

**INFORMATION OVERLOAD:
BEST PRACTICES FOR EFFICIENT
WEBSITES**



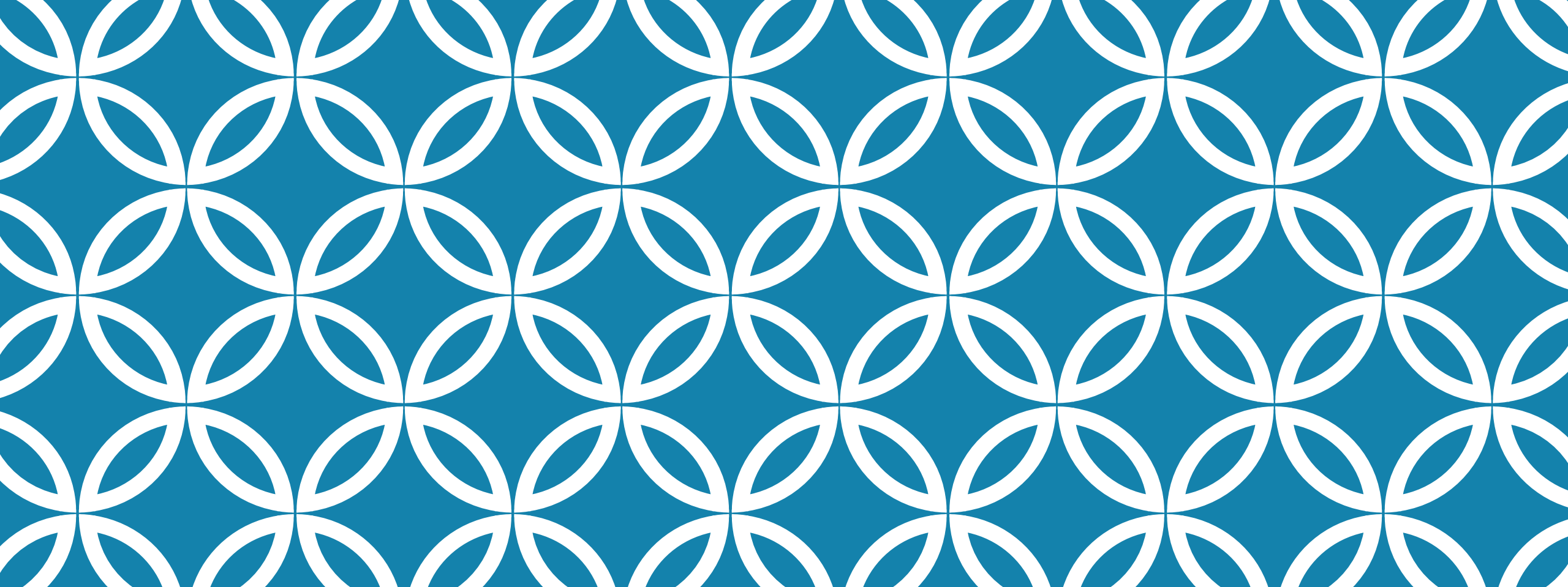
OFFICE AND WEBSITE PROFILES

Georgia State University

- ❖ 9 staff members
- ❖ GSU moved from RedDot to Word Press in 2013: this required a new format
- ❖ All staff members are trained in Word Press and in charge of their own content
- ❖ IT staff member to help with larger issues

Georgia Tech

- ❖ 9 staff members
- ❖ One ISA runs Communication for ISSS: all staff contribute, but one person oversees to ensure consistent message
- ❖ Website has good information, but is massive and disorganized
- ❖ Working through website re-design now



TIPS FOR WEBSITE RE-DESIGN

i.e. What We've
Learned

TIP 1: DEFINE YOUR AUDIENCE

Clearly define those who will be using your website
and make it clear where people should go

Georgia State: Future Students, Current Students, Scholars and
Researchers, Administrators

Georgia Tech: F Students, J Students, Scholars and Student Interns,
GT Administrators, Around GT and Atlanta, Arrival

Adjust language to fit your audience

TIP 2: KEEP IT RELEVANT!

Ensure that you're highlighting how the information is relevant is to the population that will be visiting the page

What this means for you...

Begin to create culture where website is the first stop for information: this should cut down on phone calls, walk-ins, emails

Continue to refer to website in email and conversations

TIP 3: BE CONCISE

Aim for no more than 3 clicks to any information

Use bullets rather than paragraphs with information hidden inside

Think about the steps the person must take and/or items needed for any particular task

TIP 4: PLAN AHEAD

What is the purpose of re-designing your website?

Have a clear direction and always keep this in mind when making any decisions or designing a component

Work within guidelines of the larger university or office to which you belong

Keep your planning document close and review it every time before working on the website

TIP 5: MONITOR AND CLEAN

Take this opportunity to catalog your pages

Monitor which pages get the most traffic (Google analytics, some websites will monitor traffic)

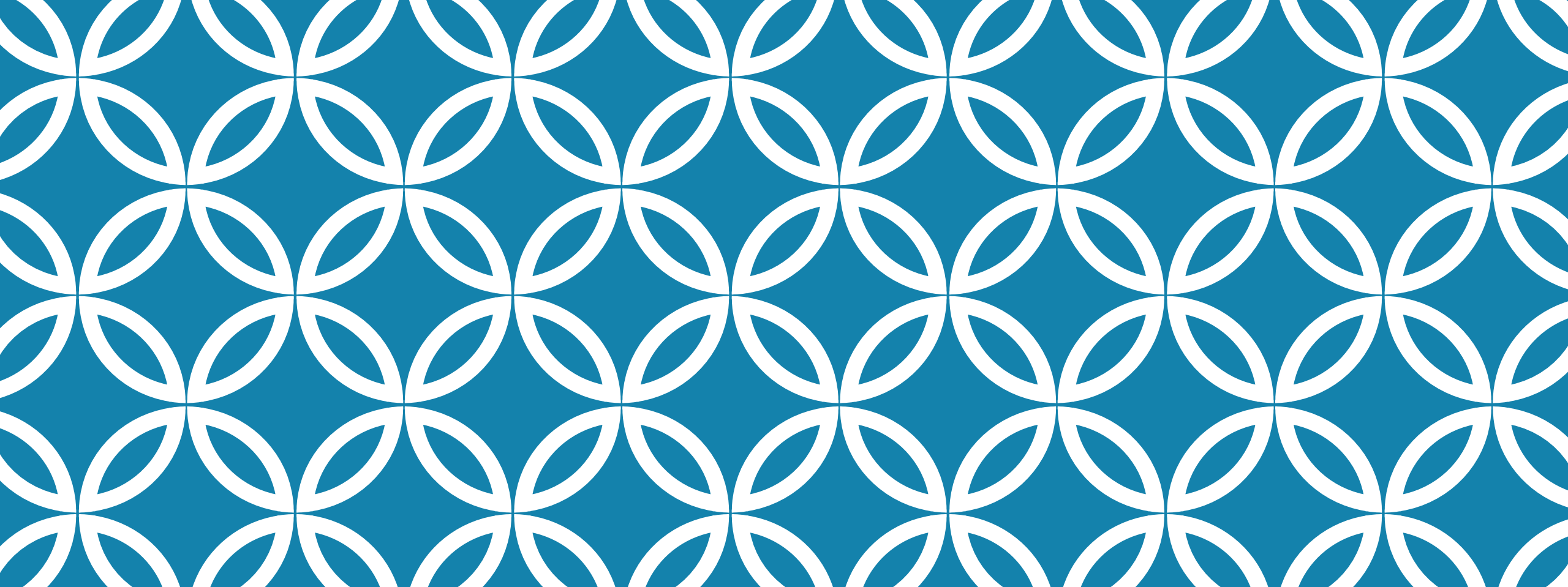
Clean up current pages and set up “spider” to track which pages may be dead

TIP 6: DO NOT EXPECT IT TO HAPPEN OVERNIGHT!

Plan, plan, plan ahead!

Take your time to do it correctly so that maintenance will be easy for a long time

Set smaller goals within the larger project and take it piece by piece



DISCUSSION

Questions for us
and what's
worked for you