

# Glen Wheeler Ltd

## Notes

Improving Performance on your University Website

Hosts:

TheRoundHouse - <http://www.theroundhouse.co.uk/>

TerminalFour - <http://www.terminalfour.com/>

Date:

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# About the webinar

Digital Engagement and Web Content Management Company TERMINALFOUR and Digital Services Company Roundhouse Digital have joined forces to deliver a must attend webinar for anyone working in Digital/Web, Marketing/Communications or leadership roles in universities and colleges.

From insights and experience gained throughout 100's of university & college web transformation projects, this webinar will focus on the activities you can do to:

- Increase online conversion
- Improve performance to meet key web KPIs
- Maximise your online content and assets
- And more...

## Notes - Call To Action

- CTA - Create them with clear direction
- Use heat maps to track behaviour
- Should be clear and dynamic (Signup Days for universities)

## Presentation

- Content Types

- Check Western Australia Website as an example
- The ability to present different content via location location services
- Provide different information for other university viewers perhaps?

## Imagery

- Have image guidelines
- Use CDN's for all images
- How to give your website psychological value?

## Proper Metrics

- Focused KPI's and linking them with strategy
- Every project is stout with KPI's
- Monitoring tools need to be more focused on specific areas. Ability to dig deeper tat Google Analytics

## Responsive

- How the website performs
- Ease of access
- Content Priority
- Using service native to the phone (Geo Location)
- Mobile Speed - Understand and Appreciate Loading times
- Content is critical
- Don't forget your desktop experience

- Universities are very different in the U.S

## Other

- How can we treat helicopter parents? Parent become so involved on university clearing and the decisions their child makes when selecting a university. What can we do here? One to think about?

# Getting in touch with me is really easy

Find me on all methods of social media as well as on the phone, on my website and on email.

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Facebook: [I'm on Facebook right here](#)

Instagram: [Photo Addict on Instagram](#)

Google+: [Sharer of great things on Google+](#)

Pinterest: [Idea sharing and inspiration on Pinterest](#)

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