



# Homepage Trends & Strategy

# How We Think About Homepages

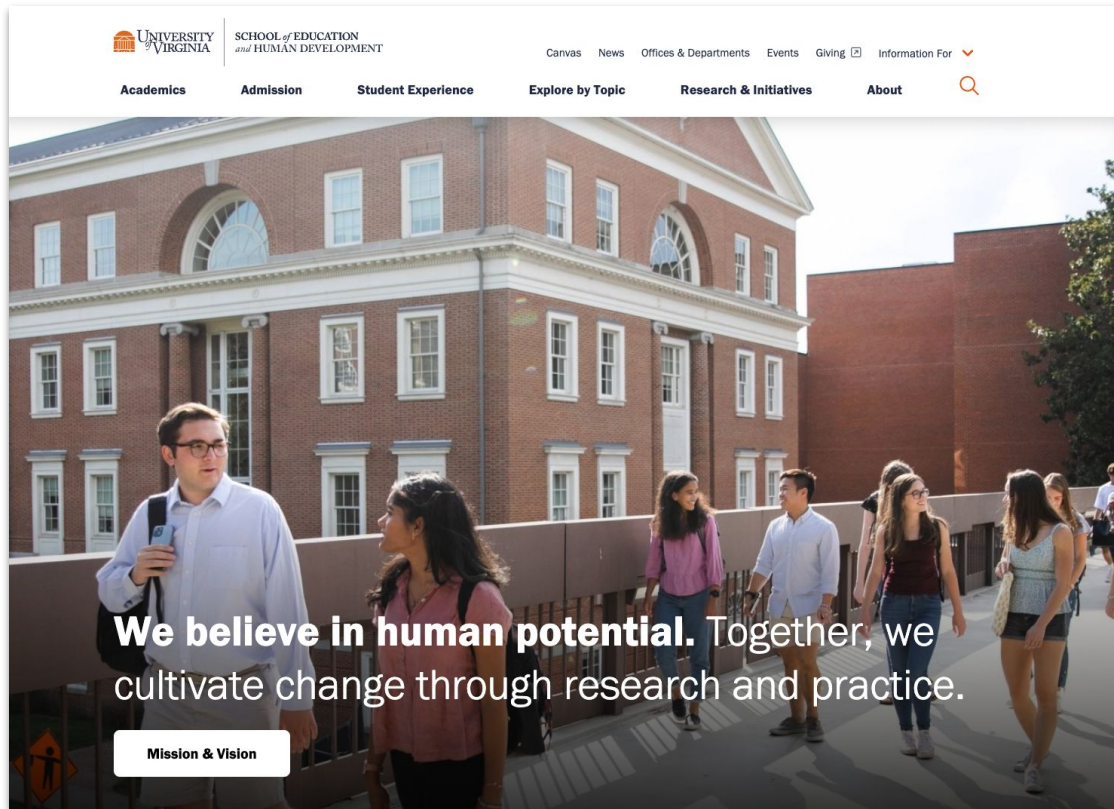
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For most .edu websites, **your homepage should be an immersive brand entry point**, reinforcing known qualities of the brand and desired representation while providing clear pathways and context to deeper understanding and discovery.



# Trends & Common Approaches

# The hero — Brand/mission headline



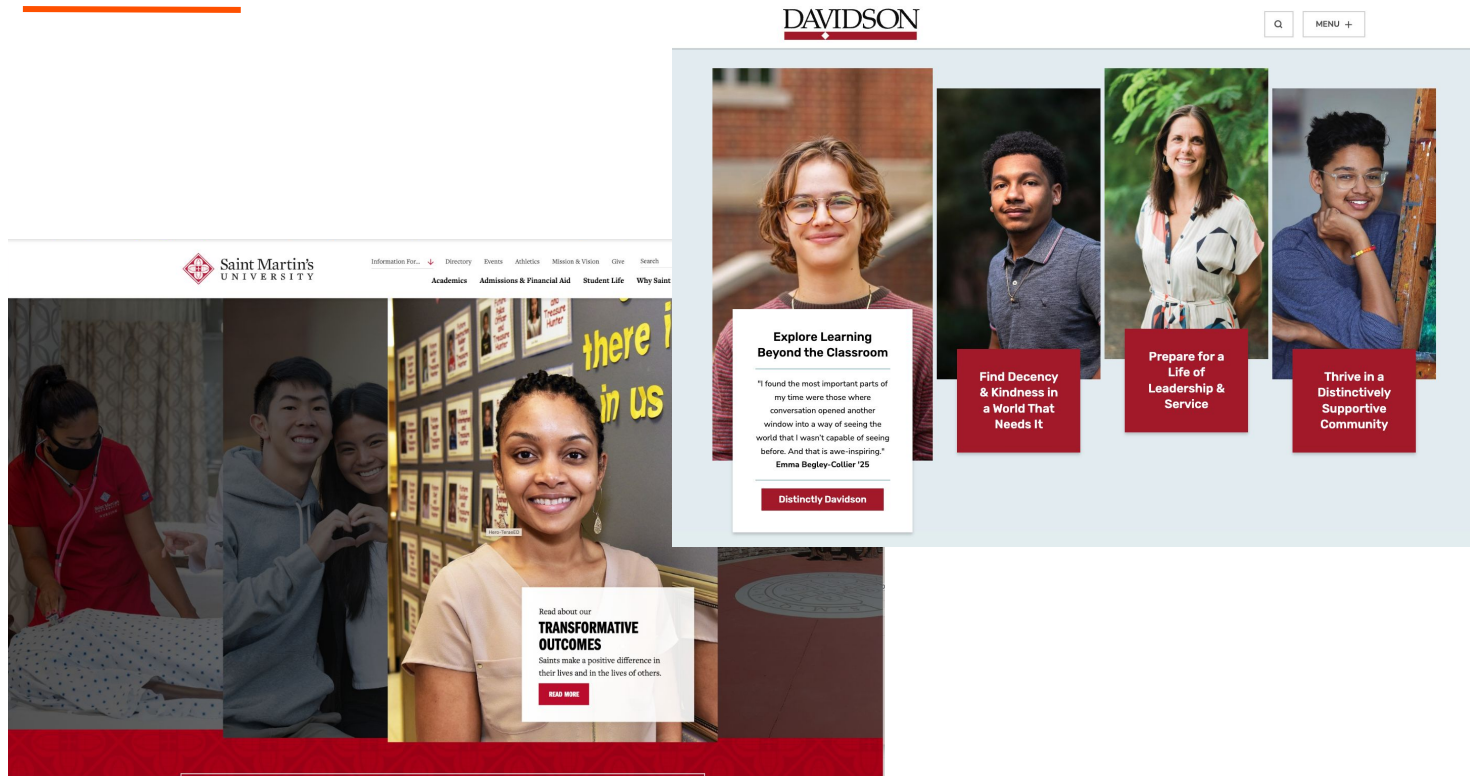
# The Hero — Ambient Video

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# The Hero — Brand Discovery



# The Hero — Brand Discovery



# The Hero — News Slider


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## Bunker Hill Community College Compelling Conversations Speaker Series





### Juju Chang

Emmy Award-Winning Co-Anchor  
of ABC's Nightline

Thursday, May 4, 2022 | 1 p.m.  
C202 Auditorium

Compelling Conversations

Register now for Compelling Conversations with Juju Chang, Emmy Award-Winning Co-Anchor of ABC's Nightline. Join us on Thursday, May 4, 2023 at 1 p.m. in C202 Auditorium

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# Stats & Facts

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## Get to know us

For over 180 years, Mount Holyoke has been an extraordinary, collaborative community of people opening new pathways of discovery and forging deep connections with each other.

### FAST FACTS

## 200+

### Distinguished faculty →

100% of our classes are taught by faculty. Mount Holyoke professors have won Pulitzer and Guggenheim awards, NASA grants and Carnegie Fellowships.

## 48

### Departmental and interdepartmental majors →

Biology, politics and psychology are among the top five. Our fastest growing major? Computer science. Our newest? Data science.

## 24%

### International student population →

Students across the globe are drawn to Mount Holyoke because of the powerful living and learning experience the College provides. This diversity provides a uniquely powerful context for global learning in the residence halls, classes and campus life.

## \$750K

### Lynk internship funding →

We guarantee a paid internship for every student. In 2020 the College awarded over \$750,000 in internship funding to 262 students.

## 100+

### Student-run clubs and organizations →

There's something for everyone, from student organizations to student government, class boards and club sports!



### Traditions and annual events →

From Convocation to milk and cookies and the Laurel Parade, traditions and annual events bring the community closer together and create memorable moments to last a lifetime.

# Critical Pathways

## Find Your Program

Our programs unlock and accelerate careers by combining personalized education plans, career-ready experiences, and close faculty mentorship. Your path to a rewarding future starts here.

EXPLORE ALL DEGREE PROGRAMS

EXPLORE BY COLLEGES/SCHOOLS ▾

WIDENER LAW SCHOOLS ▾

Undergraduate →

Graduate →

Adult & Continuing Studies →

Online →

Explore associate's and bachelor's degrees and certificates designed for working adults. Most programs are offered 100% online and accept up to 90 transfer credits.

Whether you'd like to up your skills, pivot your career, finish your degree, or even start anew, you can count on Widener to support you throughout your academic journey and beyond.

Undergraduate →

Graduate →

Adult & Continuing Studies →

Online →

# News & Events

## Connect with Us

### > NEWS



- MAY 02 Professor Thea Popolizio Awarded Grant Through the Remixing Open Textbooks Through an Equity Lens (Rotel) Initiative
- APR 26 Sociology Department Inducts Students into Alpha Kappa Delta Honor Society
- APR 26 Announcing the 2023-2024 First Year Reading Experience Selection

### > EVENTS



- APR 19 Salem State Walkaholics
- MAY 03 Finals Survival Kits
- MAY 04 Viking Warrior Field Day

@salemstate

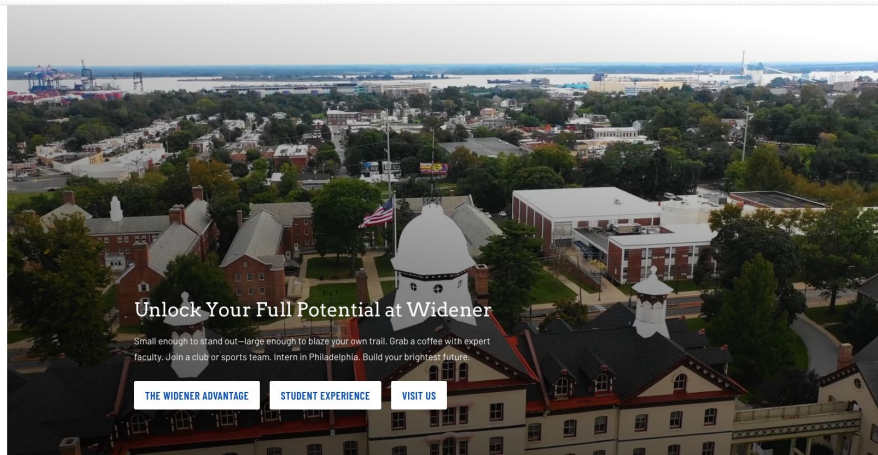


Where is your favorite place to walk in #Salem? Stay active with #SalemState Walkaholics! This four-week walking cl...  
<https://t.co/K6uYDg533g>

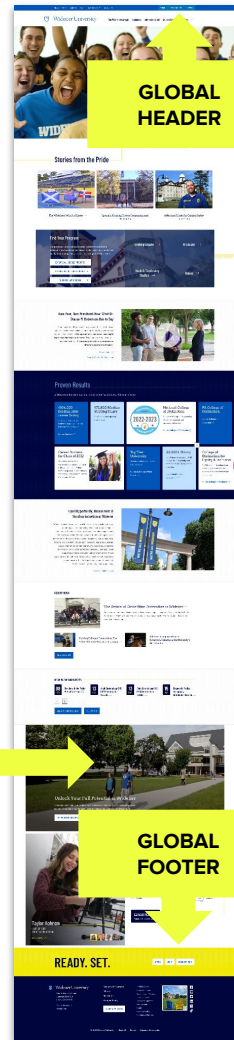
Apr 25



# Calls-to-Action



CTA  
COMPONENT



# Special Initiatives

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# Homepage Hot Takes 🔥

# Scandalous Truths About Homepages

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- It is not *the* most important page on your site (but it is up there)
- It is a political football — for all the wrong reasons
- If you don't focus it by defining a primary audience, it will fail
- Metadata matters, too!
- Homepages are not all the same

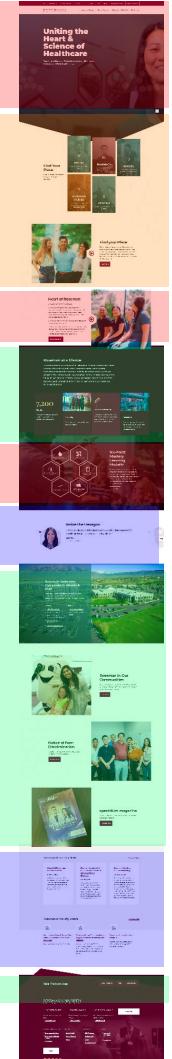
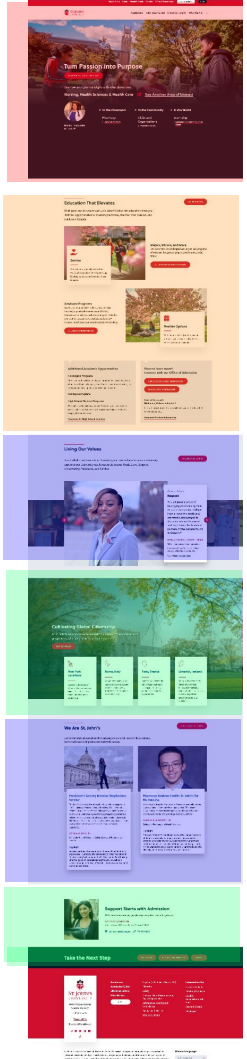
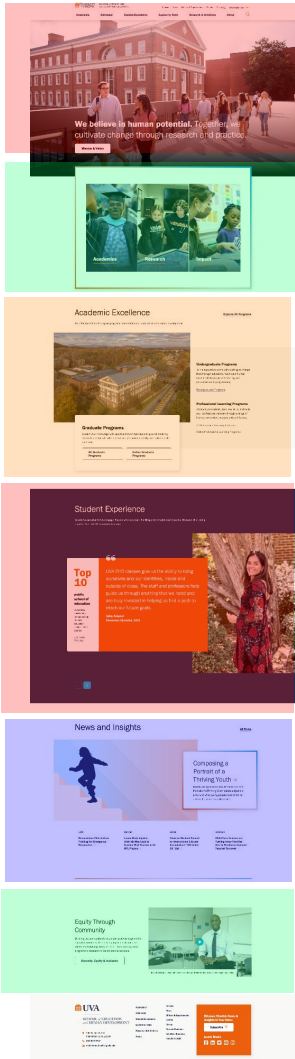
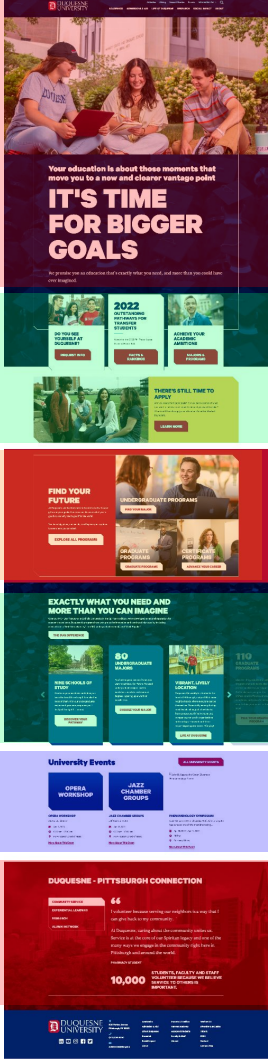


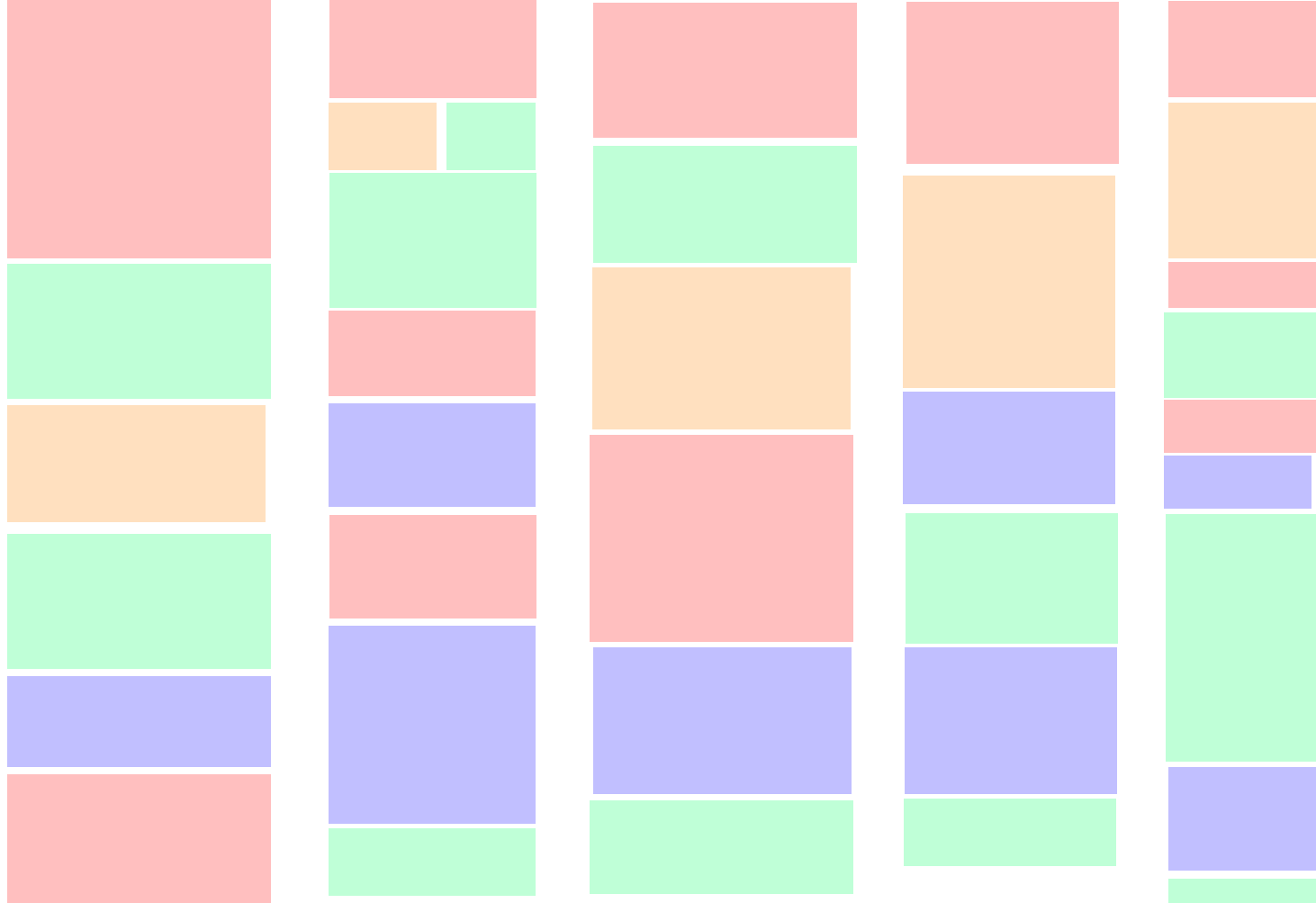
Setting  
the brand

Pathways  
/CTAs

Story/Events/  
Social

Programs





# Four Pillars of a .edu Homepage

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- **Brand and message** — what do you want people to understand about you?
- **Content strategy** — how will you effectively and sustainably convey this?
- **User experience** — what pathways will you present to motivate desired actions?
- **Visual design** — how do we enhance the content and UX and bring the brand to life?





# Flexing the Pillars

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- What are your top communications priorities?
- What are your primary user needs?
- What can you sustainably support over time?
- What seasonal or situational considerations shift the plan?



# Homepage Content Strategy

Proposed Hierarchy	Themes & goals	Content Planning Criteria	Update Frequency
Header	Reinforce key calls-to-action & search	<ul style="list-style-type: none"> <li>n/a (static)</li> </ul>	n/a
Brand Statement Hero	Powerful brand statement exemplifying key messages. High design impact.	<ul style="list-style-type: none"> <li>Key messages</li> </ul>	1-2x/year
Audience Pathways	Prominent pathways for key audiences including prospective students, both degree-oriented and non, with clarifying, plain language context	<ul style="list-style-type: none"> <li>Primarily static; context for prospective students may change with admissions cycle</li> </ul>	As needed
Flexible Announcement Block	Promoting timely or relevant resources	<ul style="list-style-type: none"> <li>n/a (situational)</li> </ul>	As needed

# Homepage Content Strategy

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Brand Statement Hero	Powerful brand statement exemplifying WVC key messages. High design impact.	<ul style="list-style-type: none"> <li>Key messages</li> </ul>	1-2x/year
Audience Pathways	Prominent pathways for key audiences including prospective students, both degree-oriented and non, with clarifying, plain language context	<ul style="list-style-type: none"> <li>Primarily static; context for prospective students may change with admissions cycle</li> </ul>	As needed
Flexible Announcement Block	Promoting timely or relevant resources	<ul style="list-style-type: none"> <li>n/a (situational)</li> </ul>	As needed
Program Pathways	Prominent pathway to program information	<ul style="list-style-type: none"> <li>n/a (static)</li> </ul>	n/a
Student testimonial	Speak to student outcomes and experience in their own words; include student name, program, hometown	<ul style="list-style-type: none"> <li>Key messages</li> <li>Diversity</li> </ul>	~5-10x per year
Campus life	Show vibrancy of campus life and the relationships and opportunities that await	<ul style="list-style-type: none"> <li>Key messages</li> <li>Diversity</li> </ul>	2-4x/year; update with seasonal photography
News & Events	News, upcoming events, featured Instagram photo with link to social accounts	<ul style="list-style-type: none"> <li>Key messages</li> </ul>	Weekly
Footer	Useful info & links; location	<ul style="list-style-type: none"> <li>n/a (static)</li> </ul>	n/a

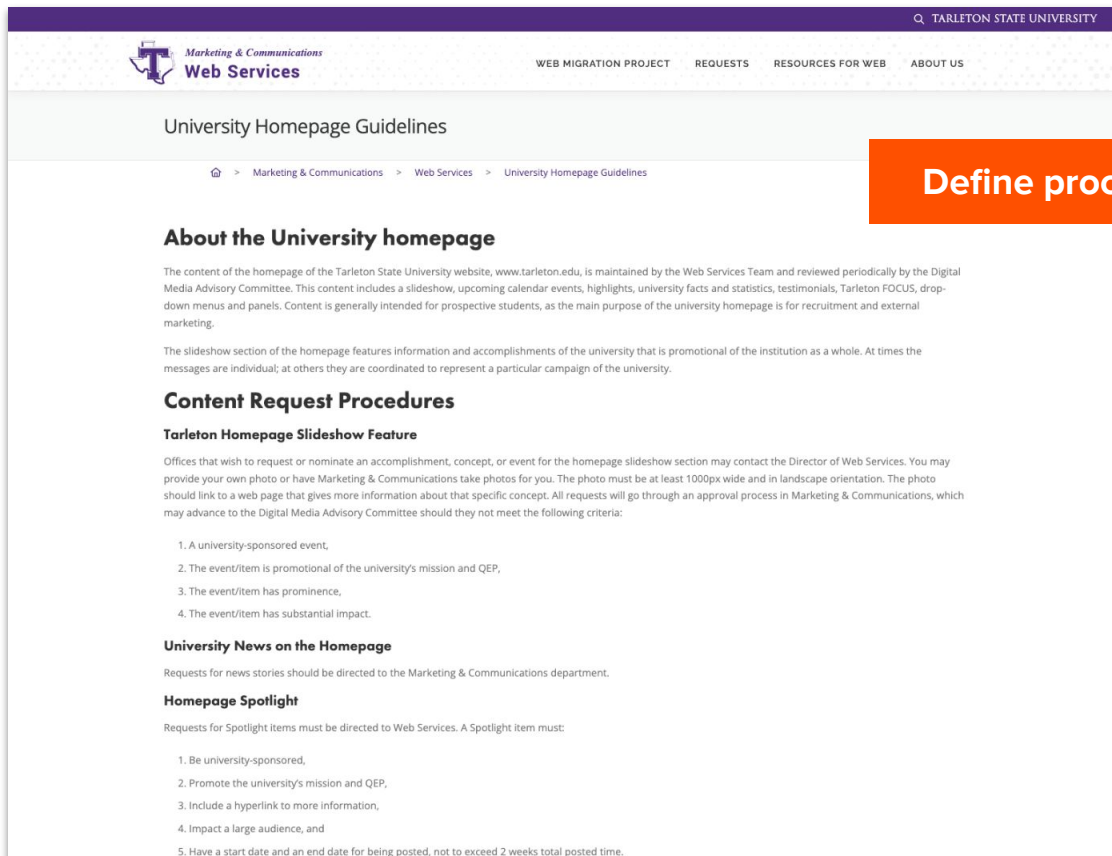
# Homepage Governance

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- Define (and communicate) ownership, roles, workflow
- Build internal relationships to source needed content
- Define editorial process (e.g. calendar) to guide ongoing strategic, audience- and goal- aligned content decision-making
- Measure effectiveness and outcomes for ongoing optimization and refinement



# Homepage Governance



The screenshot shows the 'University Homepage Guidelines' page on the Tarleton State University website. The page is part of the 'Marketing & Communications Web Services' section. It includes a navigation bar with links for 'WEB MIGRATION PROJECT', 'REQUESTS', 'RESOURCES FOR WEB', and 'ABOUT US'. The main content area is titled 'University Homepage Guidelines' and includes a breadcrumb trail: 'Home > Marketing & Communications > Web Services > University Homepage Guidelines'. The page is divided into several sections: 'About the University homepage', 'Content Request Procedures', 'Tarleton Homepage Slideshow Feature', 'University News on the Homepage', and 'Homepage Spotlight'. Each section provides detailed guidelines for content requests and updates.

**Marketing & Communications Web Services**

WEB MIGRATION PROJECT REQUESTS RESOURCES FOR WEB ABOUT US

## University Homepage Guidelines

Home > Marketing & Communications > Web Services > University Homepage Guidelines

### About the University homepage

The content of the homepage of the Tarleton State University website, [www.tarleton.edu](http://www.tarleton.edu), is maintained by the Web Services Team and reviewed periodically by the Digital Media Advisory Committee. This content includes a slideshow, upcoming calendar events, highlights, university facts and statistics, testimonials, Tarleton FOCUS, drop-down menus and panels. Content is generally intended for prospective students, as the main purpose of the university homepage is for recruitment and external marketing.

The slideshow section of the homepage features information and accomplishments of the university that is promotional of the institution as a whole. At times the messages are individual; at others they are coordinated to represent a particular campaign of the university.

### Content Request Procedures

#### Tarleton Homepage Slideshow Feature

Offices that wish to request or nominate an accomplishment, concept, or event for the homepage slideshow section may contact the Director of Web Services. You may provide your own photo or have Marketing & Communications take photos for you. The photo must be at least 1000px wide and in landscape orientation. The photo should link to a web page that gives more information about that specific concept. All requests will go through an approval process in Marketing & Communications, which may advance to the Digital Media Advisory Committee should they not meet the following criteria:

1. A university-sponsored event,
2. The event/item is promotional of the university's mission and QEP,
3. The event/item has prominence,
4. The event/item has substantial impact.

#### University News on the Homepage

Requests for news stories should be directed to the Marketing & Communications department.

#### Homepage Spotlight

Requests for Spotlight items must be directed to Web Services. A Spotlight item must:

1. Be university-sponsored,
2. Promote the university's mission and QEP,
3. Include a hyperlink to more information,
4. Impact a large audience, and
5. Have a start date and an end date for being posted, not to exceed 2 weeks total posted time.

Define process & criteria



# Homepage Governance

## URI Homepage Criteria

The University of Rhode Island homepage is URI's most visible marketing tool. Through images and engaging stories, profiles, and videos, the homepage illustrates what the University of Rhode Island today by showcasing its students, faculty, multidisciplinary creativity, innovation and research, global reach, and spirit of inclusion.

In its design, images, content, and approach to storytelling, URI's homepage is a bolder, more expansive, less literal representation of the "Think Big. We Do." brand, but one that continues to highlight the brand differentiators and the [President's Transformational Goals](#).



**Tie-in to executive priorities**

### President's Transformational Goals for the 21st Century

**Creating a 21st Century 24/7 Learning Environment.** To prepare our students to excel and lead, URI must take full and systemic advantage of the most advanced educational tools and practices. We must provide expanded opportunities for experiential learning (research, creative work, and scholarship), as well as opportunities to learn and work across disciplines and fields of knowledge. It is essential to provide "hands-on" learning. Through the use of technology, improved advising, and innovative curricula, URI must do its part to reduce barriers to graduation and enable more of our students to complete their degrees in four years.

**Increasing the Magnitude, Prominence, and Impact of URI's Research, Scholarship, and Creative Work.** URI must place additional emphasis on research, scholarship, and creative work. To do so will help preserve and enhance the nation's global competitiveness; help create a Rhode Island economy that is vibrant, competitive, and sustainable; and enrich our culture and society. Increasing the research, scholarship, and creative work undertaken by our faculty and research staff will provide more opportunities for students to be engaged in these activities, thereby providing a stronger education.

**Internationalizing and Globalizing the University of Rhode Island.** It is simply essential for our students to succeed that they are prepared to live and work in an increasingly globalized world. URI must substantially increase the number of our students who study abroad, increase the number of international students who study at URI. We must expand the scope of our international research and education partnerships. We must increase the number of graduates with competency and fluency in languages other than English, and increase our understanding of the cultures, politics, and history of other peoples and nations.

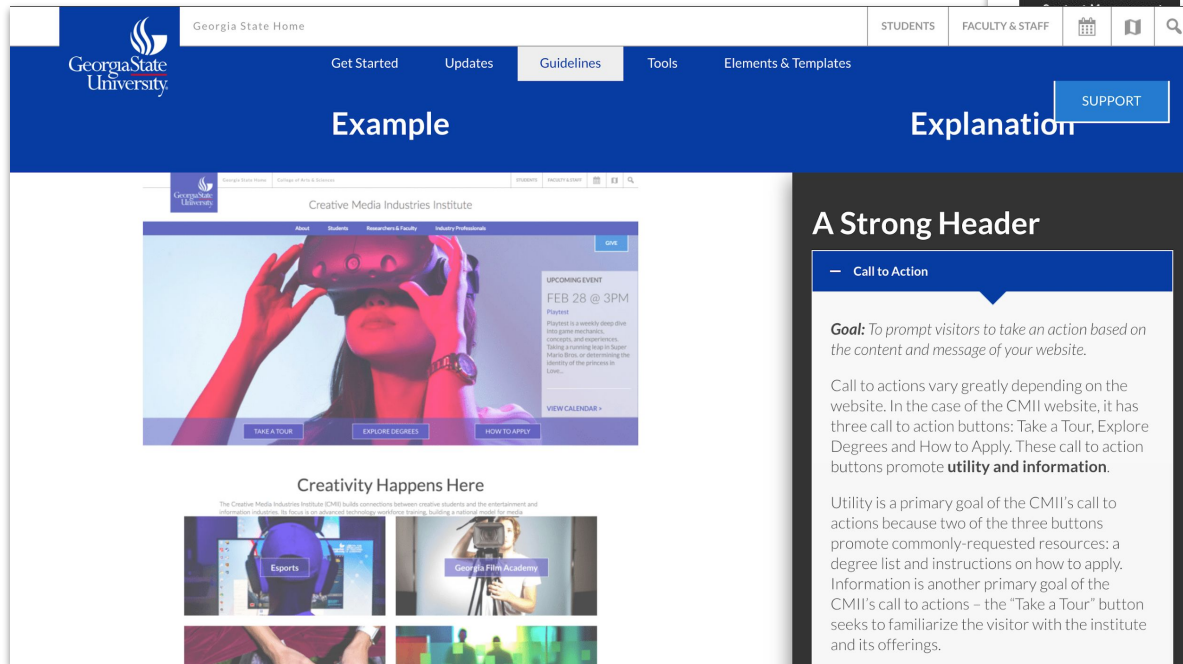
**Building a Community at the University of Rhode Island that Values Equity and Diversity.** As we meet these goals, URI will continue to be a leader in preparing its students for success, and URI—through the work of its faculty and students—will have a major impact on economic renewal in our state and region, and in maintaining our quality of life.

As we meet these goals, URI will continue to be a leader in preparing its students for success, and URI—through the work of its faculty and students—will have a major impact on economic renewal in our state and region, and in maintaining our quality of life.

To learn more about the implementation progress related to these goals, please visit: [uri.edu/president/Transformational\\_Goals\\_ProgressFall2014.pdf](http://uri.edu/president/Transformational_Goals_ProgressFall2014.pdf)

# Homepage Governance

Reinforce purpose & intent



## 2.7 - University Homepage Feature Criteria

### Policy

#### The featured item must:

- interest or affect multiple university stakeholders
- reinforce the university's core mission and messages: research, arts & culture, education and community impact
- be designed, created and/or approved by Marketing Communications staff

#### What may be featured:

- Campus impact and emergency notices  
-campus closures (storms, emergency situations)
- Feature articles  
-student, alumni and faculty stories (taken from campus publications including *Cardinal Cadence* and college or alumni newsletters)
- Major campus events  
-convocation, commencement and homecoming  
-building openings and dedication ceremonies
- Major performing arts events  
-notable national and world performers

# Homepage Homework

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- Think about your institutional and brand priorities (maybe review your strategic plan), then review your homepage and note how it does/doesn't support them
- Audit homepage content — news, buttons, copy, etc. — for currency, accuracy, relevance
- Do a 5-second test with representative audiences — see what their first impression of the homepage is
- Plan out short-term and long-term enhancements

