



# Website Best Practices

An Overview

# Web team updates

- Welcome!
- Web form
- Future meetings
- Template migrations

# Introduction



- Improve user experience and search results
- Understand behavior and adjust accordingly
- These topics are interconnected. Improving one often improves the others.
- General principle: very little should ever be stagnant on your website. Websites are living elements and should be kept up consistently.

# User Experience

- Users who have a good or successful experience on your site are more likely to return.
- Page load speeds
  - Most impacted by image or other file size issues. Follow recommended image sizes for the component.
- Navigation
  - Should be a logical extension of the path users will take. Avoid circular paths and burying important information in the bottom of the site.

# Content Strategy



- Visitors on websites expect up to date and relevant information presented in accessible ways.
- Consider user goals
- Use of visuals (images/video)
  - Should aid the purpose of the content. Too many has a distracting effect
- Content review schedule
  - Keeping fresh content on the website is important. All content online should have a yearly review period to assess for update or removal.
- Clear and concise content

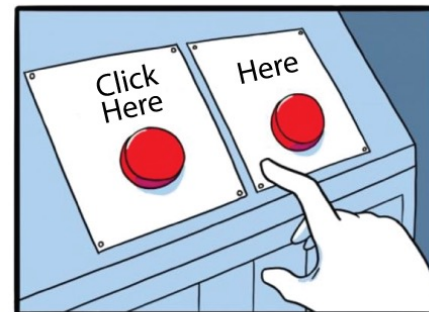
# Content Strategy, cont'd



- Readability
  - The recommended reading grade level for online content is 9th grade.
  - Avoid using PDFs for crucial information on websites.
  - Less paragraphs, more bullets for scanning.
  - Avoid all caps
  - Never use underline. Underlined text is reserved for links.
  - Use bold text to draw attention to important information.
  - Use common language

# Accessibility

- As a state entity, it is our responsibility to ensure an equitable experience for all on our website.
- Image and video alternative (alt) text
  - Alt text provides a description of the image or video within the context of the page for users with screen readers or when they are unable to load
- Button/link text
  - Avoid “Click Here” and other ambiguous language
  - Should describe what users can expect on the other side of the link
  - Include file type for any link that leads to non-webpage files.



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# Accessibility, cont'd

- Image only text or infographics are unscannable by machines and should be avoided for preferable mediums.
- Page hierarchy
  - Use logical heading order.
  - Only one H1 per page, don't skip over heading levels
- H1: Lunch Options
  - H2: Sandwiches
    - H3: Ham
    - H3: Tuna
      - H4
  - H2: Garden Salad

Heading 1

Heading 2

✓ Heading 3

Heading 4

Heading 5

Heading 6

Heading 1

✓ Heading 2

Heading 3

Heading 4

Heading 5


Heading 6



# Search Engine Optimization (SEO) Basics

- Guides how websites are viewed on search engines (Google, Bing, etc.) and can aid page ranking.
  - More than 50% of page traffic is organic search.
- Meta tags (title/description/keywords)
  - Edited in Page Properties.

Title	College of Architecture, Planning and Design at Kansas State University 
Keywords	APDesign, K-State, Architecture, Planning, Design, Interior Architecture, Industrial Design, Landscape Architecture, Environmental Design, Real Estate and Community Development Michael McClure, FAAR, AIA

Title	Carl R. Ice College of Engineering at K-State 
Keywords	
Description	The Carl R. Ice College of Engineering at Kansas State University, rich in tradition with a history more than 100 years old, is a highly ranked college providing quality education within a research environment that develops tomorrow's leaders.



- **URL structure**
  - Each folder and file name adds to the URL structure
  - Use hyphens to separate words.
  - Keep them simple
- Using best practices for user experience, accessibility and content strategy will improve SEO

# Analytics and measurement



- Understanding how users find and interact with your website give information on tailoring content to better suit both your goals and the goals of the user.
- Key metrics
  - Page views
  - Engagement levels
  - Custom events
- Goal tracking
  - Ex. Increase the number of visitors who navigate from your homepage to your programs page.

# Analytics and measurement, cont'd



- Aid continuous improvement
  - Say you add a new page with links to information to help users understand your program better. Track how many visitors you've had on the page, which links they clicked on, their average time spent on page. After a month, make a change and compare the data to the previous month.
  - What about a page that has less traffic than expected? It could be hard to find, not linked in a meaningful way, or not the information your visitors are looking for.
  - Incremental changes. Making several big changes at once prevents you from understanding which change was the most impactful.

# What now?

- Adjust website content as you come across it
- Advocate for your user's needs and perspectives
- Make purposeful and data driven decisions for changes



- Questions? Concerns? Persistent issues?