



DSA WEBSITES

THINK. WEB. FIRST.

TAKE A MOMENT
TO VIEW THESE
FRONT DOORS.

WHICH ONES ARE YOU
DRAWN TO?





EST VICTORIA GALLERY 1812

VICTORIA'S COFFEE
Specialty 100% Arabica Beans
Directly sourced from the best
and best beans for the best
coffee.

VICTORIA'S TEAS
Specialty Tea Leaf Tea
Directly sourced from the best
and best teas for the best
tea.

CAFE

VICTORIA'S COFFEE 100% ARABICA BEANS

THE WORLDS BEST!

Espresso, Cappuccino & Gelato

ice with coffee

SANDWICHES
with
pickles
on toast

FUN
with
Chocolate
Brownies
on a
Cupcake
topped
with
cream

WELCOME

OPEN









Chippy!-SHaBBY!



rightbiz





WARNING
ASBESTOS
Authorized
entry
only





Pump

10% DE REMISE

10% DE REMISE
SUR TOUS TES ACHATS
WWW.PUMPSHOP.BE

SUBSCRIBE AND
GET 10% OFF
ON ALL ITEMS

Pump





Junk
& Gem

VINTAGE

@NORWICHSTREETCAFE96

145

The Street café
and Coffee Bar
Fully Licenced

The Street café
and Coffee Bar
Fully Licenced

The Street Café
OPEN

The Street Café
Menu
MON 8:00am - 5:00pm
TUE 8:00am - 5:00pm
WED 8:00am - 5:00pm
THU 8:00am - 5:00pm
FRI 8:00am - 5:00pm
SAT 8:00am - 5:00pm
SUN 9:00am - 1:00pm

OPEN

THE STREET
CAFÉ
AND
COFFEE
BAR
FULLY
LICENCED
OPEN 7 DAYS

LOOK AT OUR FANTASY
NEW
LOW PRICES

BEAT THE BUDGET & BUY NOW
PRICES COULD GO UP!

SAVE-A-THON
SPINNET BERNAT
CROCHET THREAD
\$3.99

RAYON
33¢/yd.

SAVE-A-THON
Buy 40 yards Fuller
Any Color
Reg. \$29.99

WOOL
12¢/yd.

0¢/yd.

TER





玄坂小路

200

MINI

金券
買付

アコム

ビール券
商品券
切手・印紙
航空券

MONEY
EXCHANGE

回転寿司
元祖寿司

ヘルス
平成女学園

ACCU

Kirin-Ci

BAR

EVER GRACE
Homestyle Japanese Food & Sa

Let's have
Homestyle Japanese Food & Sa

ごまや B1
BISTRO GO WALK BY HANNO

肉

やまます





Yes, we are
OPEN

PUSH





WERE YOU ABLE TO DETERMINE THE FOLLOWING FROM THE FRONT DOORS PICTURED?

- What type of store is it, or who's home it may be?
- Do you know what is offered there or what will be inside?
- Are you welcomed? Would you stop at these doors and go in?
- Is it inviting or off putting?
- Does the store or home look lively or abandoned?

YOUR WEBSITE IS YOUR DEPARTMENT'S "FRONT DOOR"

We need to start thinking of our websites as the front door of our departments. Think of them as the first point of contact for most of our students. We need to be looking at them through the lens of a pre-collegiate student, a freshman, a current student, a non-trad student, a parent and a member of the community.

If you were to pull up your website today, would your front door be inviting and easy to navigate for all of these communities?



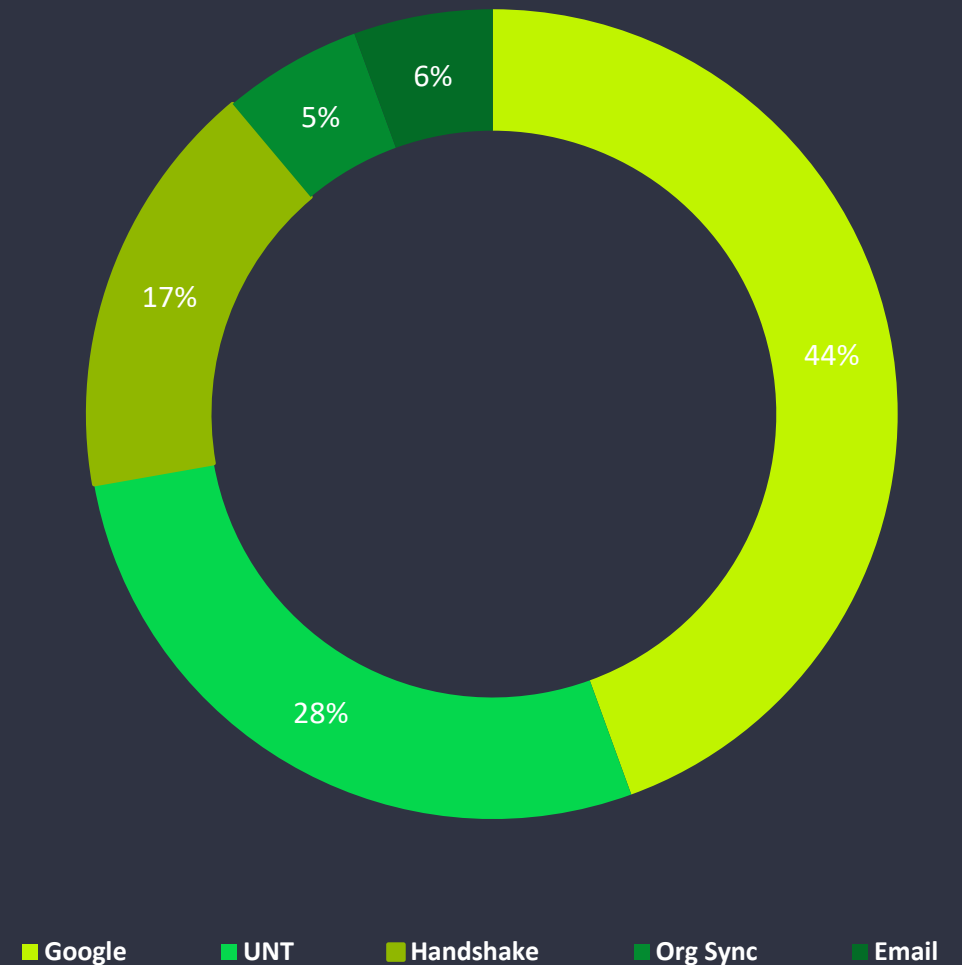
44% OF STUDENTS FIND US FROM GOOGLE

According to Web Focus Group 2018-2019

Most of the people that are searching for our departments and services/programs might not know much about us in the beginning.

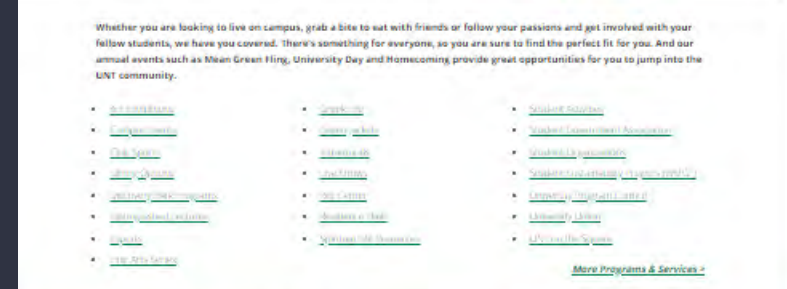
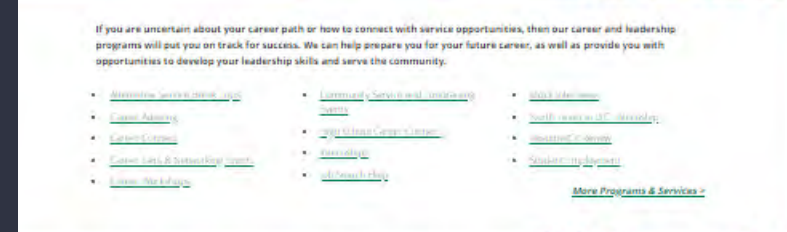
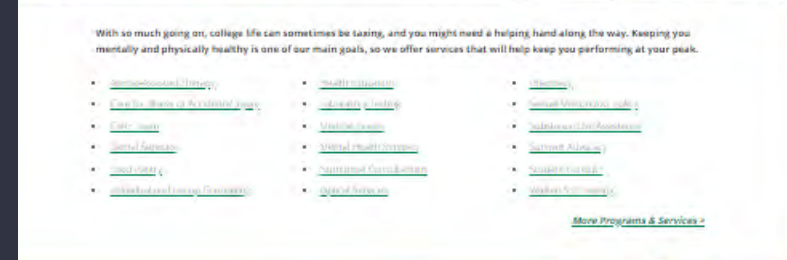
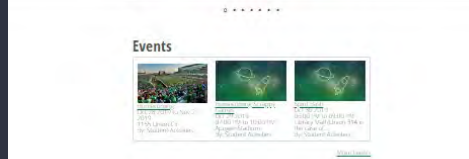
When they search for our department, they should be able to know who we are and what resources we offer them at first glance.

ACQUISITION



ASK YOUR SELF THESE KEY QUESTIONS ABOUT YOUR "FRONT DOOR."

- Will students know who we are from first glance of our website?
- Is our website easy to navigate?
- Is our website up to date with current events?
- Does our website have any dead links?



38% OF STUDENTS USE THEIR PHONE TO VIEW OUR WEBSITES

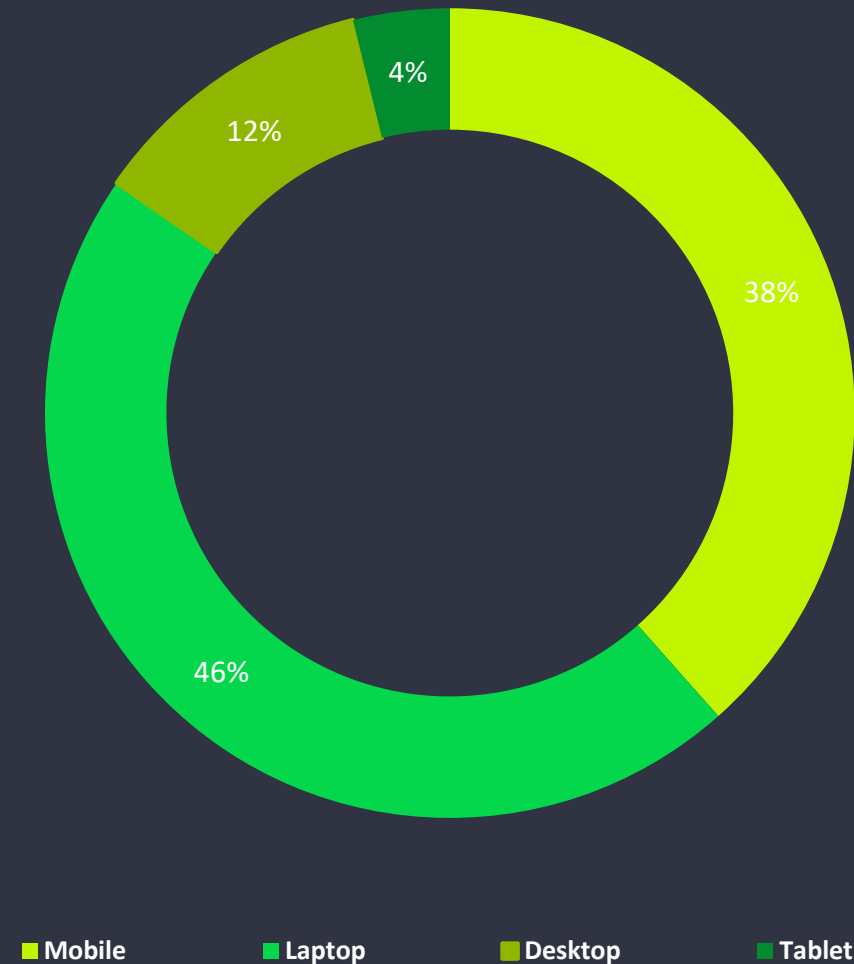
According to Web Focus Group 2018-2019

We need to create webpages to be responsive.

Many of our students are viewing websites on their phone as well as desktops. We need to be sure they are looking great on both.

Quick Tip: Use F12 on Chrome to see mobile view.

RESPONSITIVITY



WEB BASICS

PUT INTO PRACTICE NOW!

- **OUT WITH THE OLD, IN WITH THE NEW**

- Remove old events, and out of date programs/services. New ones should be added first on web. Direct traffic from social and flyers here.

- **RESPONSITIVIY**

- Mobile friendly design. Using percentages on all photos and tables. Utilize columns.

- **ACCESSIBILITY**

- All users should be able to utilize your webpage and find resources regardless of any disability.

*ALT tags on images, good contrast and accessible pdfs are key!

WEB BASICS

PUT INTO PRACTICE NOW!

- **IMAGE OPTIMIZATION**

- Clear concise image titles, crop data size for web & consistent imaging throughout.

- **EASE OF NAVIGATION**

- Navigate your site through the lens of a first time viewer. Can you find what you are looking for?

- **MORE GRAPHICS AND VIDEOS**

- This is what our students are drawn to. Use your flyers and social posts as a guide to how your website should look as well. Look at other websites and/or Higher Ed departments that are similar for inspiration.

Reference Page: <https://studentaffairs.edu/docs>

UPDATES

NEW CONTENT AVAILIABLE

- New Contact Block
- Advanced Secure Webforms
- Responsive Menus- Moving away from side navigations, think about building your sitemaps with everything built into the main menu.
- Accordions
- Photo Buttons
- Video Embeds
- Warning Blocks
- References: <https://homecoming.unt.edu> & <https://recsports.unt.edu>

REMINDERS...

- Project Request Forms- Submissions go into a queue, leave room to allow for up 2 weeks to for completion.
- Notify me when creating new content before linking- Includes pages, webforms and image galleries so I can update your urls with your department menus.
- Notify me of content editors that need training to set up a date.
One on one trainings also available weekly.
 - Upcoming Training Dates:
 - November 9th- Beginner DSA Web Training:
Chilton 270 @ 10 am
 - November 22st- Advanced DSA Web Training:
Chilton 270 @ 1pm
- Notify me when content editors leave your department ASAP.
 - Many of our content editors are student assistants and they are in and out by semester. Please keep track of your content editors. It is vital for security that we remove them from the system when they leave their position with your department.



LOOKING FORWARD

PLANNING FOR THE FUTURE

- Start by setting a reminder each week or bi monthly to review your site for updates.
- Request an Analytics Report to start being pro-active and preparing your site for the future.
- Create Sitemaps that are similar to an outline of your site. Think about usability and help plan for changes in the future.
- **Think. Web. First.** Update your site first and drive traffic from social and print media. Not only will people find more information this way, but it might prompt them to find out more about your department and other services/programs offered.

The background image shows an outdoor seating area with several round tables and benches. A person is sitting on one of the benches, looking at a device. The area is covered by large umbrellas. In the background, there is a brick building with large glass windows and doors. A green banner with a white logo is visible on the building. The overall scene is bright and sunny.

THANK YOU

REMEMBER
THINK. WEB. FIRST