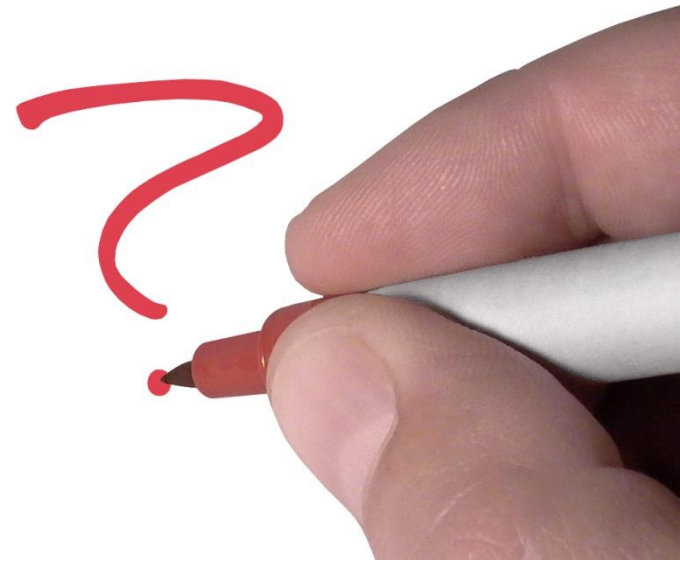


What is a website for? What should I consider when developing one?

Website skills surgery



Agenda

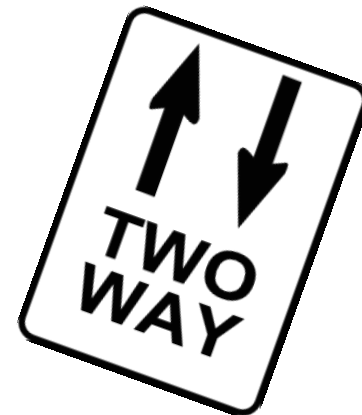
- Understanding the **purpose** of a website
- How can a website help us **meet our objectives**?
- Doing some **research**
- Things to **consider** when developing your site
- Knowing your **audiences**
- Questions?



What is a website for?

Why do you need a website?

- A website is never “just because...”!!
- It must have a purpose...
- A website is a **communication and marketing tool** generating:
 - **2 way** communication - with ‘you’ and your users/audiences
 - **‘call to action’** – every website should have an objective it wants users to complete
- A call to action provides...
 - **Focus** to your site
 - A way to **measure** your sites success
 - **Direction** to your users



Helping you meet your objectives

- What can we use our website for?
 - **Promote** ourselves and our work
 - Create **interest**
 - Generate **revenue** (directly and indirectly)
 - Maintain and increase **reputation**
 - **Recruit** staff and students
 - **Engage** with our audiences
 - Creating positive (hopefully) reactions and emotions
 - **Stand out** in the market
 - Uniqueness
 - Differentiation
 - Comparing you to the competition
 - An information **source** and information **gathering**
- Why 'us' over 'them'?*

What is a Call to action?

- It answers the [unspoken] question, *‘That’s interesting. Now what?’*
- A simple way to **interact directly** with your online visitors
- Encourage them to **take an immediate action** after reading your website’s content or viewing your pages
- Creating **useful and relevant links**
 - “Read more about...”
 - “Register for our newsletter...”
 - “Contact us...”
- Buttons, graphics or banners indicating the user has an action to perform
- The key factor for success:
 - make the process as **easy** as possible
 - make sure you create a **simple** and **clear** message



Call to action examples

Web guide

Web tools and services | Training and events | Projects | Policies and guidance | Web Strategy | Contact us

Web tools and services

- Site Manager CMS
- Sharepoint
- Blogs**
- How to guide
- Terms and conditions
- Wikis
- Professional Web Pages
- Server space
- Mobile apps
- Digital signage
- Social media
- Search Engine

Request new site

Home / Staff / Tools and reference / Web guide / Web tools and services / Blogs

Blogs

Wordpress blogs

Wordpress is ideal for a public blog. Imperial can offer WordPress with an Imperial URL and branded template design to students, staff and research groups. [Terms and conditions](#) apply and there is an approval process when considering a Wordpress URL.

Key features

- Filtered search on your specific blog
- Categorisation based on tagging
- Automatic archive of your content by month
- Popular posts based on user views
- Automatic RSS feed for consumption by other websites
- Easily embed video, slideshows and audio
- Access to site statistics via the College's Google Analytics account

College provisions for this app

- Any rebranding or redesign happens automatically

Request new site

Examples of blogs

- [MSc Blog](#)
- [Aspects of environmental research](#)
- [Announcements](#)

Do some research...

Competitor analysis

- Other universities (use league tables... http://www3.imperial.ac.uk/aboutimperial/league_rankings)
 - UK and International
 - Similar research groups, departments etc...
- HE sector and outside the sector

Search Engine results

- Put yourself in the place of your audience
- What keywords, phrases or search terms would you use to find your site?
 - This can produce similar, or competitor, sites



cardiovascular research group

About 14,100,000 results (0.23 seconds)

[Cardiovascular - University of Manchester](#)

www.medicine.manchester.ac.uk/cardiovascular/

Logo of University of Manchester, established 1824, links to university home page. **Cardiovascular Research Group** is part of the School of Biomedicine ...

[Gorman Research Lab - Penn Surgery](#)

www.uphs.upenn.edu/surgery/labs/.../gormanresearchhome.html

The mission of the Penn Medicine Mitral **Group** is to facilitate the integration of clinical prowess of the division of **cardiac** surgery with the expanding **research** ...

[Research Labs - Cardiovascular Research Group \(CVRG\) | Penn ...](#)

www.uphs.upenn.edu/radiology/research/labs/cvrg/

The **Cardiovascular Research Group** develops and applies novel MR imaging in analysis tools for the study of cardiovascular function and flow.

[Cardiovascular Research Group Cymru \(CVRG-C\)](#)

www.wales.nhs.uk/sites3/home.cfm?orgid=949

The **Cardiovascular Research Group** - Cymru (CVRG-C) is a Registered Research Group (RRG) which is part of the National Institute for Social Care and Health ...

[UBC Cardiovascular Research Group](#)

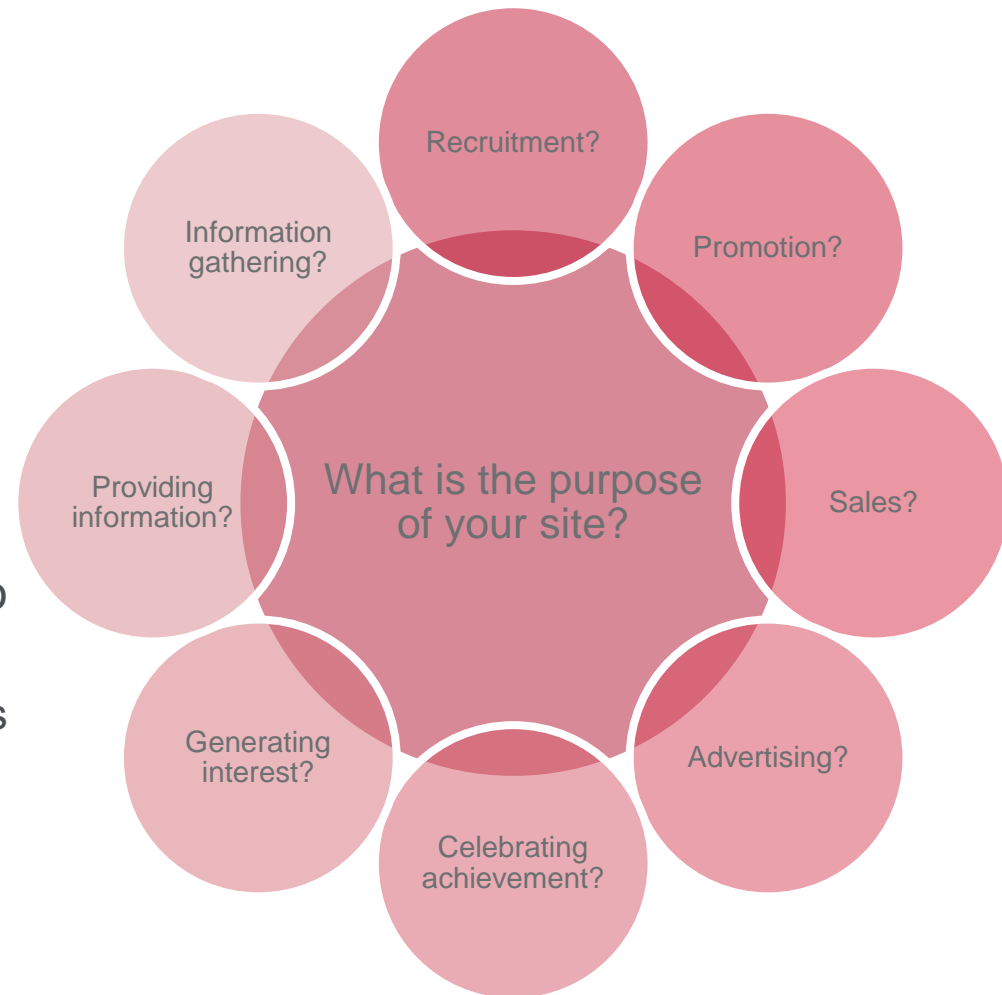
crg.ubc.ca/

The **Cardiovascular Research Group** is studying how the heart generates and maintains its regular beat, and controls its force of contraction. Eric Accili is ...

Things to consider

What is *your* website for?

- What **need** does your website need to **fulfil**?
- It is important to understand this before you embark on setting up a website...
- Your administrative/organisational structure will not (or rarely) matter to your audiences
 - So don't plan your website around this structure
- ***Remember: a website is never "just because"***



On-going considerations

- The communication and impact your website has **doesn't necessarily end when the user closes the browser...**
 - You need to leave a positive and lasting impact
- On-going **maintenance**
 - Who will be responsible for maintaining your site?
 - Why should users come back?
 - They will need a reason to so regular updates are important!
 - ***You wouldn't send out a brochure with content 2 years out of date...!***
- A longer term website/digital **strategy** will ensure they do
- People and contacts
 - Any names/email addresses/contact numbers will impact upon future communication and contact with audiences
- Is the end point that you **want your audiences to contact you?**
 - One to one and personal communication is fine, if that's what you intend
 - But ensure you are able to deal with it...



Other important considerations

- Proof reading
 - Does it make sense
 - Check links and Calls to action
 - Spelling!!
- Search engine optimisation → **web surgery on this topic**
 - How easily can users find your page?
 - Correct use of headings, keywords and site description
- Use of images → **web surgery on this topic**
 - Choosing the right images
 - Sourcing images
- Page layout → **web surgery on this topic**
 - Page elements within the templates
- Writing your content for the web → **web surgery on this topic**
 - Its not the same as writing for print!
 - Targeting content at your audiences



Knowing your audience

Who will be visiting your site?

- What is the level of knowledge of your audience?
 - Are they experts in this field or not?
 - This can guide the **detail** of content and who it is **tailored** towards
- Audiences can be *broadly* considered to be:

Current Staff	Prospective development partners
Current Students	Specialists and specialist groups in science, technology, medicine
Prospective students and families	Academics (not Imperial) with general queries about College
Prospective employees	Peer communication with colleagues at Imperial
Visitors to the College	Prospective clients/users of academic resources at Imperial
Alumni	Key decision makers in government and industry
Journalists	Non-specialists in industry
Current and Prospective funding bodies/sponsors	Particularly relevant with funders (<i>the man that writes the cheque may not have any knowledge – or limited – on the subject</i>)

Bringing it all together



- Other web surgeries covering these topics, and more:
- www.imperial.ac.uk/staff/tool-and-reference/web-guide/training-and-events

Questions

Need more help?

Contact Emma Chesterman: e.chesterman@imperial.ac.uk

Content forum:

<http://www3.imperial.ac.uk/webguide/strategyandpolicies/governanceandmanagement/contentforum>

Representing	Name
Business School	Maurice Farmer
Engineering	Sean Conner
Medicine	Des Smauels
Natural Sciences	Lucy Stagg
Admin/Support	Peter Gillings

Thank you