UH Web Communicators: October 2023

1. Web Strategy: Move to Top 50

2. Google Analytics Data Discrepancies

3. LiveWhale Repeating Events

4. UH Web Communicators Teams Group

**Web Strategy – Move to Top 50**

Overview of the current situation

- Uh.edu was established in 1993 (30 years old)
  - Over 900,000 unnecessary html pages that receive less than 12 pageviews a year.
  - Orphaned/outdated pages that can (and have) become legal issues.
  - Site structure is not set up for proper SEO techniques.
  - Legacy knowledge lost with employee turnover.
  - Inconsistent user-experience across the web ecosystem and subdomains.

- It is currently over 1 million+ html pages in size
  - Growing exponentially

- Under 400,000 of these pages are indexed (able to be found by search engines)
  - Less than 40% can be found by organic searches/external users

- From Analytics, after the top 40,000 most visited pages, page traffic drops to less than 1 page visit a week (that may include web spiders)
  - 10% of the findable pages are being viewed regularly

- HOUSTON, WE HAVE BLOAT!

Centralization of support

Content Management System (CMS)

- Efficiency: Streamline content updates, saving time and effort.

- User-Friendly: Non-technical users can easily manage content.

- Consistency: Maintain a cohesive design and formatting.

- Collaboration: Facilitates teamwork and simultaneous content creation.

- Scalability: Adaptable to accommodate growth in content and traffic.

- SEO-Friendly: Supports optimization for search engines.

- Content Reuse: Reduce duplication, manage content efficiently.

- Analytics: Integrates with analytics tools for data-driven decisions.

- Cost-Effective: Long-term savings through streamlined management.
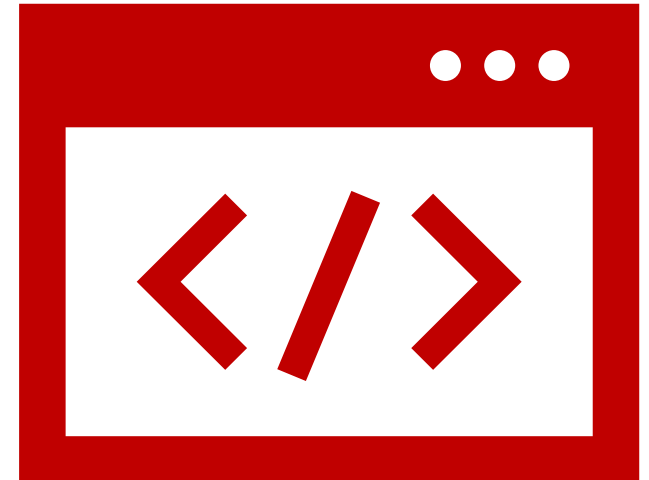
Deana   Kyle   Marie   Brianna

Kevin   Christy

MARCOM web support

We want to free up the departments to focus on their expertise while supporting them with ours. The organization is decentralized, the website should not be.

The Division of Marketing and Communications is defining web support as:

- website strategy – 30 years
    - sitemap oversight (creation or removal of web pages)
    - If needed, content creation and editing

- website design – 20 years

- website development – 34 years

- template support

Beta testing

Beta testing

Decentralized Pitfalls

- Highly customized code, CSS overrides
- Developer turnover
- Periods of limited or no support
- Lacking adherence to web best practices
- No regulation or oversight on brand or accessibility guidelines

Centralized Support

- Limited customization, we don't reinvent the wheel
- We leverage our templates
- 100% Support
- Information Architecture
- Strict adherence to web best practices
- Familiarity with brand guidelines
- Regular audits for broken links and accessibility issues

The shift in mindset

Content ownership not site ownership

Shift in mindset from website ownership to "content ownership" will help create more informative pages and a better user-experience.

Centralize the decentralized: Topical content with multiple department owners can now be in one place.

Current

Future

Department B website
Content topic A

Department A website
Content topic A

Department C website
Content topic A

Content topic A

Deptartment A Content
Deptartment B Content
Deptartment C Content

UNIVERSITY OF HOUSTON
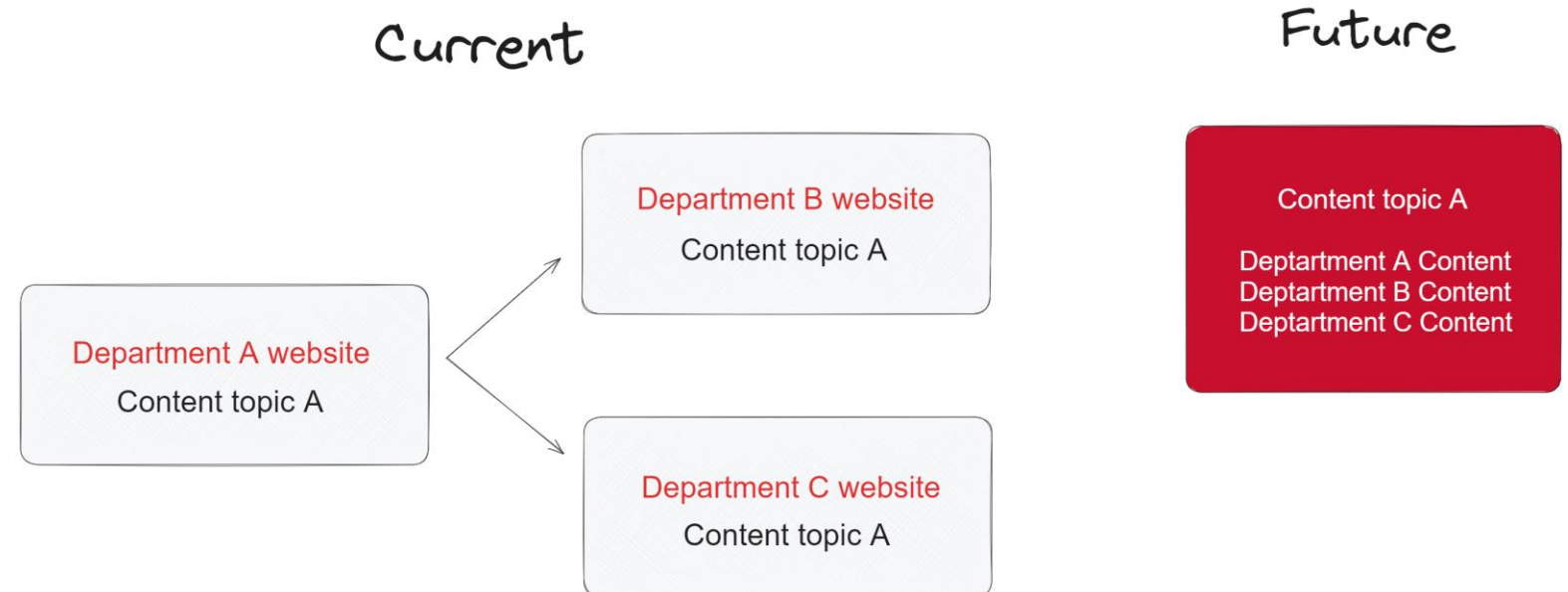
GOAL: Update in one place to update everywhere.

Authoritative Single-source-of-truth sources:

- Institutional Research
  - Official stats
- Acalog
  - Academic Dates, Degree requirements, Class descriptions, etc.
- PeopleSoft
  - Directory information

Create reusable content

- Feeds from a reliable source
- Marcom Templates/Web component
  - Frequently used copy (President name, College name, etc.)

Authoritative content → page content

If there is an authoritative source available to pull content from, that source is your single-source of truth (SSOT)

- Dates
- Values
- Course Descriptions
- Names
- College names
- Etc.
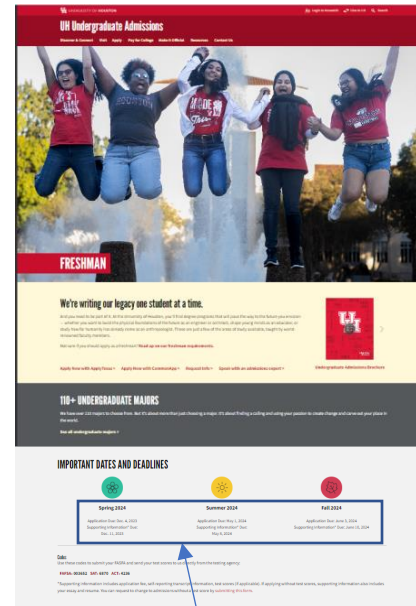
Admissions SSOT Acalog

Institutional Research SSOT
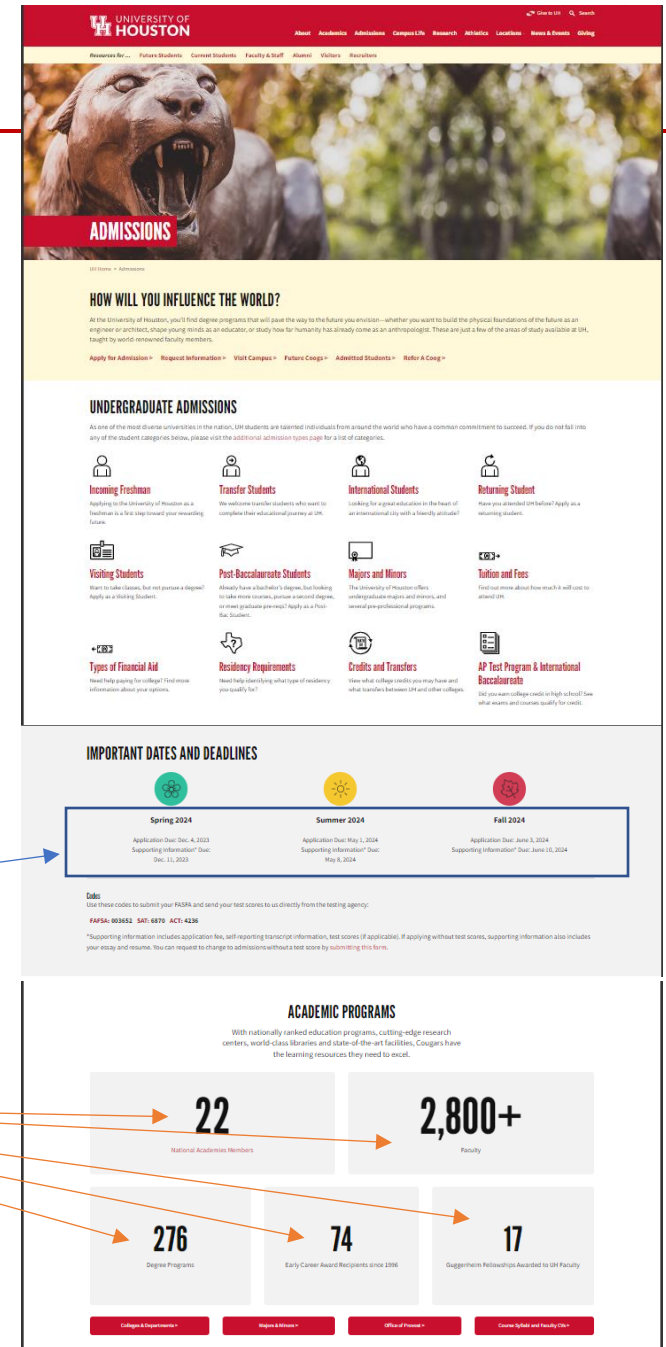
Template Feeds → by tags
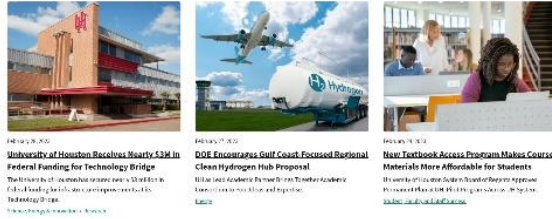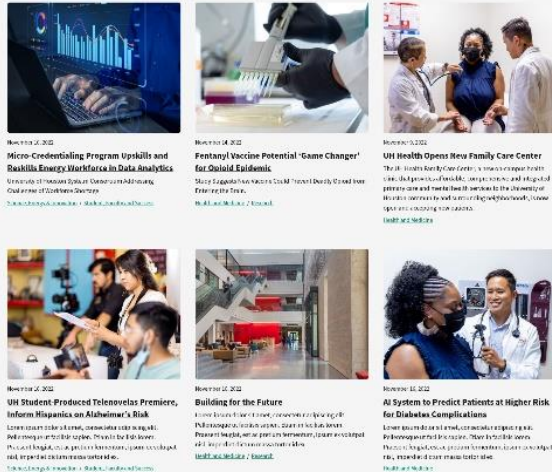
Newsroom feed – pull by category

Database + Template Feeds

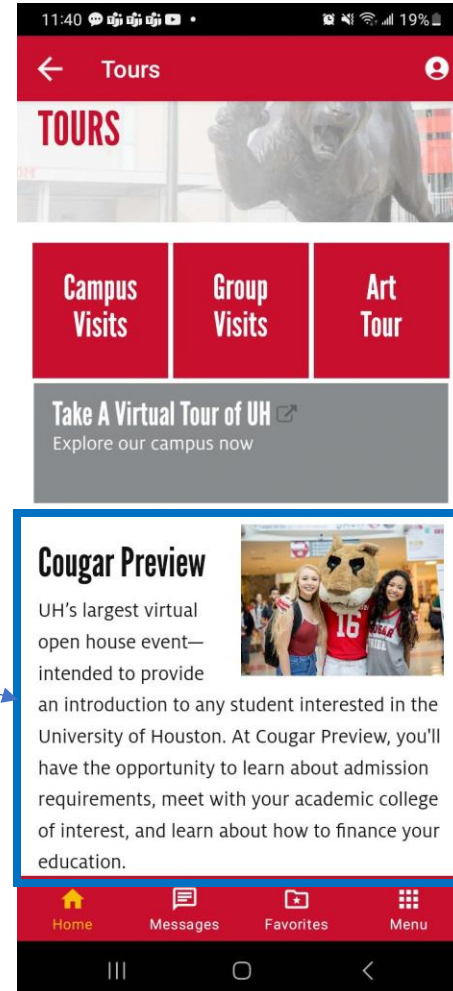Livewhale
(vendor database)

Department website
CMS template feed

Main UH Calendar
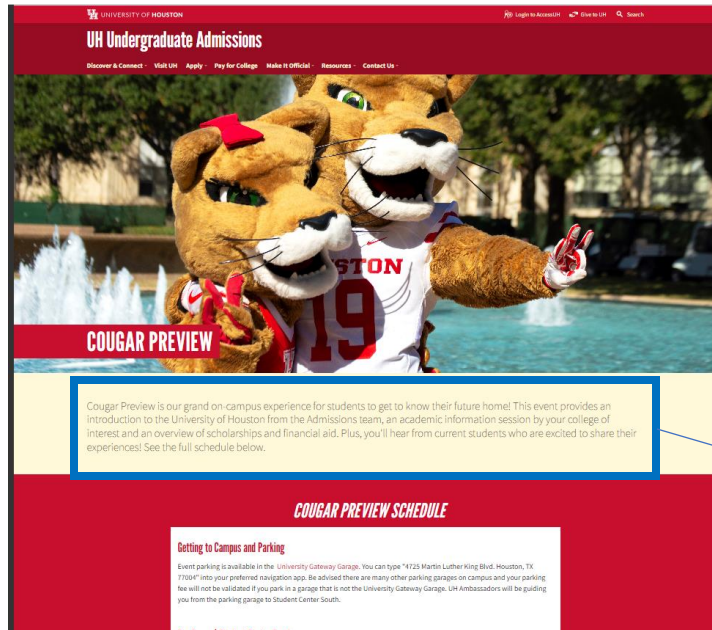CMS template feed

All webpages are made up of components.

Pull existing/authoritative components to create comprehensive, topic-based websites.
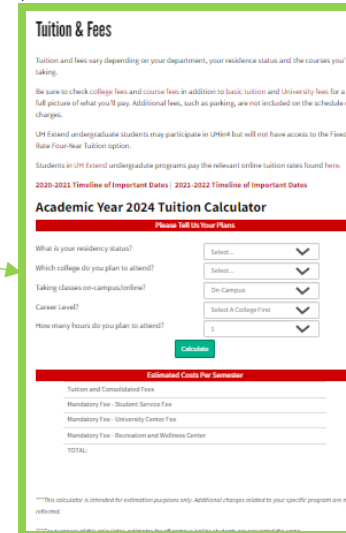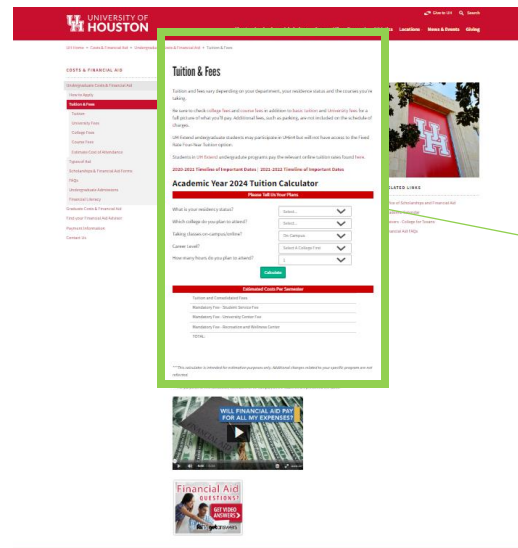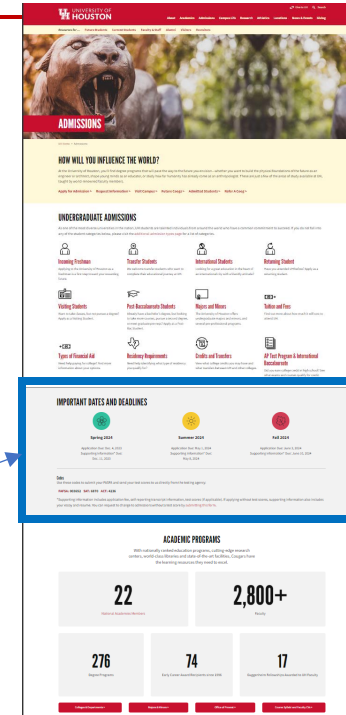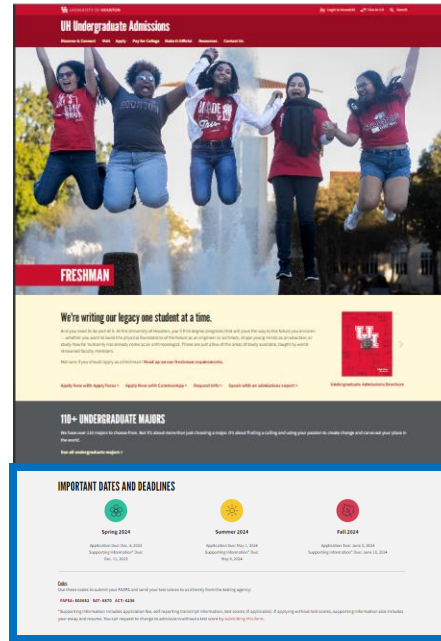
Page Component sources → UH Go

How can you help?

What's next?

- Audit your site
  - Delete / archive
  - Stay in standard templates
- Sign up for the web communicators meeting to stay up-to-date on web topics (uh.edu/marcom/resources)
- Embrace and advocate

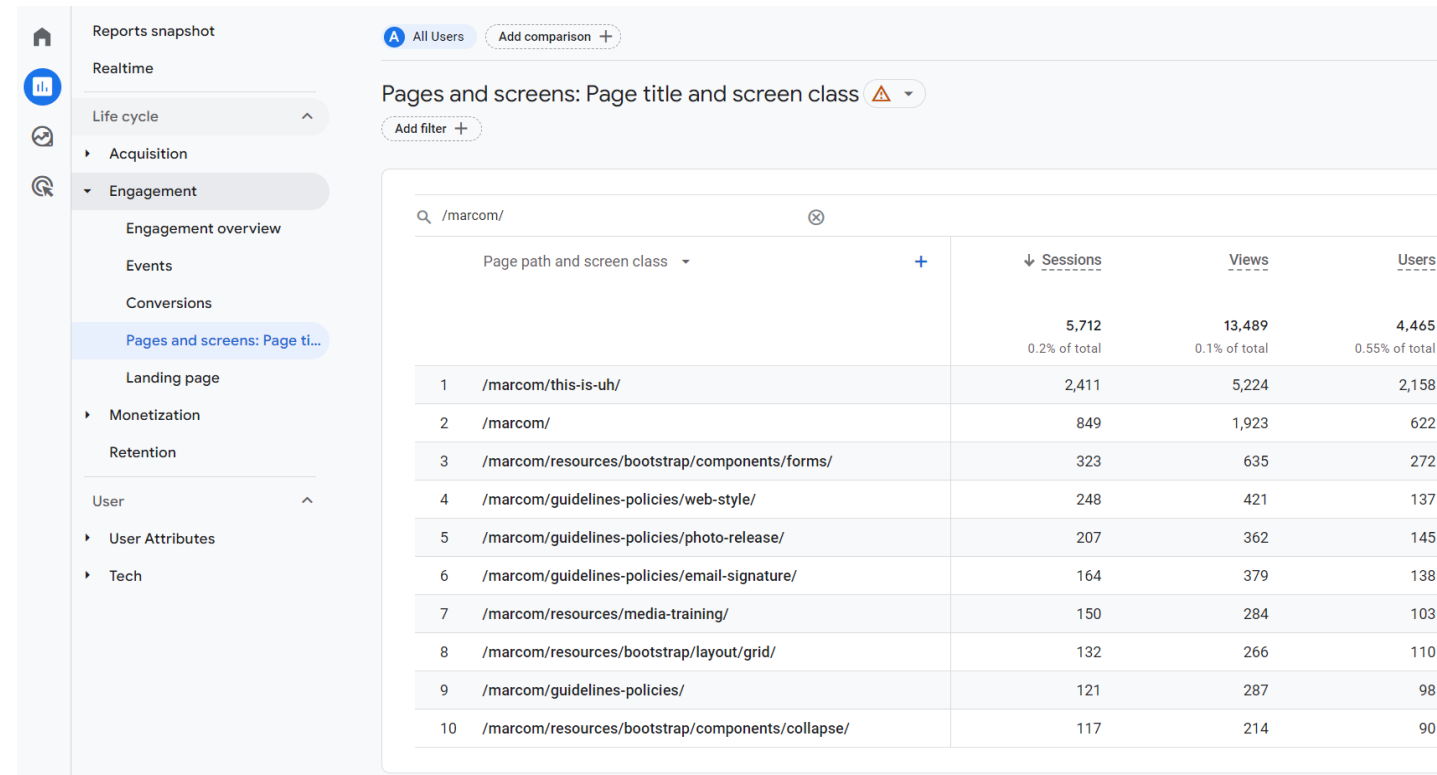Questions?

Google Analytics Data Discrepancies
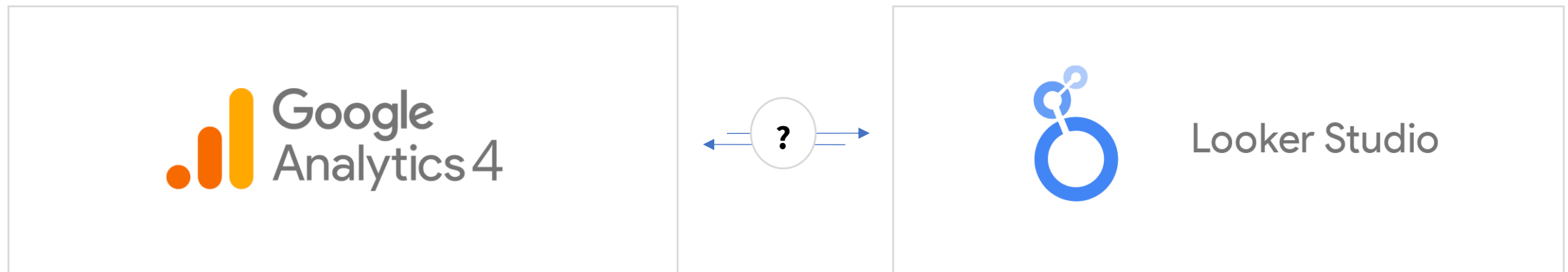
Google Analytics Data Discrepancies

Pulling Data in GA4:

Reports > Engagement > Pages and screens

Change from "Page title and screen class" to "Page path and screen class". The page path will allow you to type portions of your URL in the search bar.

LiveWhale Repeating Events

Recurring or Repeating Events: When creating a repeating event, the initial start/end date and time should be for the first day of the event. All additional occurrences of the event should be handled by checking "Repeating event".

https://uh.edu/marcom/resources/livewhale-calendar-guide/

Date and time

| 10/16/2023 | 9:00am | CDT |

| 10/16/2023 | 5:00pm |

☐ All Day
☑ Add ending date & time
☑ Repeating event

Daily   every   1   days

Until 10/20/2023   or after ____ occurrences

Repeats daily, from Oct 16, until Oct 20, 2023

UH Web Communicators Teams Group

Let's stay connected.

Before the end of the week, everyone on the current listserv will be added to a Teams chat group à la "The It Crowd".

- Collaboration

- Information Sharing

National Emergency Alert Test

Get ready to not freak out. Today at 1:20 p.m., every TV, radio and cellphone in the United States should blare out the distinctive, jarring electronic warning tone of an emergency alert.