

Redesigning Your Website... Without Rebuilding It

Stamats Webinar Series | Spring 2025



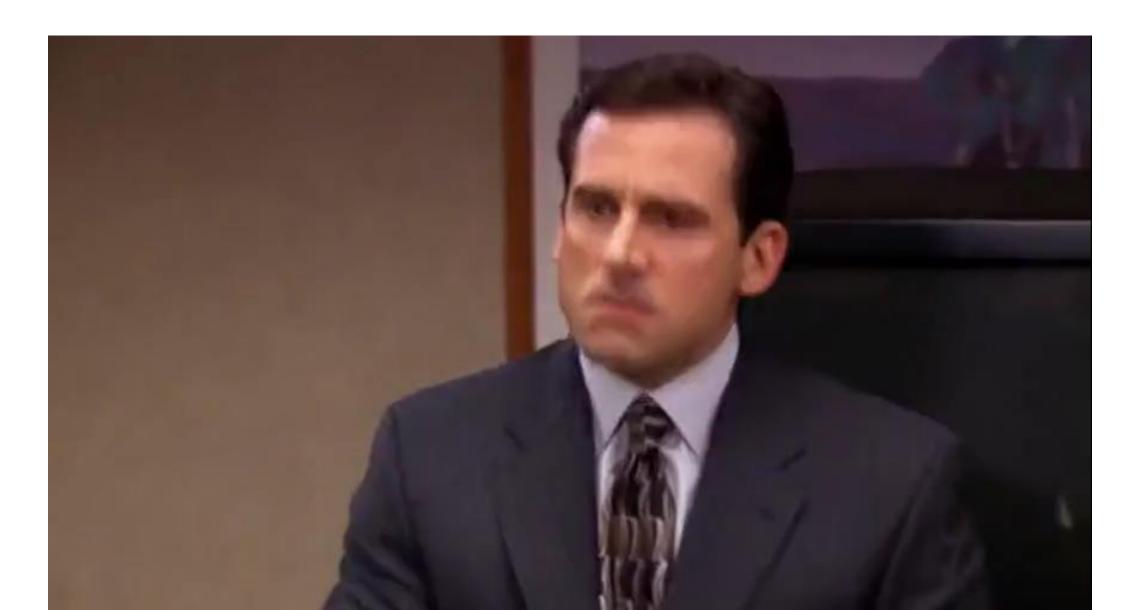
How many of you have had your President or boss say...

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

Share a if this has happened to you!

l'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.

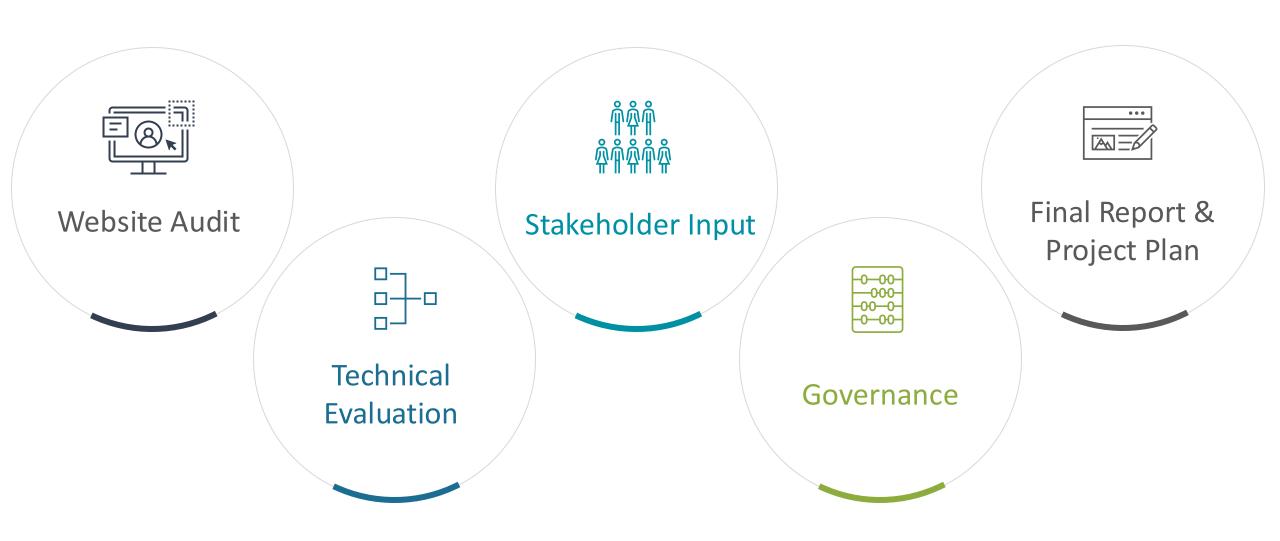
Or expensive.

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



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





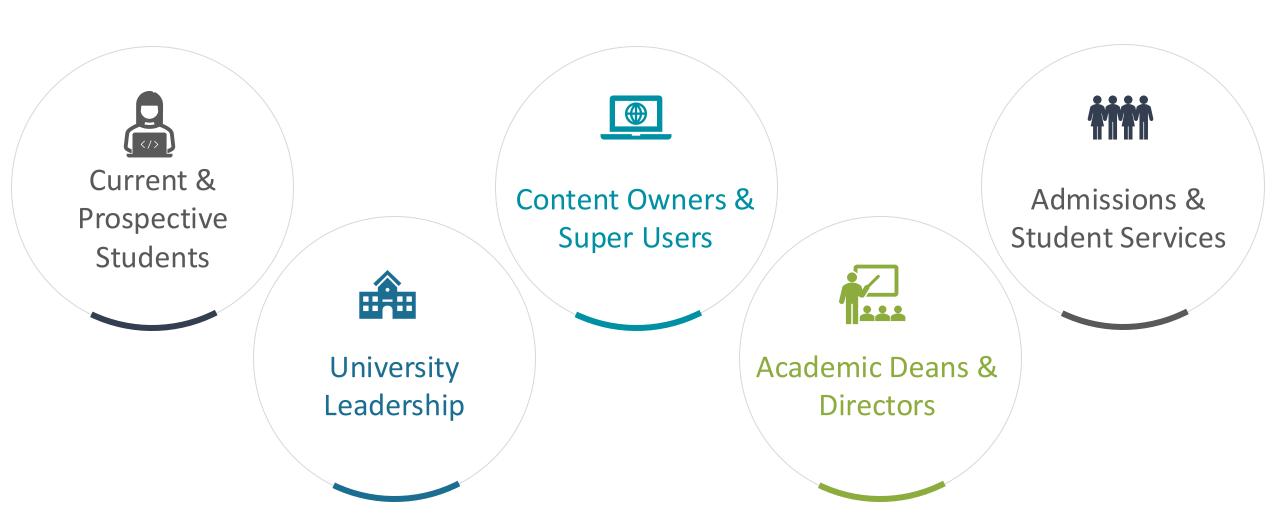
Technical Audit: How the Site Works

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





Stakeholder Input: Interviews, Focus Groups, Surveys



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Sometimes we find that a completely new website is needed if the development foundation is outdated...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

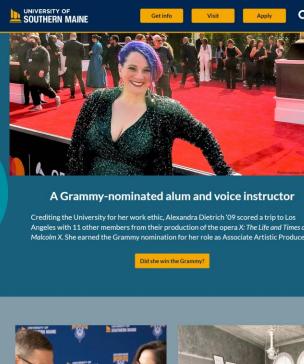
University of Southern Maine



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

- 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



Academics Admissions & Aid Student Life Q =



Cybersecurity | Online

Before



Costs include tuition & fees. All students receive our etuition rate. See cost details



15 required credit hours. Most courses are equal to 3 credit hours. Browse course



Program duration Explore program



Program highlights

- Balance your schedule while completing your certificate: Our fully online program allows you to complete coursework from wherever you are.
- Advance your career in a field where demand is high and expected to keep growing. according to the U.S. Department of Labor.
- . Learn from full-time faculty and PhD-trained scholars who are recognized as leaders in their fields that stretch from the White House to the Pentagon.
- Make progress toward a future degree: Apply course credits from your certificate toward
- . Study in a program that is nationally designated by the National Security Agency Center of Academic Excellence and Department of Homeland Security (DHS)

The Certificate of Graduate Study in Cybersecurity is jointly offered through the University of Southern Maine and University of Maine at



Outsmart cybercriminals

Certificate completers are qualified to be the first line of defense for governments and top organizations as cybersecurity pros. Through experiential learning and hands-on experience, you'll boost your resume in one of the fastest growing job markets.

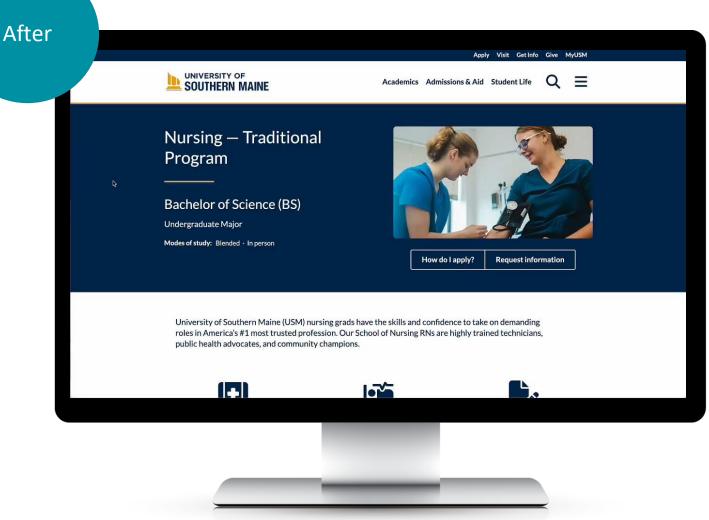


Program requirements

Our program provides in-depth learning relevant to the rapidly changing landscape of information security. Students gain critical knowledge in preventing proficiencies that can be applied

USM's New Action-Focused Program Pages

- 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

16%!

Source: Google Analytics post go live vs prior year

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

UNIVERSITY OF

Academics Admissions & Aid Student Life Q =





Bachelor of Art (BA)



How do I apply?

Request information

Studying psychology opens doors to many professional paths. Explore the drivers of mental illness and how to improve psychological wellness. Empower your passion for social justice and advocate for people from different backgrounds. Dive into diversity, healthcare, statistics, leadership styles, or marketing demographics.







the complexities of human behavior and experience

your resume with an internship at one of 30+ community partners

Department

and collaborate in lively classroom discussions

Course catalog

Our engaging curriculum offers an integrative and rigorous liberal education.

Program duration

Typical completion time: 4 years. Flexible options may save time.

Admissions

SAT & ACT scores optional, Early action & year-round admissions.

View application process & deadlines



Psychology classes with

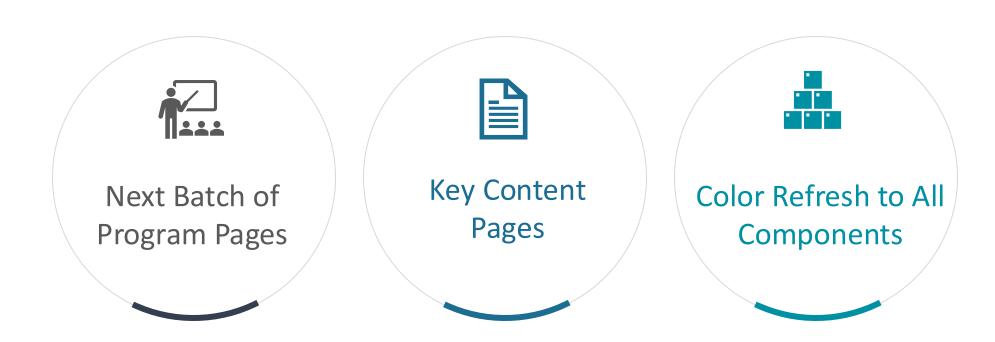
Our faculty are innovative educators who love to inspire. In the lab, you get hands-on training in data collection and statistical analyses (a huge step ahead for grad school). As an upper-level student, you can collaborate with a professor on original research or embark on an independent study project.

Community connections

The USM psychology department has longstanding partnerships with dozens of community organizations across the Portland area. You'll network and build your skills alongside local leaders in counseling, social work, public health, medicine, or law. Along the way you see firsthand how psychology builds bridges and fosters innovative growth



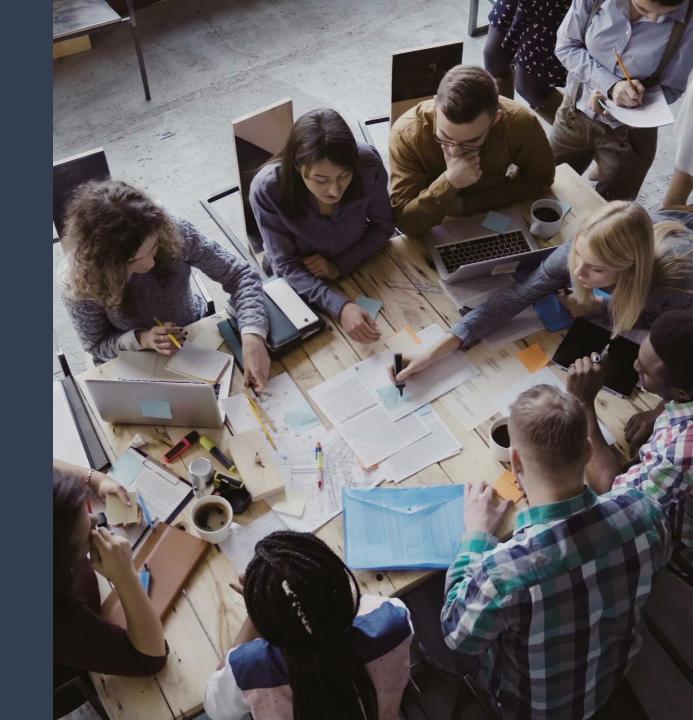
Phase 3 Will Be:



New Look, Yes...

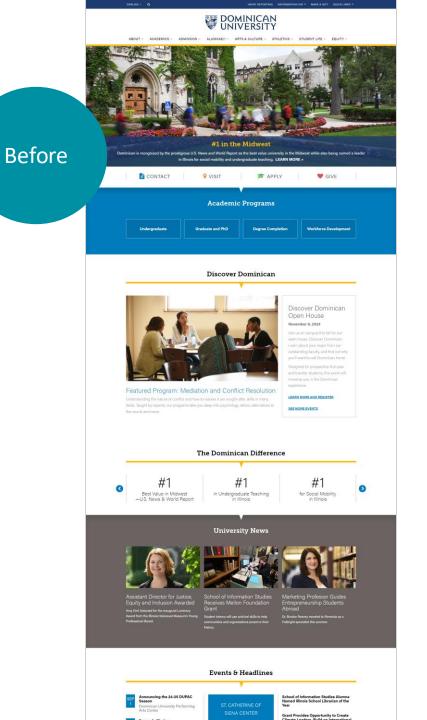
But Do We Need a New Site?

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



Sleek, Structured New Homepage

- 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 actioncentric sections





Before

Major Requirements	•
Minor Requirements	٠
Courses	•
Core Curriculum	,
Learning Goals and Outcomes	
Department of Biological	,
Sciences	





Biology

repare to Teach

Teacher Education Program, Offered by our excellent School of Education, the program



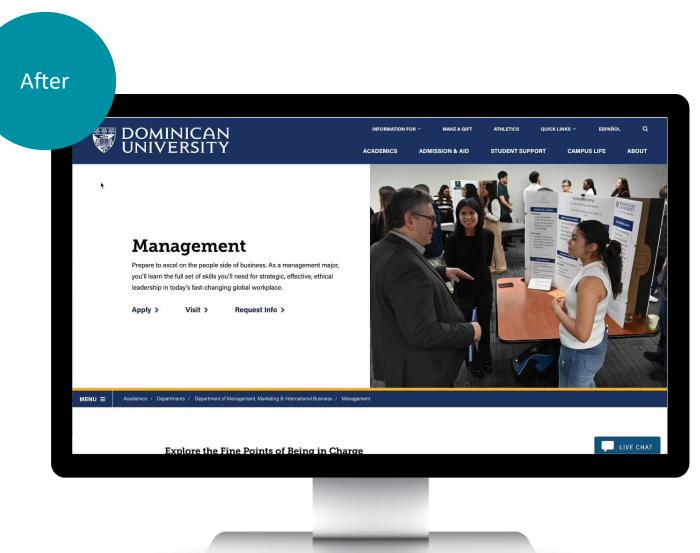
ol to collaborate with a brilliant faculty scholar. You can even apply for special funding om the university to support your original research. Our annual research expo in April giv

e. Domininen will newirle you with the knowledge, skills and experiences you'll need



Versatile & Visionary Program Pages

- 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

135%

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!

Plan to Attend Our Next Webinar April 17th



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

Consultation and content services that will improve your site's landing page performance. <u>Contact us</u> and get ready for an all-new level of winning.