



CARNEGIE

MARKETING AND ENROLLMENT STRATEGY

■ Six Signs It's Time to Give Your Website Some TLC

Reason #1

Your application or yield numbers need a boost.

Usability issues? Process issues? Content issues? Visual interface issues? Possibly all of the above. The [2016 Mythbusting Websites](#) report contains a number of insights about the types of information prospective students look for, as well as their comparative importance.

Reason #2

Your academic program page traffic is relatively low.

According to our research, academic program pages are among the top three types of pages that prospective students visit in their exploration process.

Low traffic indicates you have significant opportunities to better showcase this vital information.

Best Practices Examples:

- [University of North Dakota](#)
- [Wheaton College](#)
- [Medill School at Northwestern](#)

Reason #3

It's been five years or more since your last relaunch.

After five years, your visual interface may be showing its age, your mobile design is likely a retrofit, and your CMS may be a version (or two) behind the current standard.

Even if you've made incremental changes since you launched your site, visitors may still find your site to be wannn, particularly in comparison to peer and competitor institutions that have redesigned their web presences more recently.

Reason #4

It's been three years or more since your last content audit.

Organic sprawl: This is the term we use to describe the result of a decentralized publishing environment without proper governance.

Every page should have an owner, and every page should have an established review cycle. If you haven't enforced a review of your site pages in awhile, chances are you have duplicative and inaccurate information to wrestle with.

Resource:

- [\[Ebook\]: Digital Content Planning Guide](#)

Reason #5

Your page load performance times are poor.

The standard we aim for is three seconds. Pages that take longer to load likely have hefty page weights and a high number of requests and dependencies. A chief culprit in long load times is the need for image optimization.

Mobile performance is as important as ever, and responsive images can help improve performance and the user experience. A redesign is an opportunity to craft modern HTML from the ground up to keep things lean and sustainable.

Reason #6

Your pages aren't compliant with accessibility standards.

Complaints and lawsuits related to accessibility on education websites have risen steeply in recent years. If your site isn't accessible, you are doing your site visitors a disservice and putting your institution at risk for legal action.

Resources:

- [\[Blog\]: Accessibility Plus Empathy Equals Thoughtful UX](#)



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Thank You!
