

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

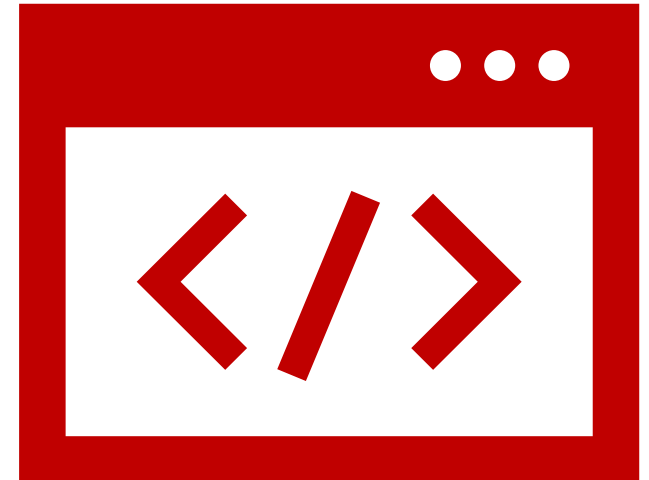
Overview of the current situation

- 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 - Orphaned/outdated pages that can (and have) become legal issues.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



Division of Energy and Innovation
UNIVERSITY OF **HOUSTON**



Office of the Provost
UNIVERSITY OF **HOUSTON**



Andy and Barbara Gessner
College of Nursing
UNIVERSITY OF **HOUSTON**



Office of Admissions
Office of the Provost



Enrollment Services
Office of the Provost

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

| | | | |
|---|--|--|---|
| APPLICATION Click here to apply | PRICING Course Fee: \$2,000 IN-PERSON ONLY | DURATION DATE Course Starts: May 5 Course Ends: May 6 | COURSE SCHEDULE FRIDAY, MAY 5 8:00am - 7:30pm SATURDAY, MAY 6 8:00am - 9:30pm SET SESSION REMINDERS |
|---|--|--|---|

WHY THIS PROGRAM?

There is a growing demand for robotics systems in production, inspection, and maintenance within the energy industry – both onshore and offshore – driven by the desire to minimize the risk of human exposure to hazardous environments and reduce operating costs. However, a significant gap exists between the current workforce's expertise and the rapidly evolving technologies. Deploying robots in inspecting, monitoring, and maintaining energy assets requires an in-depth understanding of robotic systems, including the ability to identify a specific use case, assess the impact of robotics on the business, and maintain the value of the robot to ensure it continues to operate safely and profitably.

To address these challenges, the Subsea Systems Institute (SSI), collaborating with SPRINT Robotics, has developed a Robotics in Energy course focusing on safety, reliability, business impact, and use cases. The micro-credential course provides participants with a comprehensive understanding of the robot integration process, including economic evaluation and qualification. It also includes an evaluation tool/protocol for risk and safety management, enabling participants to assess the feasibility of incorporating robots into their working environment.



| | | |
|--|---|---|
| Application Robotics in Energy Application | Pricing Course Price: \$2,000 | Schedule Date: May 5 & 6 8:00am |
|--|---|---|

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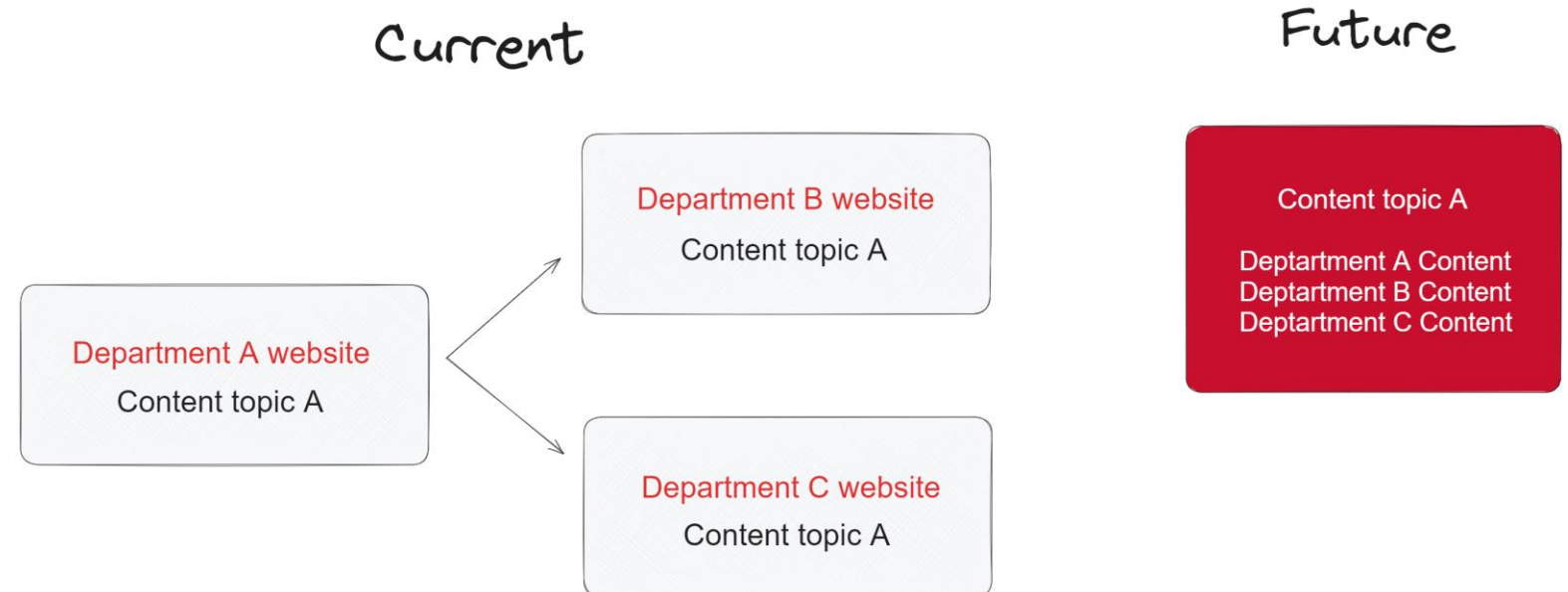


The shift in mindset

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.



Stop duplicating, start consolidating

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

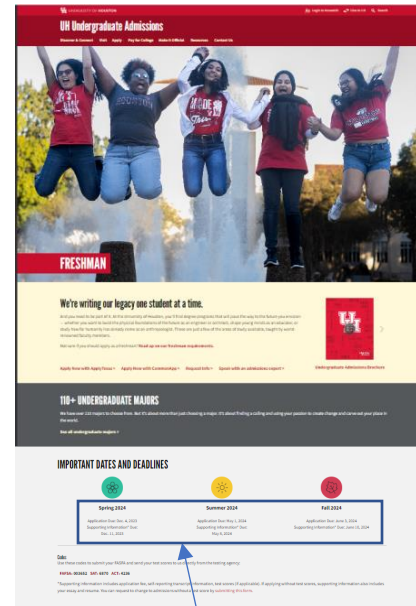
Create reusable content

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

Authoritative content → page content

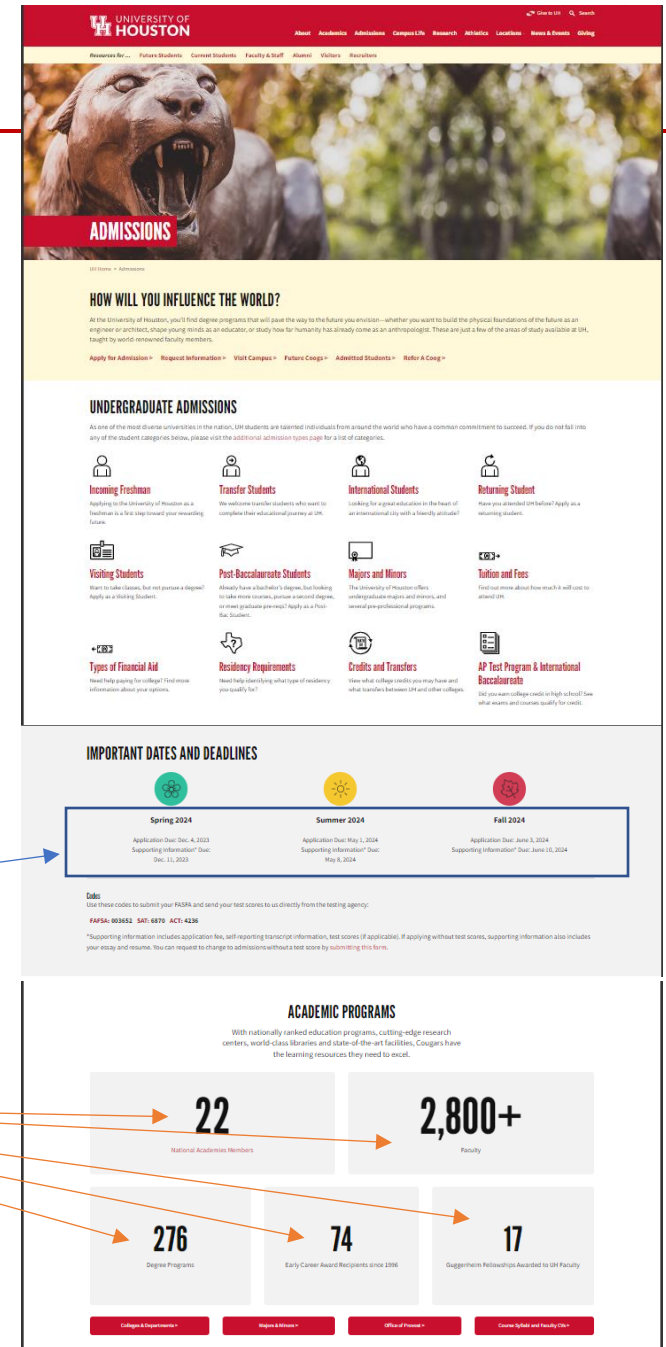
If there is an authoritative source available to pull content from, that source is your single-source of truth (SSOT)

- Dates
- Values
- Course Descriptions
- Names
- College names
- Etc.



Admissions SSOT Acalog

Institutional Research SSOT



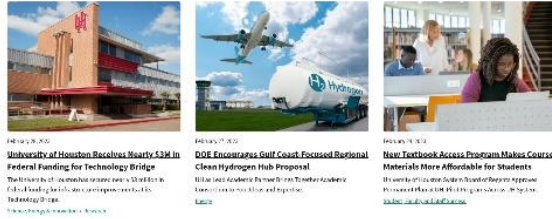
Template Feeds → by tags



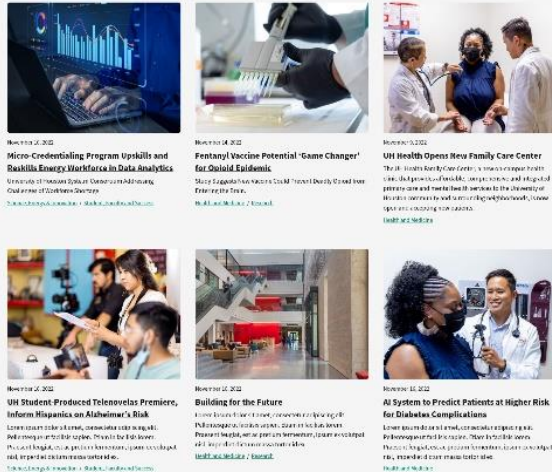
UH NEWSROOM



TOP STORIES



LATEST NEWS



Newsroom feed – pull by category



TOMORROW'S SOLUTIONS TODAY

UH's Energy and Innovation Division is creating a sustainable future, a leading status as Houston's premier public research university.

Just Energy | Bio-Innovation



A MORE SUSTAINABLE FUTURE

As the nation's largest public research university, the University of Houston is uniquely positioned to lead the way in sustainable solutions. Through the energy, engineering, computing, and sustainability disciplines, the University of Houston is creating a sustainable future for the world.

LATEST NEWS



Newsroom feed – pull by category

INTELLECTUAL PROPERTY

Database + Template Feeds

Livewhale
(vendor database)

Department website
CMS template feed

CAMPUS RECREATION EVENTS

Full Event Calendar >

STEPTember
On Tuesdays & Thursdays for the month of STEPTember join the Rec as we walk around campus to get in those steps!

Instructor Training Series
Learn the essential skills needed to lead a dynamic and engaging group fitness class!

Wibit Run
Join us for an exhilarating adventure as we test your balance, agility, and speed on the Wibit Water Obstacle Course! **9/22 From 3-5pm**

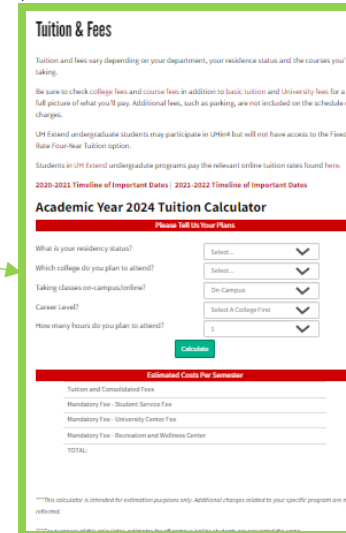
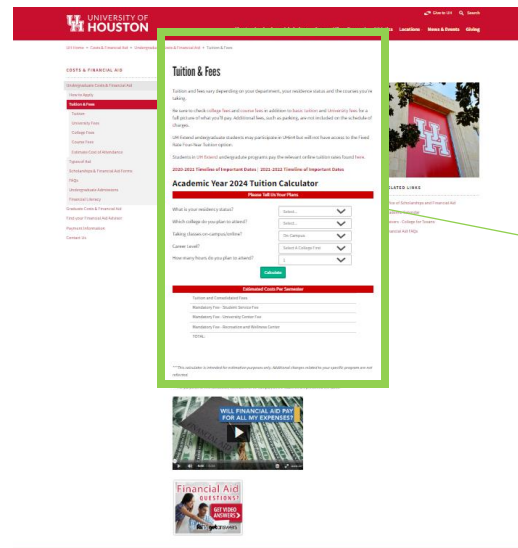
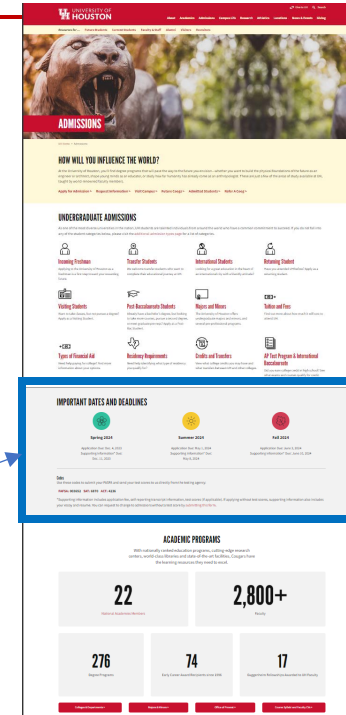
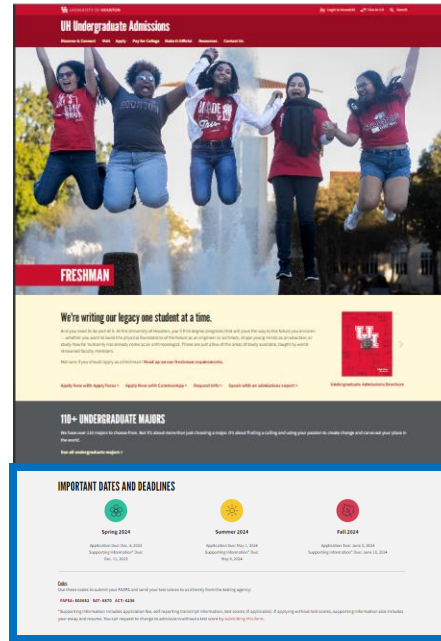
Main UH Calendar
CMS template feed

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|--------------------------------|--|--|--|---|---|
| 7:45 am Sunday Service | 8:30 am Learning Abroad 101 | 9:30 am CSO Office Hours | 7:00 am Sunrise Yoga | 10:00 am John Guzman: Flesh and Bone | 10:00 am John Guzman: Flesh and Bone | 12:00 pm John Guzman: Flesh and Bone |
| 10:15 am Catholic Sunday Mass | 12:30 pm CAPS Let's Talk | 10:00 am John Guzman: Flesh and Bone | 9:30 am CSO Office Hours | 10:00 am UH Resume Day | 12:00 pm First Friday Tours | 12:00 pm John Guzman: Flesh and Bone |
| 12:00 pm John Guzman: Flesh and Bone | 5:00 pm Church of Christ | 10:00 am UCM Office Hours | 10:00 am John Guzman: Flesh and Bone | 10:00 am Pocket Pantry | 1:00 pm Jummah Prayer | 3:00 pm Healthy Tailgate |
| 12:00 pm John Guzman: Flesh and Bone | 6:00 pm Fit Post | 11:00 am FEA Scholarship Info Session | 10:00 am UCM Office Hours | 11:30 am HPC Lunch and Learn | | |
| 5:00 pm UH Volleyball Home Match | | 11:30 am Cultural Taste of Houston | 11:00 am Welcome to Houston | 12:00 pm Infrared | | |
| | | 12:00 pm Shasta's Open House | 11:00 am Joyful Welcome Back | 12:00 pm Shasta's Open House | | |
| | | 12:00 pm Shasta's Open House at the Student Health Center & Campus Pharmacy | 12:00 pm Shasta's Open House | 12:00 pm Shasta's Open House at the Student Health Center & Campus Pharmacy | | |
| | | 4:00 pm Job Fair | 12:00 pm Shasta's Open House at the Student Health Center & Campus Pharmacy | 12:00 pm Suicide Prevention Training | | |
| | | 4:00 pm Fall 2023 Co-Curricular Fair | 12:00 pm Suicide Prevention Training | 2:00 pm Auxiliary Services Town Hall | | |
| | | 7:00 pm Commuter Cookout | 2:00 pm Behind the Badges | 4:00 pm Spades Tournament | | |

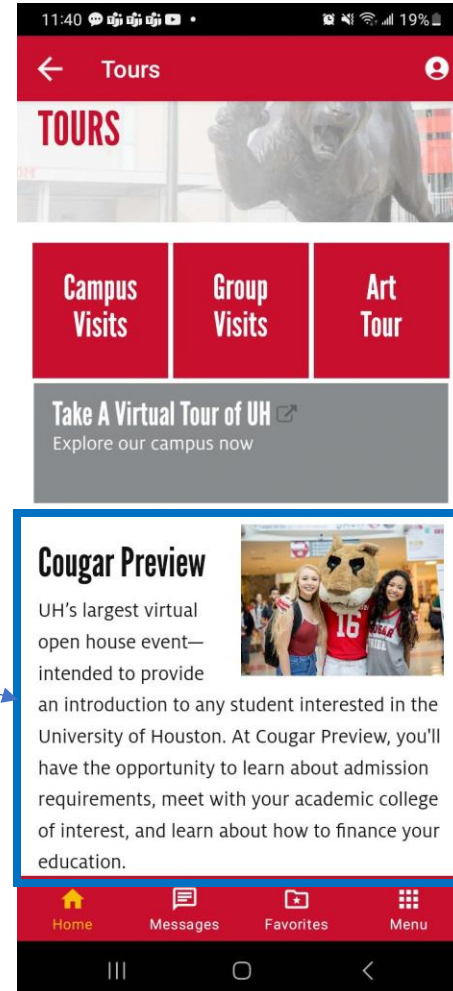
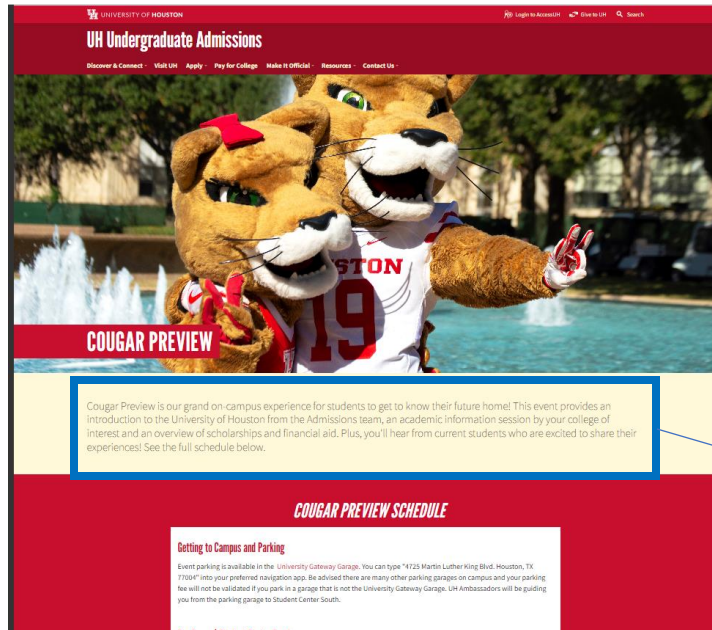
Page Component sources → another webpage

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

University Marketing and Communications

[Home](#) [Guidelines & Policies](#) [Requests](#) [Resources](#) [Publications](#)

[UH Home](#) > [University Marketing and Communications](#) > [Resources](#)

RESOURCES

MEDIA RELATIONS

mediarelations@uh.edu
uhtoday@uh.edu
social@uh.edu

MARKETING AND DIGITAL STRATEGY

webmarketing@uh.edu
marketing@uh.edu

[Editorial Style Guide](#)

[Faculty Experts](#)

[Media Training Guide](#)

[Social Media Campuswide Teams Group](#)

[Social Media Directory](#)

[Analytics & Supported Browsers](#)

[Bootstrap](#)

[Cascade CMS](#)

[LiveWhale Calendar Guide](#)

[Mobile App Guidelines](#)

[Push Notifications Guide](#)

[Web Best Practices & Guidelines](#)

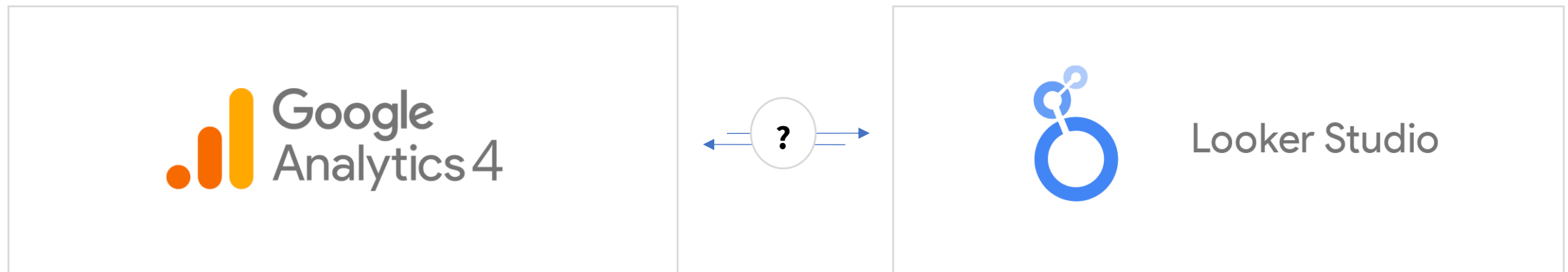
[Web Communication Network](#)

[Web Style Guide](#)

Questions?



Google Analytics Data Discrepancies

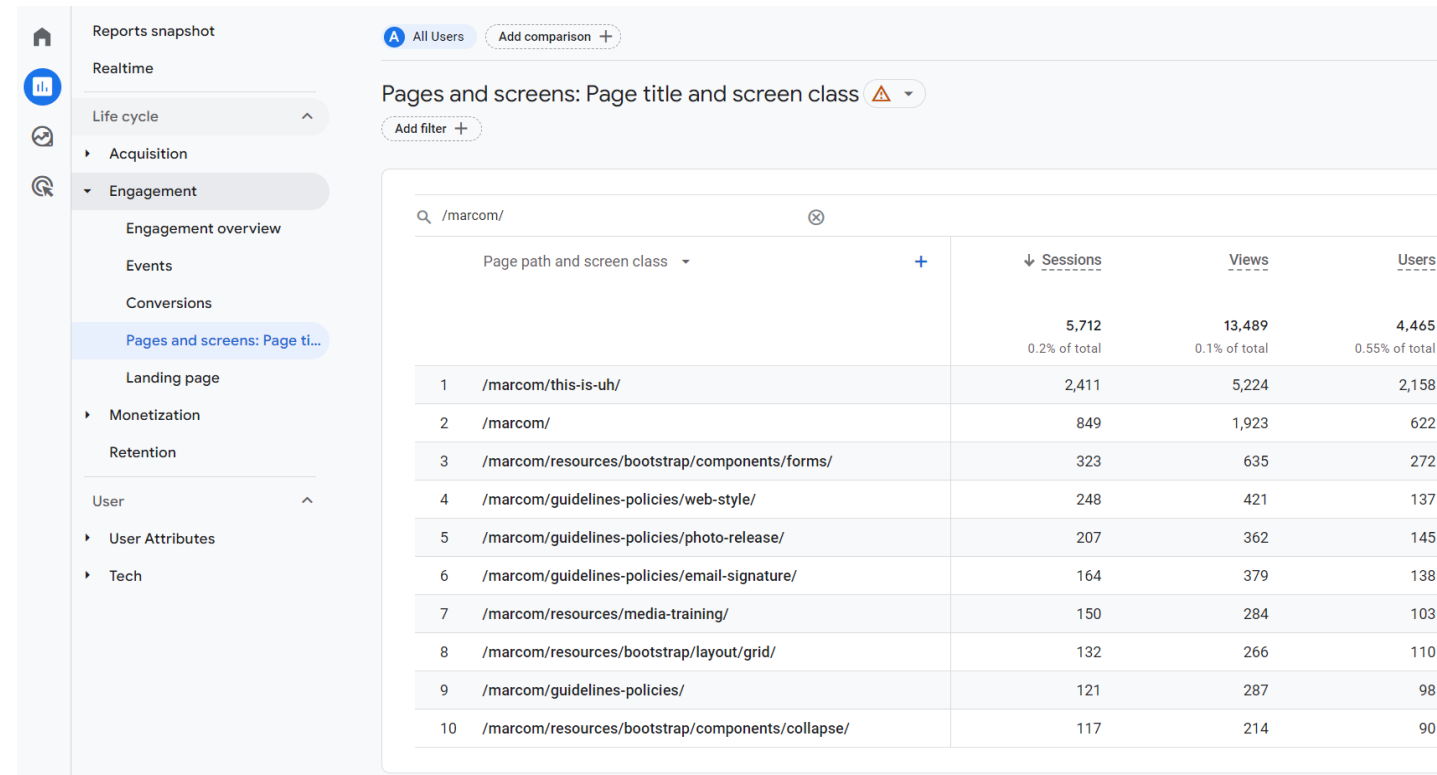


Google Analytics Data Discrepancies

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.



The screenshot shows the Google Analytics GA4 interface. The left sidebar is expanded to 'Engagement' > 'Pages and screens: Page title and screen class'. The main content area shows a search bar with '/marcom/' entered. Below the search bar is a table with columns for 'Page path and screen class', 'Sessions', 'Views', and 'Users'. The table lists 10 rows of data for the path '/marcom/'.

| | Page path and screen class | Sessions | Views | Users |
|----|--|------------------------|-------------------------|-------------------------|
| | /marcom/ | 5,712 0.2% of total | 13,489 0.1% of total | 4,465 0.55% of total |
| 1 | /marcom/this-is-uh/ | 2,411 | 5,224 | 2,158 |
| 2 | /marcom/ | 849 | 1,923 | 622 |
| 3 | /marcom/resources/bootstrap/components/forms/ | 323 | 635 | 272 |
| 4 | /marcom/guidelines-policies/web-style/ | 248 | 421 | 137 |
| 5 | /marcom/guidelines-policies/photo-release/ | 207 | 362 | 145 |
| 6 | /marcom/guidelines-policies/email-signature/ | 164 | 379 | 138 |
| 7 | /marcom/resources/media-training/ | 150 | 284 | 103 |
| 8 | /marcom/resources/bootstrap/layout/grid/ | 132 | 266 | 110 |
| 9 | /marcom/guidelines-policies/ | 121 | 287 | 98 |
| 10 | /marcom/resources/bootstrap/components/collapse/ | 117 | 214 | 90 |

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.