



## October 12, 2007 - Welcome!

- Monthly Webmaster Meetings are held in Weir 107.
- <http://podcast.olemiss.edu/>
- <http://www.olemiss.edu/depts/it/webmaster/meetings.html>



# Don't "Click here"

When calling the user to action, use brief but meaningful link text that:

- provides some information when read out of context
- explains what the link offers
- doesn't talk about mechanics
- is not a verb phrase



## Don't "Click here"

For instance, avoid the following sentence on your page:

To download W3C's editor/browser Amaya, [click here](#).

or:

To download Amaya, go to the [Amaya Website](#) and get the software.

Both of these sentences divulge too much of the mechanics of getting the Amaya software.



## Don't "Click here"

If you want to call your reader to action, use something like:

Get [Amaya](#)!

Note that "get" is left out of the hypertext; we do not recommend putting verb phrases in link text. Thus, rather than:

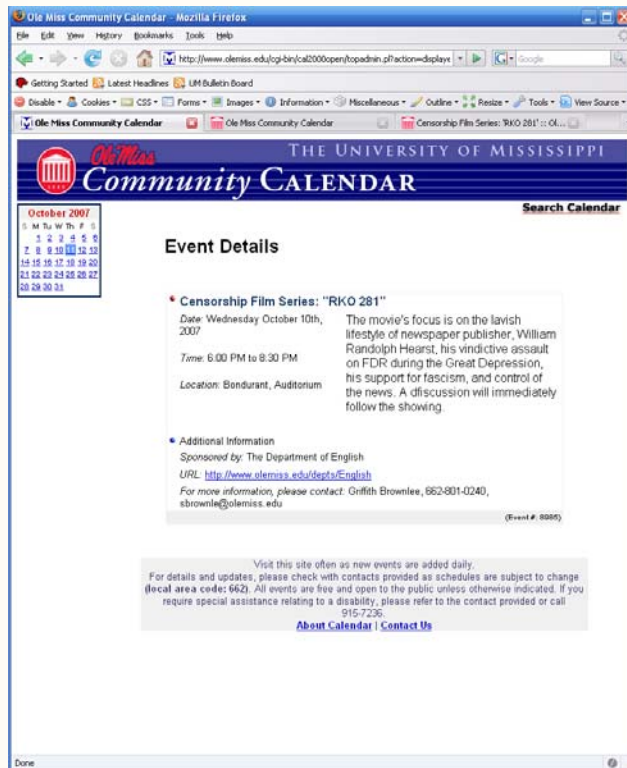
[Tell me more](#) about Amaya.

You should write:

Tell me more about [Amaya](#): W3C's free editor/browser that lets you create [HTML](#), [SVG](#), and [MathML](#) documents.

## News

# ■ New Community Calendar!





## Web Site Redesign Project

### Scope

- Identify what to change and what to leave alone.
- Identify what resources will be needed.
- Make sure you can keep up with the bells and whistles.
- Survey your current audience.



## Web Site Redesign Project

### Goals

- Put them in writing.
- Determine gradual redesign or "launch."
  - Incremental change allows you to minimize risk.
  - Launch rolls out entire new site at one time.
- Develop timelines / milestones.



# Web Site Redesign Project

## Challenges

- When is the best time to redesign a site?
  - Consider academic calendar, fiscal year.
  - Avoid peak stress times.
- Scope Creep
  - People discovering what they want only after they “see” it.
  - Fast prototypes and good communication.
  - Keep the bosses interested!





## Web Site Redesign Project

### Teams

- Core Team
  - Your staff
  - Your co-workers
  - Folks doing the work
- Workgroup Team
  - Advisory group or project committee
  - Looking beyond your department
  - Often chosen by someone else



## Web Site Redesign Project

### Teams

- Really know each other
- Understand team's goals
- Brainstorm without getting hurt feelings
- Focuses on team's needs, not their particular department's needs
- Fill specific roles according to their abilities
- Understand their best ideas are sometimes wrong



# Web Site Redesign Project

## Architecture/Navigation

- How will you arrange the content within the site?
  - Lead users through the most natural links so they can reach the desired content in the fewest number of links.
- Users don't always follow the implicit logic of a site.
- Delusions will often override hard data. Test it!



## Web Site Redesign Project

### Content Auditing

- Read everything on the current site.
  - Keep it.
  - Change it.
  - Lose it.
- If you are completely reworking your architecture, your content will most likely need to change.



# Web Site Redesign Project

## Expect complaints...

- If The Gap can build a new site in two weeks, why is ours taking so long? - They don't hire faculty.
- Lesson – a school site is much more long term and involves people in a much more wide-reaching way.
  - Users of thegap.com might spend a few minutes shopping there spending a few bucks.
  - Our users will spend several years and thousands of dollars with us.

In the meantime...

Expand your thinking to consider new ideas:

"Web 2.0... The Machine is Us/ing Us"

[http://youtube.com/watch?v=NLIgopyXT\\_g](http://youtube.com/watch?v=NLIgopyXT_g)



## Future...

Our next meeting will be in two months,  
December 14.