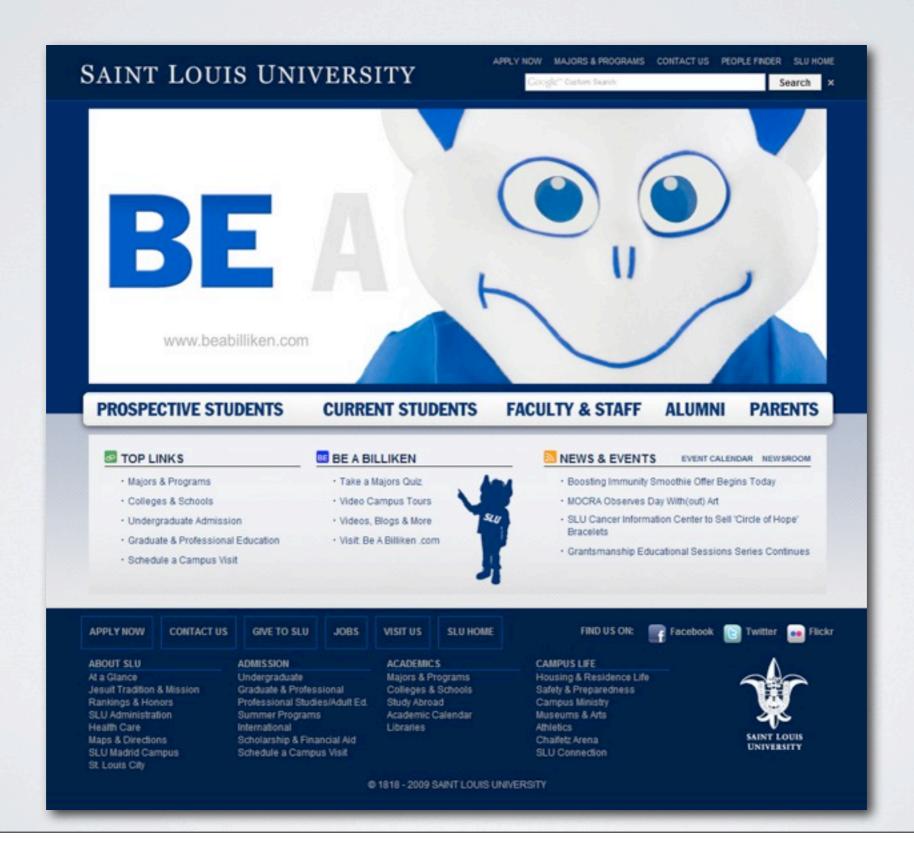
Amy Starts

The SLU home page is the 1st impression of the University for many people. Google Analytics tells us that the home page gets over 700,000 unique visitors per month. We need to make a great 1st impression with these people.

As we've mentioned, our target audience is prospective students. It is important that we develop content that appears to them using current web technology... Flash, video, and other multimedia ... to give them an experience on par withey kind they get on the sites they visit on a daily basis.

The viewer is the ideal space to do this.

NEW HOME PAGE



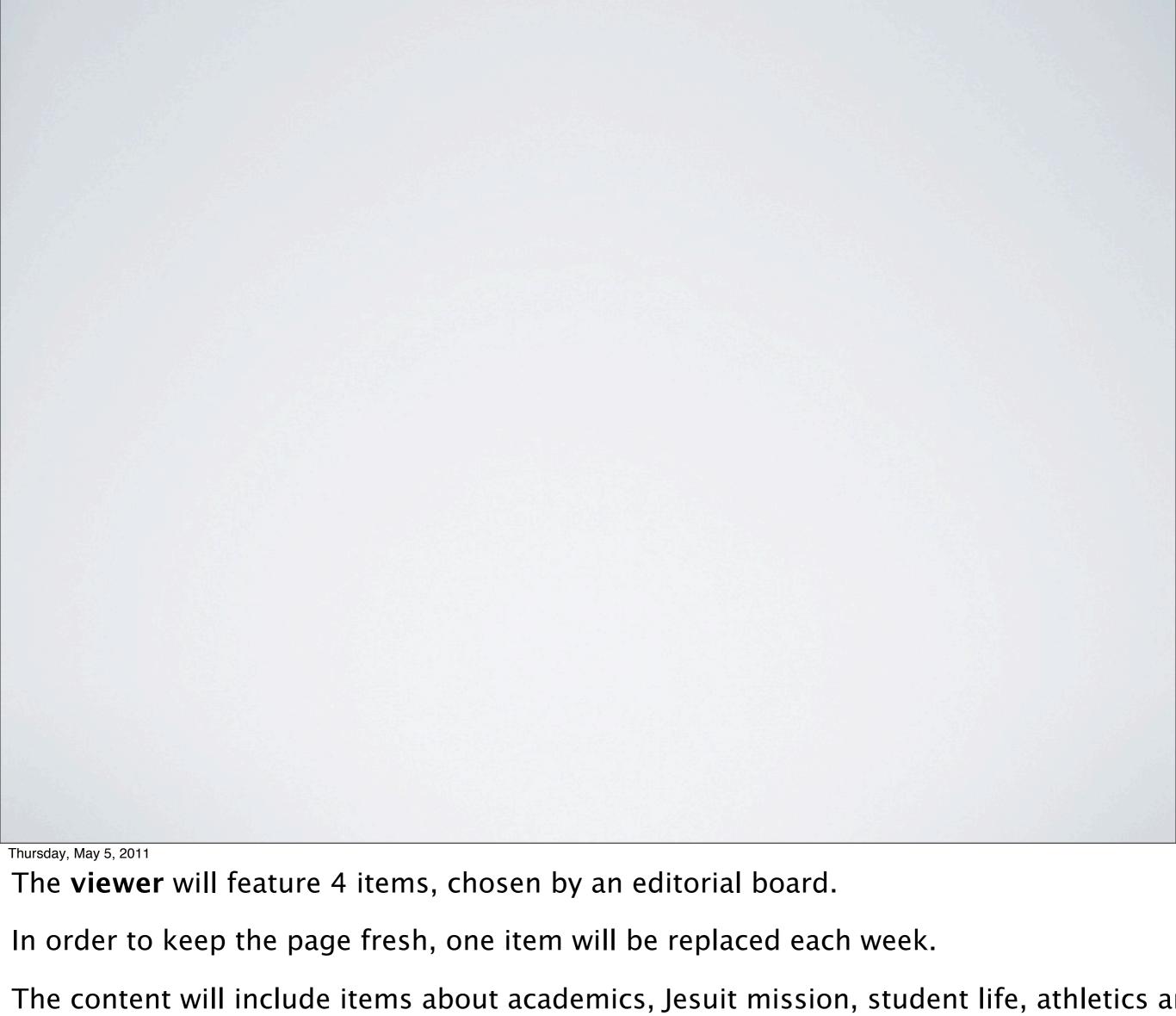
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more.





The viewer will feature 4 items, chosen by an editorial board.

In order to keep the page fresh, one item will be replaced each week.

The content will include items about academics, Jesuit mission, student life, athletics a more.

BEA Www.beabilliken.com

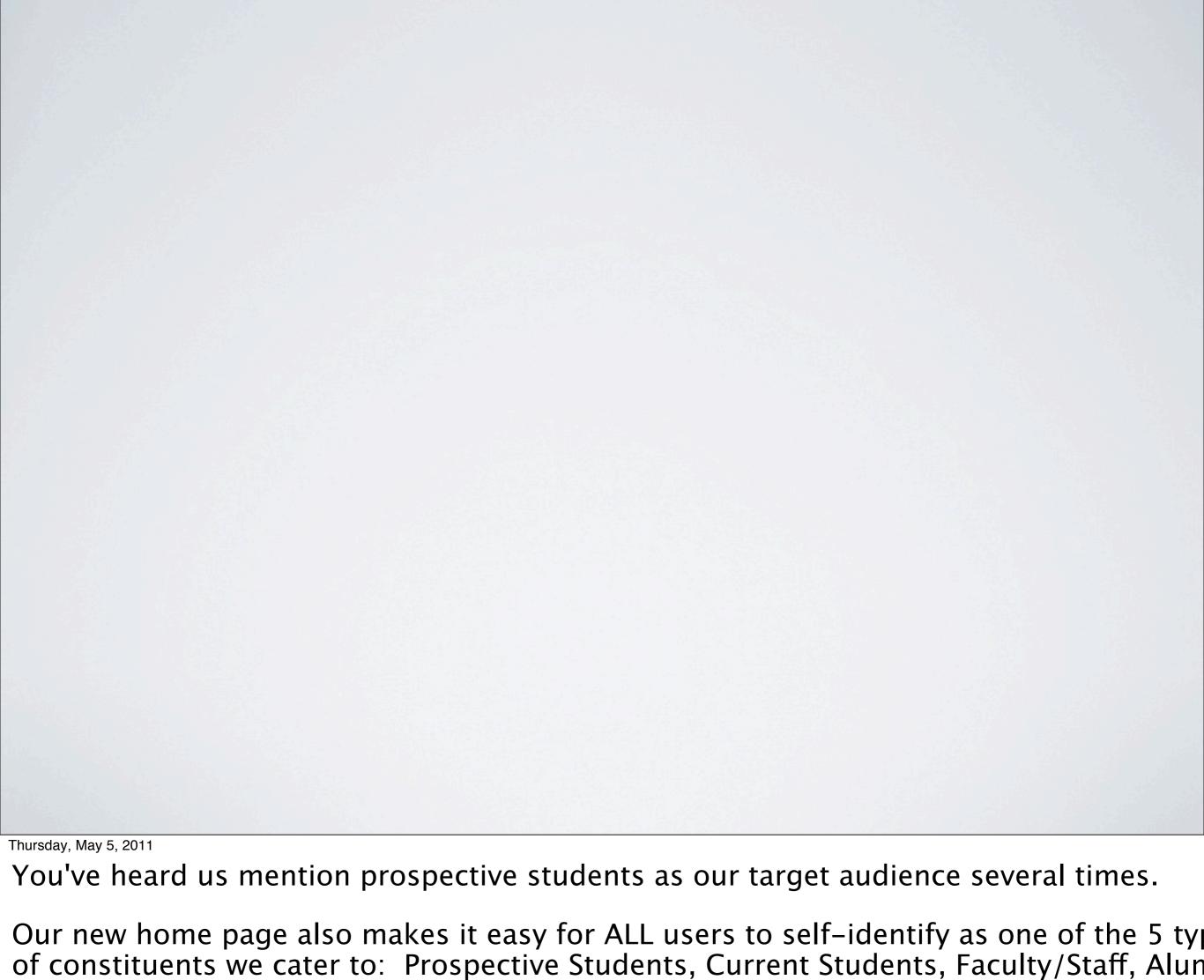


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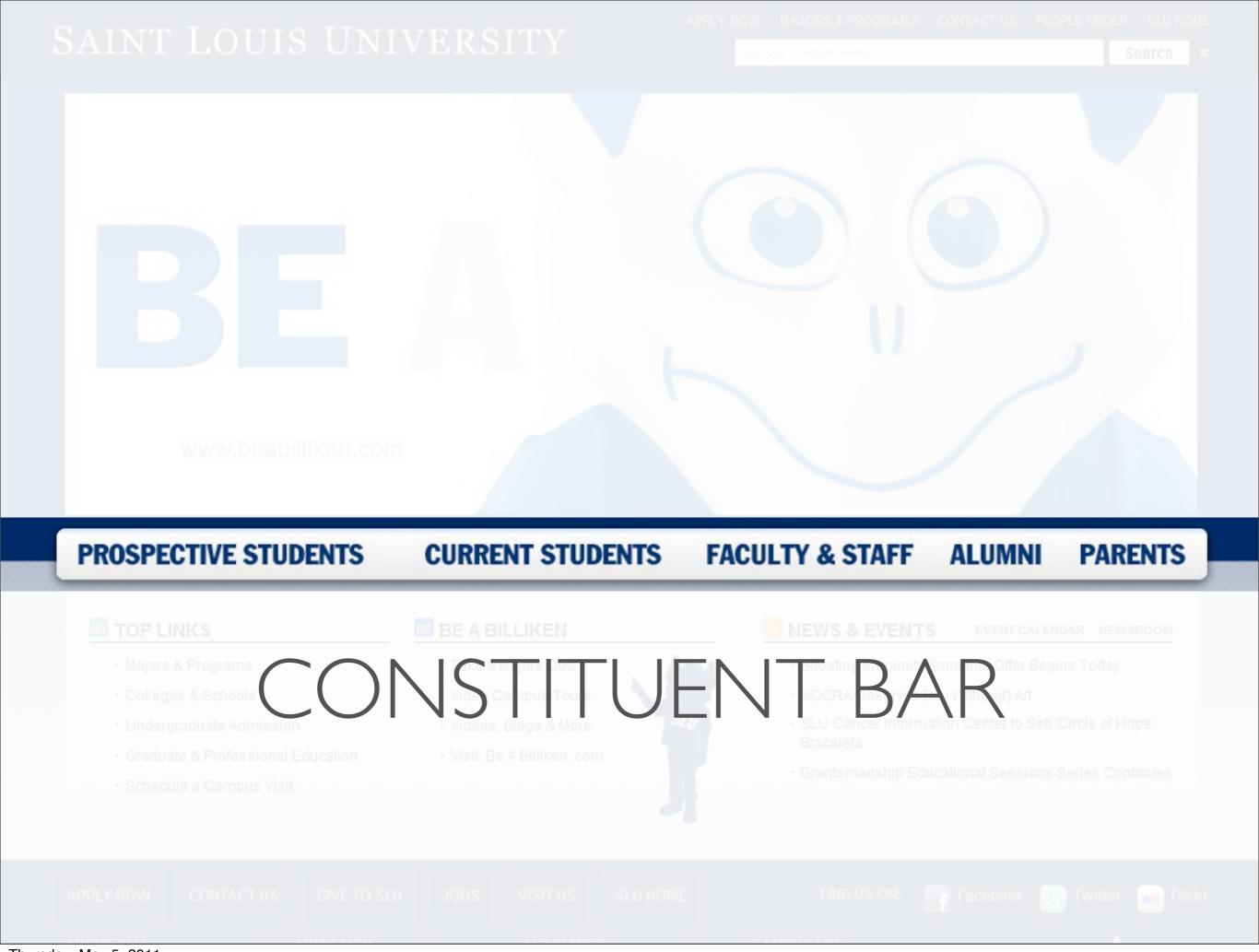
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So if you click on Faculty & Staff, you will be taken to a page with information tailored t

and Parents.

you.



Thursday, May 5, 2011

You've heard us mention prospective students as our target audience several times.

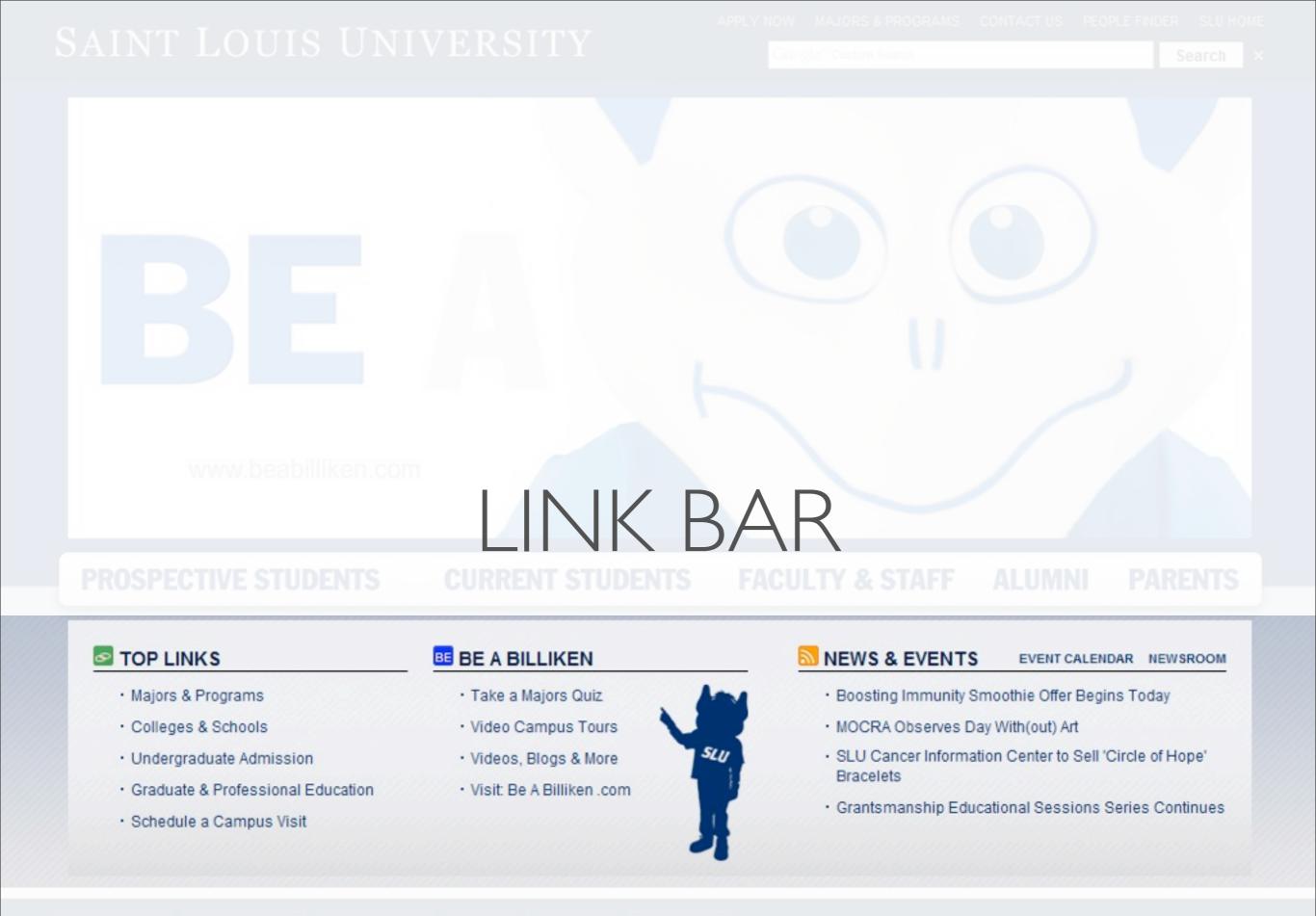
Our new home page also makes it easy for ALL users to self-identify as one of the 5 tylof constituents we cater to: Prospective Students, Current Students, Faculty/Staff, Alurand Parents.

So if you click on Faculty & Staff, you will be taken to a page with information tailored tyou.



We're adding more news to the home page, too.

That covers the home page. Now, let me tell you about our new secondary pages.



Thursday, May 5, 2011

In the Top Links column we'll provide content that our target audience wants most, based on Google Analytics and accounting for the admission communication cycle.

Be A Billiken links will be here.

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NEW SECONDARY PAGES

Thursday, May 5, 2011

A "secondary page" is every page on the site that is not the home page.

Let's look at a secondary page from our current site to see a few elements that will change with the redesign.

Let's look first at the navigations -- the link groups. On our current site, there are two places for link groups -- one on the left side and one on the right.

This was confusing. Visitors weren't sure where to look first.

NEW SECONDARY PAGES

SAINT LOUIS UNIVERSITY

APPLY NOW MAJORS & PROGRAMS

CONTACT US PEOPLE FINDER SLU HOME

Google™ Custom Search

Search

College of Arts & Sciences Home

Department of American Studies

About American Studies

Undergraduate Programs in American Studies

Graduate Programs in American Studies

Study Abroad Opportunities American Studies Club

Contact American Studies

American Studies

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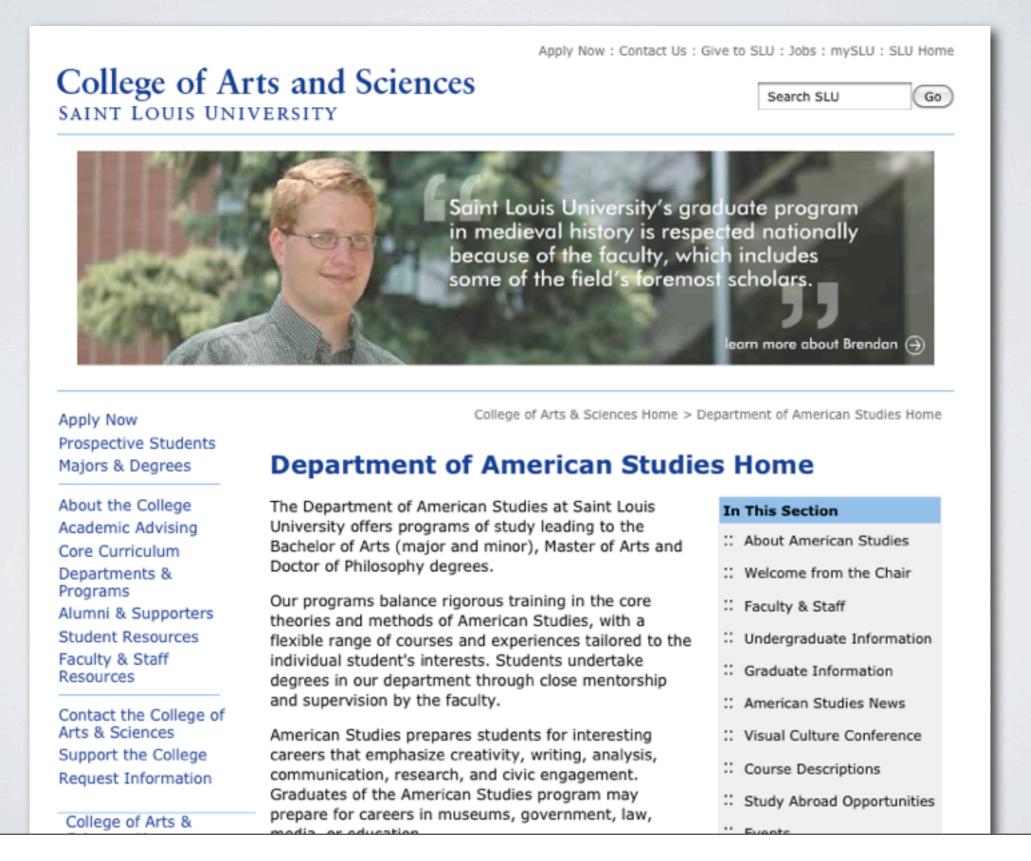
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Thursday, May 5, 2011

In the redesign, all navigation appears consistently on the left side of the site.

This navigation operates like an **outline** of the site.

We also included **visual hints** in the navigation. The link to the page you're on is marked by bold text and a red arrow.

This helps users in several ways:

They'll know exactly where to look to navigate through the site -- the left-hand side of the page.

They'll also be able to tell more easily where they are located in relation to other pages - which is helpful if they're "dropped" into the site through a search engine, as Chris mentioned before.

College of Arts & Sciences Home

Graduate Programs in American

Study Abroad Opportunities

About American Studies

Studies

Department of American Studies Undergraduate Programs in American

American Studies Club Contact American Studies

CONSISTENT NAVIGATION

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Thursday, May 5, 2011 Web banners We've had Web banners on our site since the last redesign. On our current site, they are those photos at the top of our pages that change when you refresh the page.

Naturally, lots of departments wanted their own -- but we were unable to accommodate those requests until

For the launch, each department (and college, school, etc.) will have 1 banner -- like this one (point) -- that

After the launch we'll work with each department to create banners that are specific to them -- showing their

now. With this redesign, departments will be able to have their own banners.

includes their name and a small graphic.

American Studies

Thinking About a Career in American Studies?

WEB BANNERS

American Studies prepares students for interesting careers that emphasize creativity, writing, analysis, communication, research, and civic engagement. Graduates of the American Studies program may prepare for careers in museums, government, law, media, or education.

Many business organizations value American Studies training for work in public relations, marketing, advertising, diversity outreach, and tourism. Foundations, agencies, arts institutions, and non-profit organizations make extensive use of the broad education students receive in American Studies.

Rankings & Honors Profession

SLU Administration Summer I

Health Care Internation

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Housing & Residence Life Safety & Preparedness Campus Ministry Museums & Arts

UNIVERSITY

Thursday, May 5, 2011

Web banners

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Political Science

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Chemistry

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CAMPUS LIFE
Housing & Reside
Safety & Prepared
Campus Ministry

Campus Ministry
Museums & Arts

UNIVERSITY

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Student Financial Services

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department of

International Business

/EB BANNERS

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Simon Recreation Center

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College of Arts & Sciences Home

Department of American Studies

About American Studie:

Undergraduate Programs in American

Graduate Programs in American

Study Abroad Opportunities

American Studies Club

Contact American Studies



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Jesuit Tradition & Mission Rankings & Honors Professional Studies/Adult Ed. Study Abroad Campus Ministry

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Academic S

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Museums & Arts

Athletics

SAINT LOUIS

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CAMPUS

MINISTRY

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USABILITYTESTING

Thursday, May 5, 2011

Amy & Chris Start

We did a usability test of just the new University home page.

(Click)

The testing was captured through software that allowed us to see not only where users clicked but also where they scrolled, what they said and how their faces changed as they took the test.

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TASK RESULTS

Thursday, May 5, 2011

The first part of the test was made up of task questions, such as:

"Imagine you are a high school student looking at the Saint Louis University home page for the first time. Where would you click?"

OR

"Find out what residence halls you can live in."

These were intended to get the user to click on a certain link on the home page.

When a task confused most participants, the team used that feedback to adapt the home page and clarify the

TASK RESULTS

Participants found appropriate links quickly.

Including:
Prospective Students
Apply Now
Housing and Residence Life
Athletics
SLU Madrid Campus

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What is the most important thing on the new home page?

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WHERE DO WE GO FROM HERE?

Thursday, May 5, 2011

Mark starts

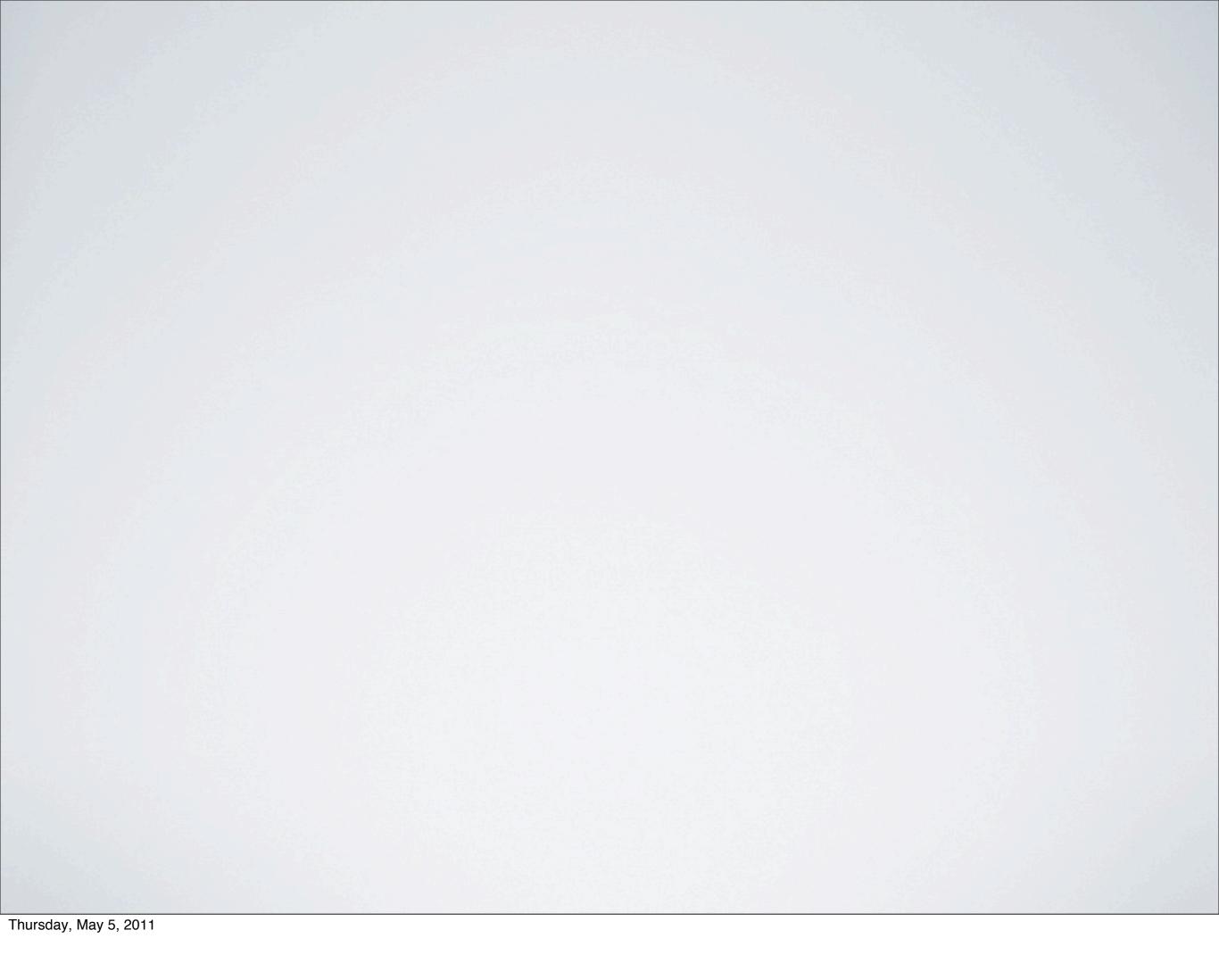
- •Usability study of whole new site
- •Mobile version of site: After the launch we can work with the flexible framework we've developed to create a version of the site that will work well on mobile phones and devices.

TO SUM UP...

- More colorful, dynamic and modern
- Easier to navigate, no matter where you land
- Departmental sites are more clearly structured and branded

Thursday, May 5, 2011

To sum up the new site will...





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