

# Redesigning Your Website... Without Rebuilding It

Stamats Webinar Series | Spring 2025



How many of you have had  
your President or boss say...

“We need a new website.  
How quickly can you get one  
launched?”

Share a  if this has happened to you!

I've been there!  
It can make you feel like...

“Battle Stations, Everybody! Let's go! Go! Go!”



But refreshing your site  
design and visitor experience  
doesn't have to be chaotic.

Or expensive.

A smart strategy can  
create a new visitor experience  
without spreading your team  
(or Accounts Payable!)  
any thinner.



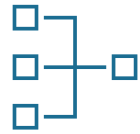
Stamats helps clients  
save \$100,000's  
with a customized, phased approach  
to a website refresh.

Our proven process will  
enhance the prospective student  
experience right away.

# Our Proven Process



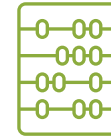
Website Audit



Technical  
Evaluation



Stakeholder Input



Governance



Final Report &  
Project Plan

A Peek at Our Process

# Website Audit: How People Get to & Move Through Your Site

- Homepage review
- User behavior tracking
- Journey mapping & nav pathways
- Content & SEO assessment
- Google Analytics review
- SEM market analysis



*Where can I study  
library science locally?*



*How much does it cost?*

# Technical Audit: How the Site Works

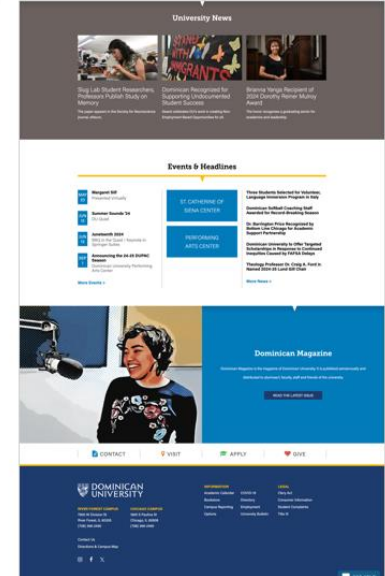
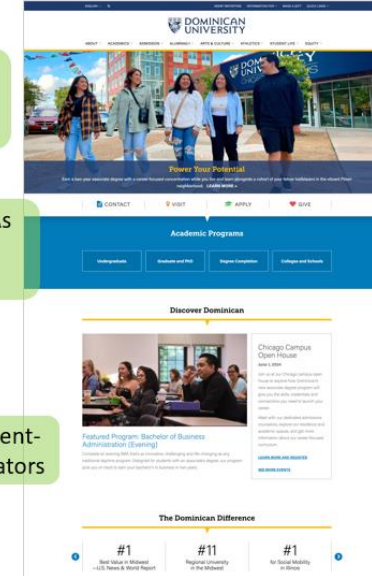
- Interview questionnaire on site performance, features
- Technical walk-through Dev team
- Template review/evaluation

## Home Page: What's Effective

Modular design;  
scales well on  
mobile

Prominent CTAs  
and program  
shortcuts

Room for recruitment-  
oriented differentiators

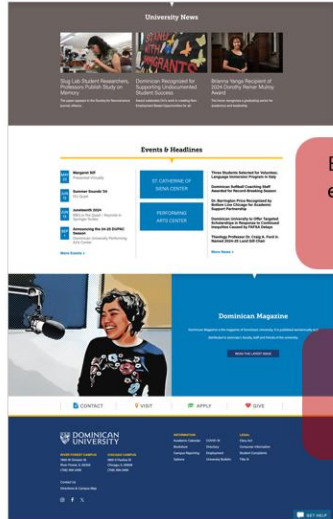
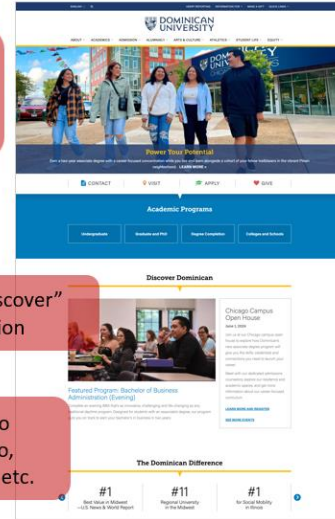


## Home Page: What's Not Effective

Inconsistent  
emphasis in hero:  
Part recruitment,  
part billboard

Busy "discover"  
section

Static visuals—no  
background video,  
movement effects, etc.



Events focus almost  
exclusively arts—no  
comprehensive  
calendar

Missing elements?  
• Sense of place  
• Sense of purpose  
• Strong call to visit

# Stakeholder Input: Interviews, Focus Groups, Surveys



Current &  
Prospective  
Students



University  
Leadership



Content Owners &  
Super Users



Academic Deans &  
Directors



Admissions &  
Student Services

After conducting a quick website  
audit...



Sometimes we find that a completely new website is needed if the development foundation is outdated...

If the development foundation is  
solid, we often find a  
customized website refresh  
is the best solution.

# Short Timeline, Out of Budget Season

University of Southern Maine

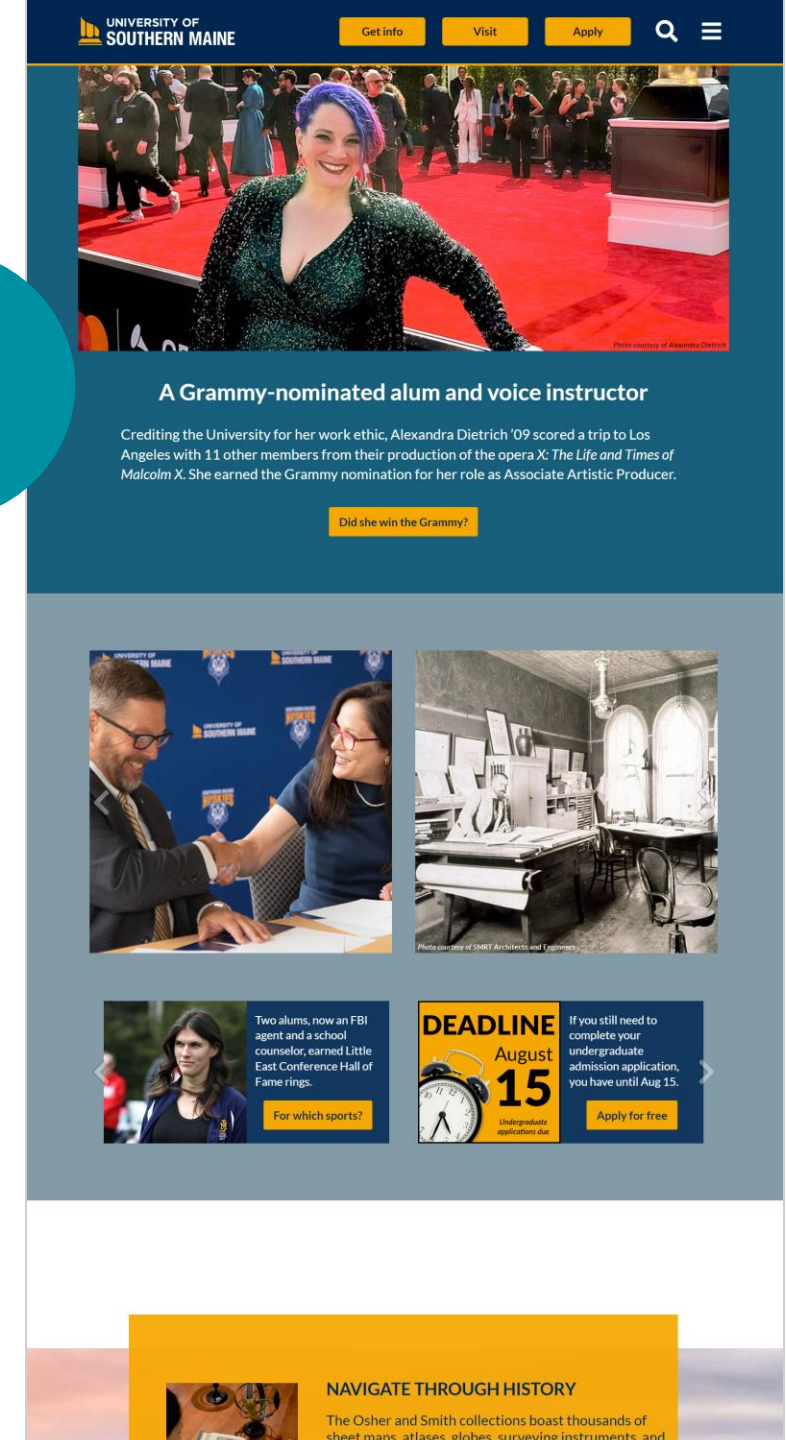


# New Look Quickly and It Needs to Be Budget-Friendly!

## Phase 1 Priorities

- Make mega menu and navigation more actionable
- New homepage design and content strategy
- Refresh color palette

Before



# USM's New Homepage Focused on Prospective Students

After

- Streamlined mega menu and main nav geared toward prospective students
- Highlights featured programs & user choice
- Showcases 3 campus locations + online



# Re-Energize Priority Program Pages

## Phase 2 Priorities

- New program page design and template with features/outcomes higher on the page
- Refresh program page content: relevant, scannable, actionable
- Infuse new color palette

Before

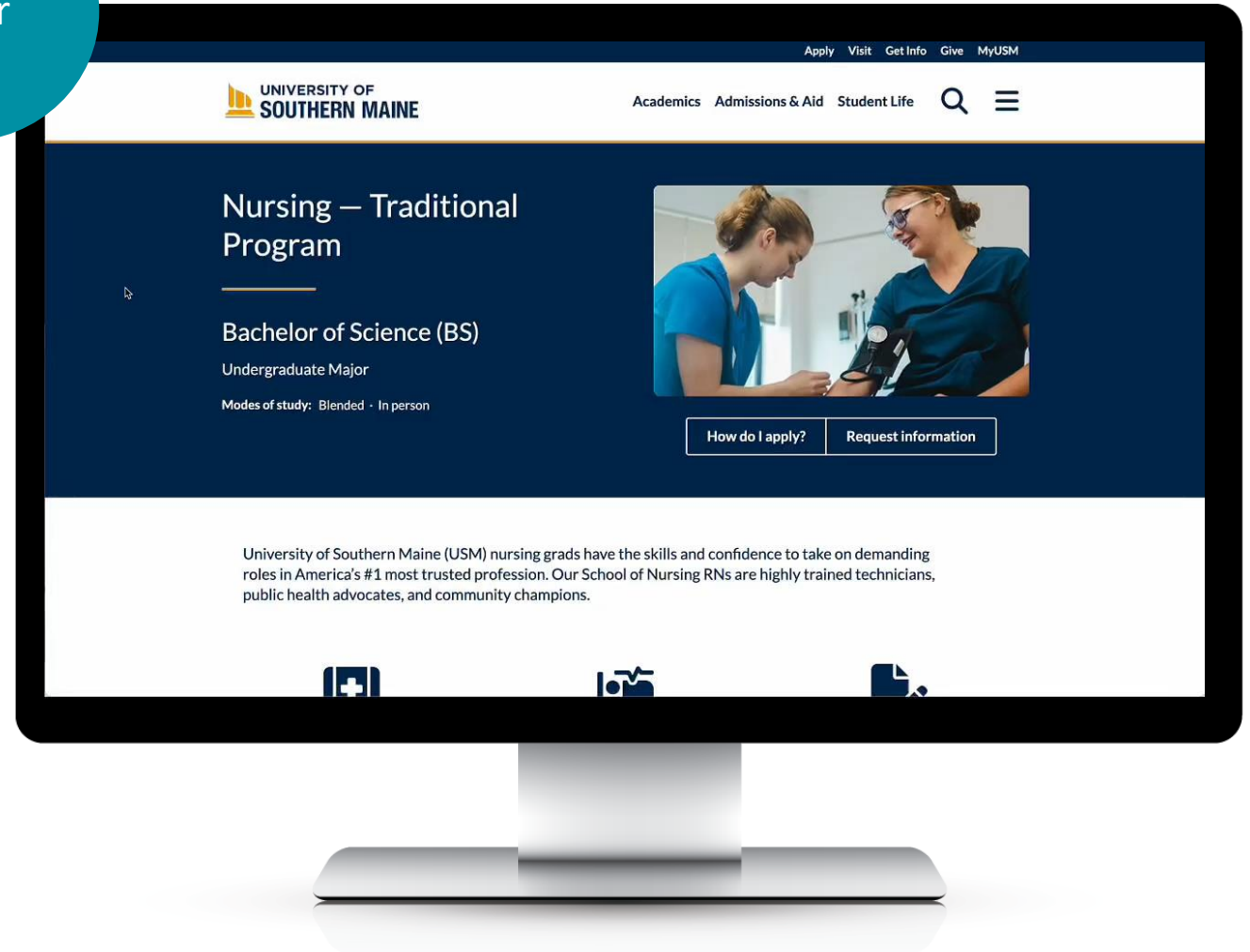




# USM's New Action-Focused Program Pages

After

- Showcase program features and outcomes
- Fresh program page content to improve SEO and user experience
- Clear next steps for prospective students



The Results?



# New Homepage and Program Pages Show Increased Visitor Engagement!

Average Session Duration

↑ 6%!

Source: Google Analytics post go live vs prior year

Average session time for some program pages increased by more than a minute!

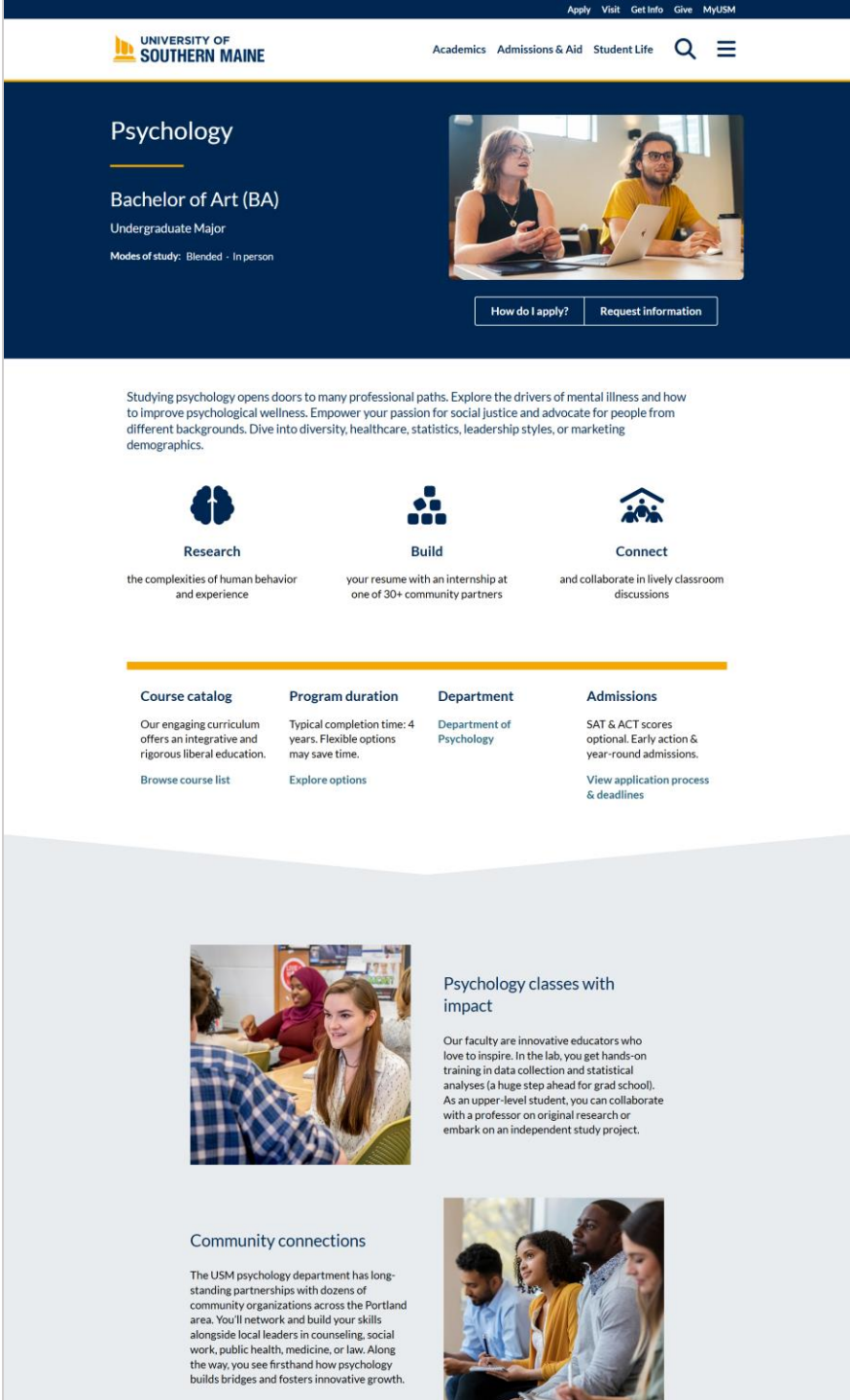
Before:

Average Session  
Duration  
2 m 20 s

After:

Average Session  
Duration  
3 m 27 s

Source: Google Analytics post go live vs prior year



## Phase 3 Will Be:



Next Batch of  
Program Pages



Key Content  
Pages



Color Refresh to All  
Components

New Look, Yes...

But Do We Need  
a New Site?

Dominican University

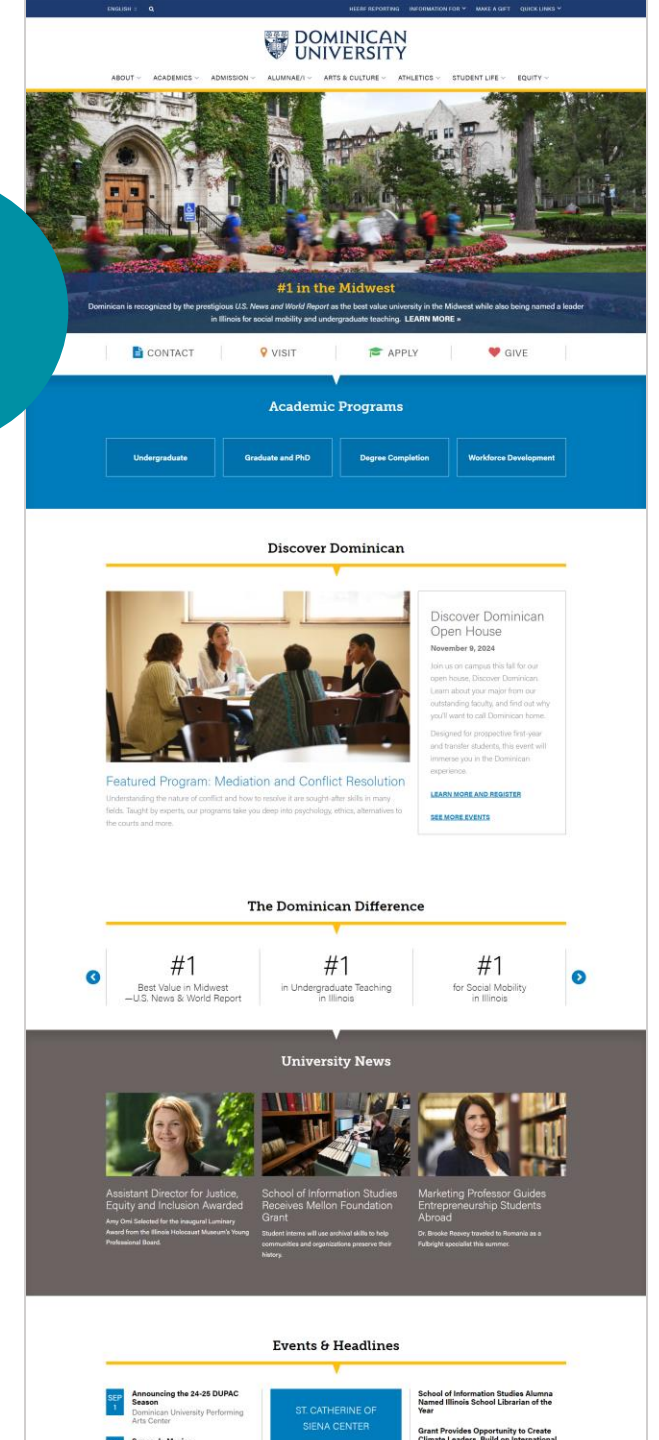


# We've Got the Data—Put It to Work

## Phase 1 Priorities

- Use visitor data to guide decisions
- Align prospective student journey with template design and content strategy
- Create a more interactive and engaging design

Before

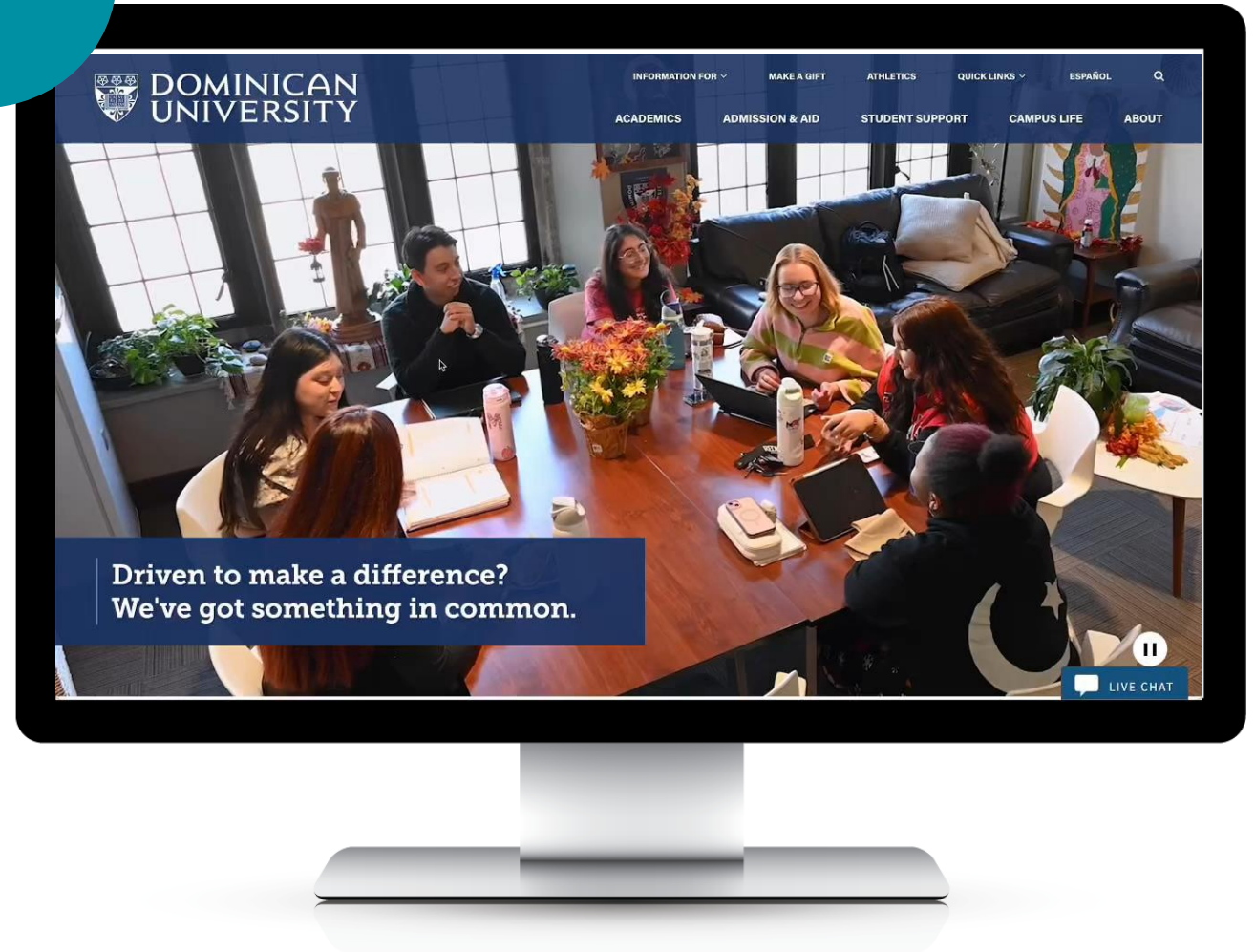




# Sleek, Structured New Homepage

After

- User behavior informed the main navigation and dropdown menus
- Content strategy answers prospective students' questions with clear next steps
- Interactive, engaging design

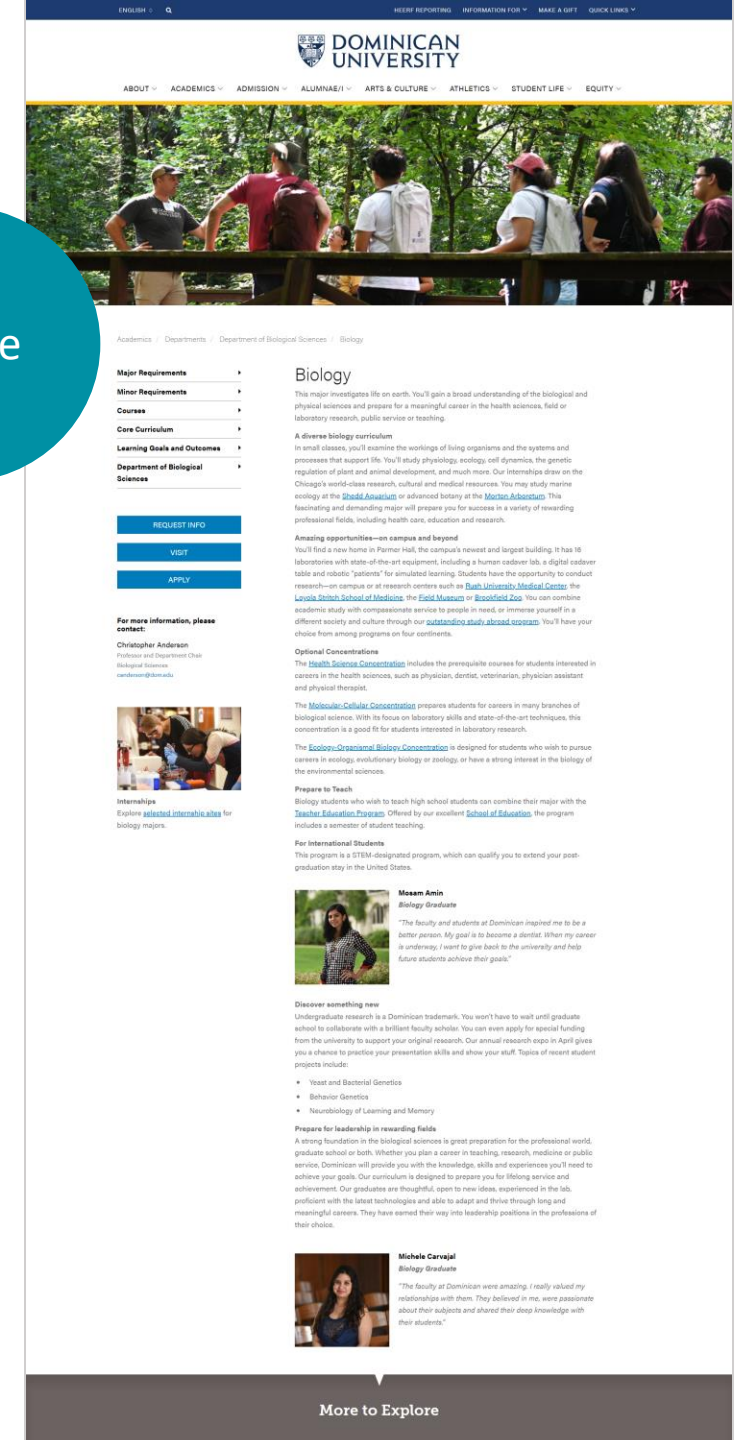


# Wanted: Flexible Templates!

## Phase 2 Priorities

- Create a scannable, immersive template for program and key content pages
- Templates and components must be flexible!
- Deconstruct large text blocks into action-centric sections

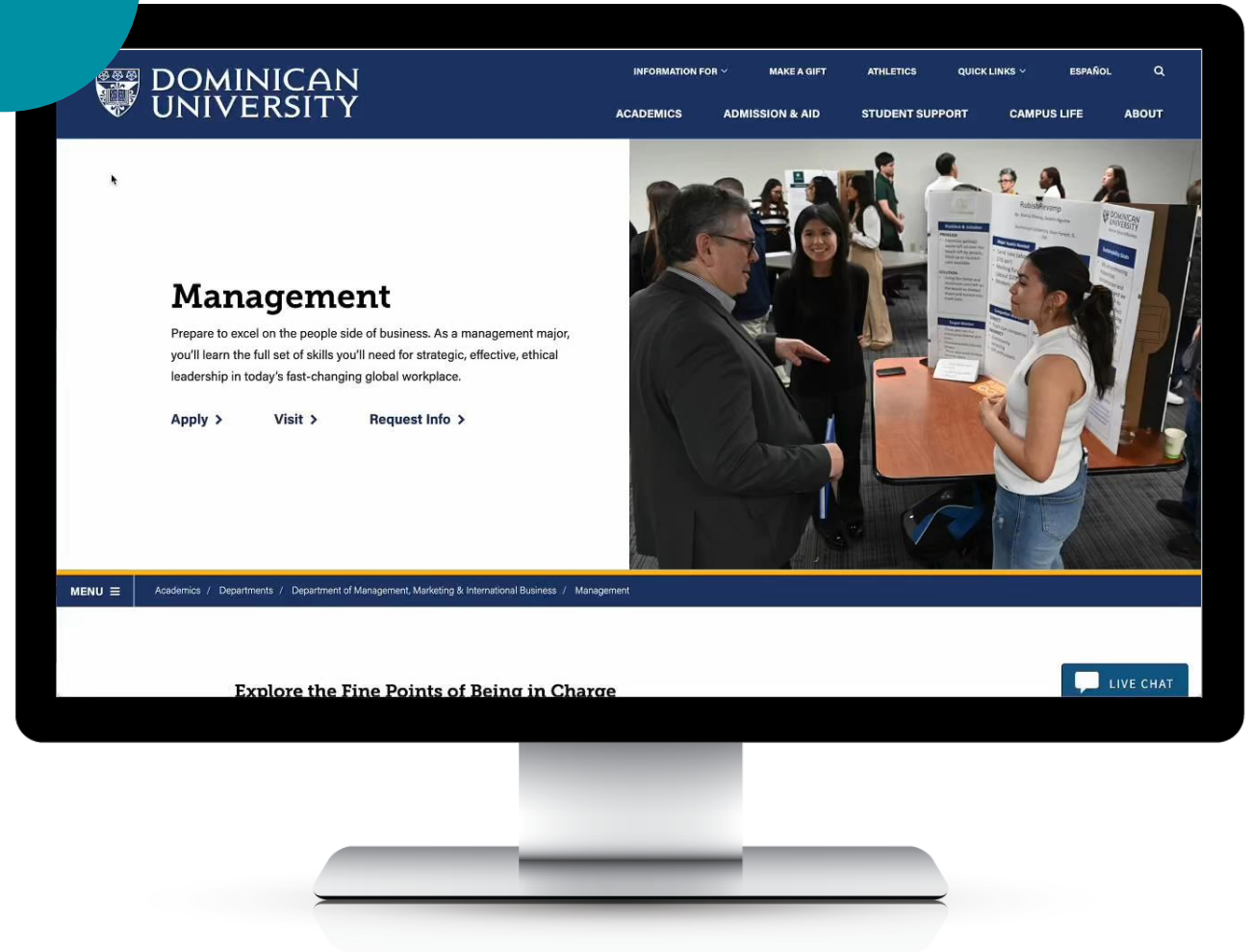
Before



# Versatile & Visionary Program Pages

After

- New, flexible component designs
- Strategic layouts to relieve “walls of text”
- No longer relies on left nav
- Clear next steps for prospective students





The Results?

# New Homepage and Program Pages Show Increased Visitor Engagement!

Average Session Duration

↑ 20 secs

Key Event Rate

↑ 35%

Organic Click Through Rate

↑ 9%

**Source:** Google Analytics last 3 months post go live vs prior year

# And Improved Search Rankings!

Average Search Position

↑ 6%

**Source:** Google Analytics last 3 months post go live vs prior year

## Phase 3 Will Be:



Campus-Wide  
Events Calendar



Faculty & Staff  
Directory



Site Search  
Enhancements

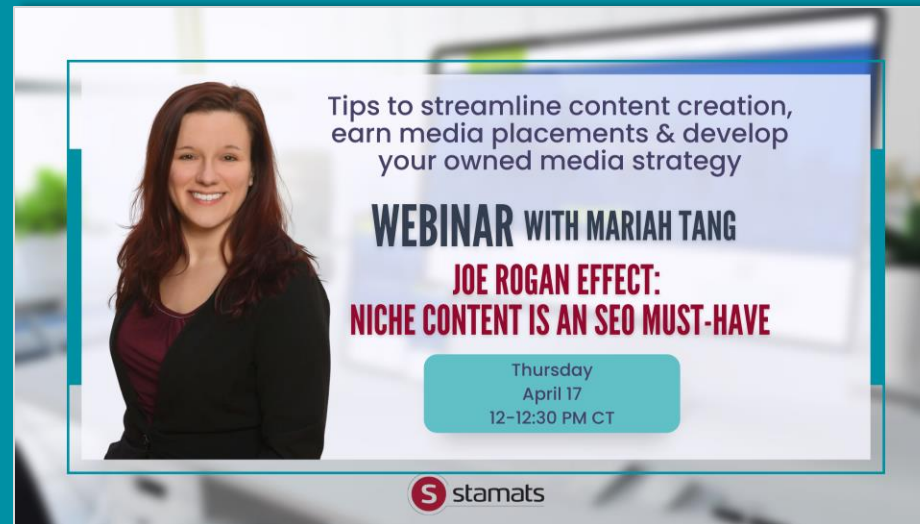


Content  
Optimizations  
for SEO

# Thank you!

April 17<sup>th</sup>

## Plan to Attend Our Next Webinar



Click webinar card to register

# What Questions Do You Have?

Link to related podcast:

[SEO Is Not a Service: It's a Way of Life](#)

Links to related blog articles:

- [Career Pathways: How Mid Michigan College Transformed Their Website](#)
- [3 Ways Career-Focused Storytelling Wins in Higher Ed—and How to Get Started?](#)
- [How Long is Too Long for a Webpage?](#)



## Amplify *Opportunity*

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