

# Redesigning a University Website for **Results**



The title is centered on a light gray background featuring a faint, large-scale photograph of a classical building's facade with columns and a triangular pediment.

@joelgoodman



B R A V E R Y



Bravery is a service design and product development studio planted squarely in the higher education sector. We create daring solutions to the core challenges facing institutions of higher learning.

@JOELGOODMAN

BRAVERY.CO

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# Redesigning a University Website for Results



The title is centered on a light gray background featuring a faint, large-scale photograph of a university building with many windows and a prominent tower. Below the title, there are three horizontal lines: a long blue line on the left, a short blue line with three diagonal strokes in the center, and a long blue line on the right.

@joelgoodman

How most higher ed  
redesigns go...

**STEP 1**

# Commission an RFP

## **STEP 2**

Take 3 months to  
draft said RFP

## **STEP 3**

**Review a dozen proposals**

## **STEP 4**

# Choose an agency

**STEP 5**

**Wait.**

6 months later...

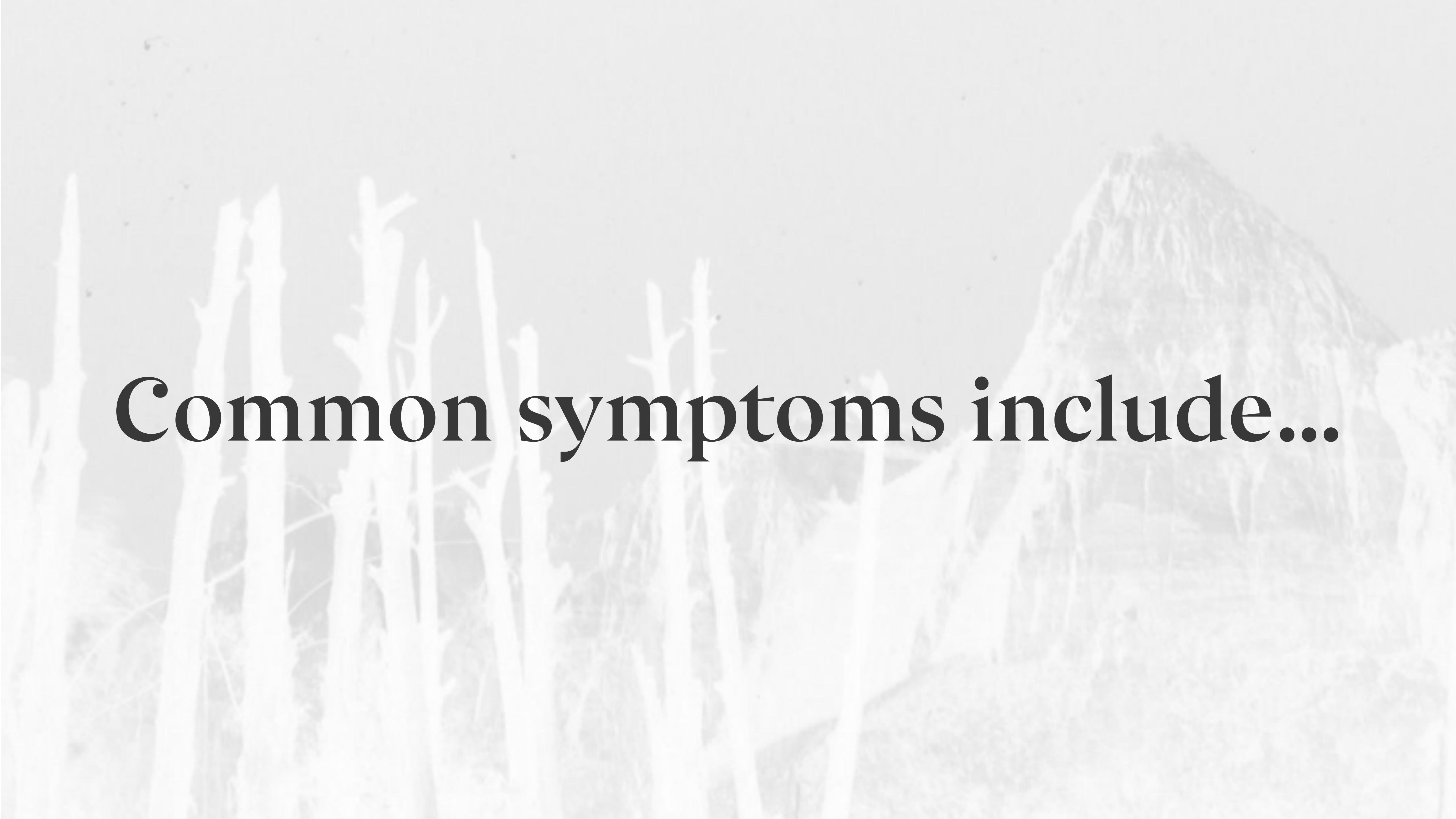
## **STEP 6**

Argue over the new design.

But finally you launch.

How long did that  
redesign take?

And how well is it  
performing?



Common symptoms include...



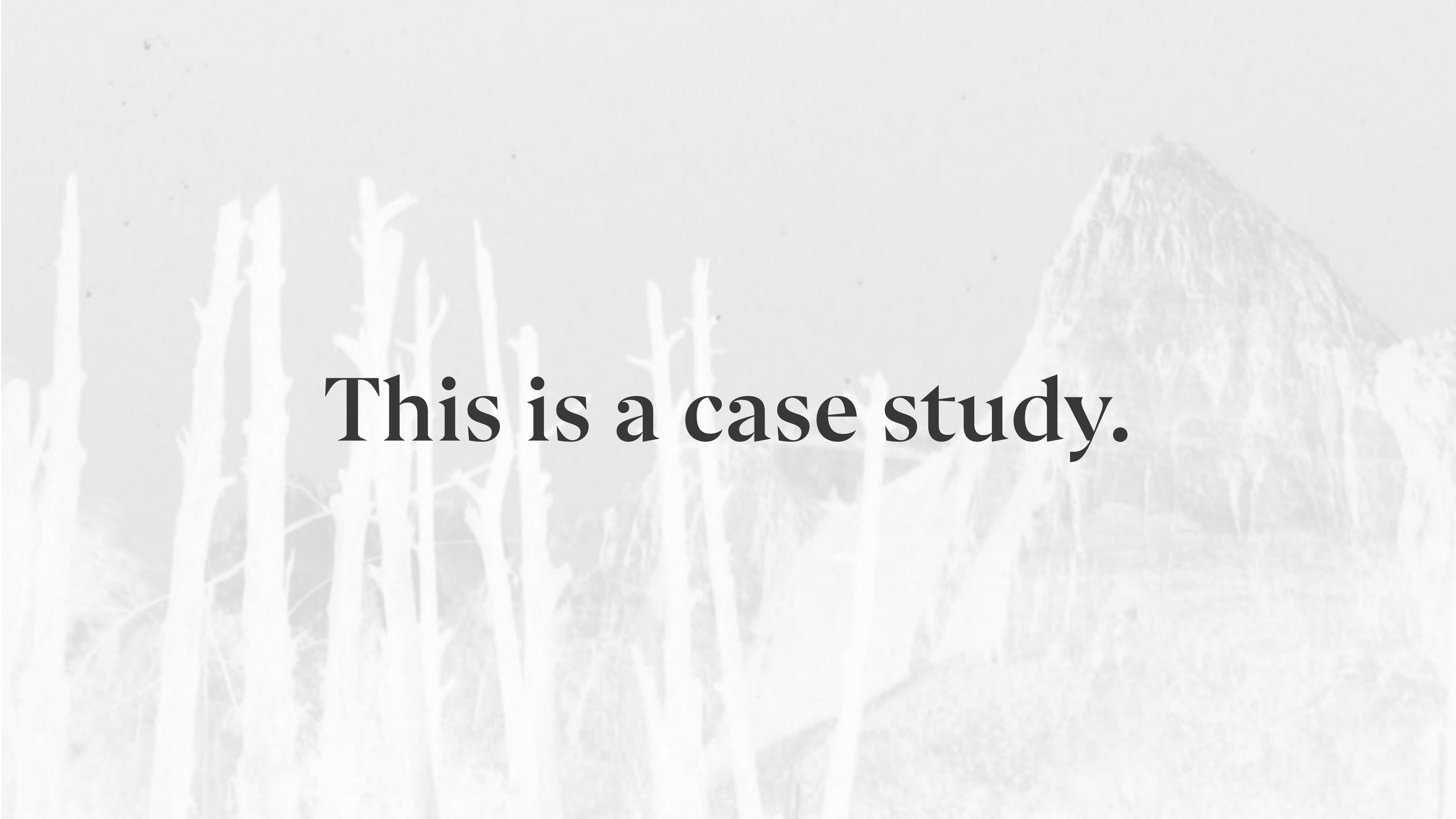
Too many cooks in the kitchen



Limited vision



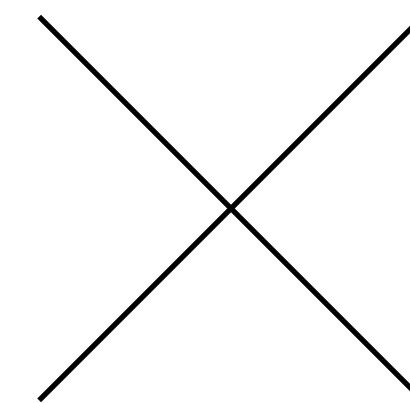
A “set it and forget it” mentality.



This is a case study.



NATIONAL  
UNIVERSITY



BRAVERY



NU had a couple of challenges.

## **CHALLENGE 1**

A brand new marketing unit.

## **CHALLENGE 2**

A very old website.

## **CHALLENGE 3**

**Confusion in the marketplace.**



Bravery had to solve for all.

# The Lead-Up

- Defined goals for the nu.edu site.

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- Defined goals for the nu.edu site.
- I spent a 7 weeks auditing competitors, digging into site analytics, and meeting with internal constituents.
- Built the case for moving the university from ColdFusion to WordPress.
- Developed a schedule for “doing it right.”

*"Undertaking a complete website overhaul can be an overwhelming project, especially when you do it while simultaneously trying to build out a new web services division."*



**Seth Odell**  
**Vice Chancellor, Marketing**

# Choosing a design team

Sometimes things don't go  
the way you plan them.



B R A V E R Y





5

PEOPLE

Want to see some design?



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Veteran founded.  
Nonprofit.

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Programs

Admissions

Military

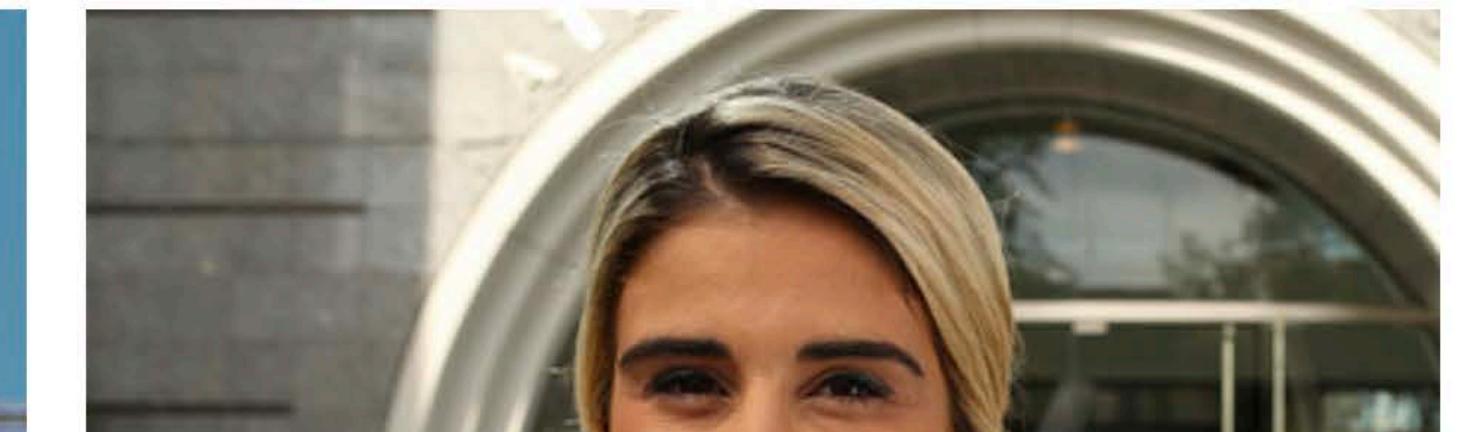


# START SOONER. FINISH FASTER.

Choose from over 100 degree programs with four-week classes, offered on campus or online.

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Angela C., Class of 2013



**Bachelor of Business Administration**

Bachelor of Business Administration

Program Learning Outcomes

Program Requirements

Dean / Faculty Quote

Application CTA

NATIONAL UNIVERSITY

App-Rate Report-Mkt Program Admin Log-in Contact Us

**Bachelor of Business Administration**

Program Learning Outcomes

Program Requirements

Dean / Faculty Quote

Application CTA

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**Program-Page-Opt3c**

Program Learning Outcomes

Program Requirements

RFI

Program Learning Outcomes

Program Requirements

Dean / Faculty Quote

Application CTA

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**Program-Page-Opt4a**

Bachelor of Business Administration

Overview

Program Learning Outcomes

Program Requirements

Dean / Faculty Member

Application CTA

NATIONAL UNIVERSITY

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**Program-Page-Opt4b**

Bachelor of Business Administration

Overview

Program Learning Outcomes

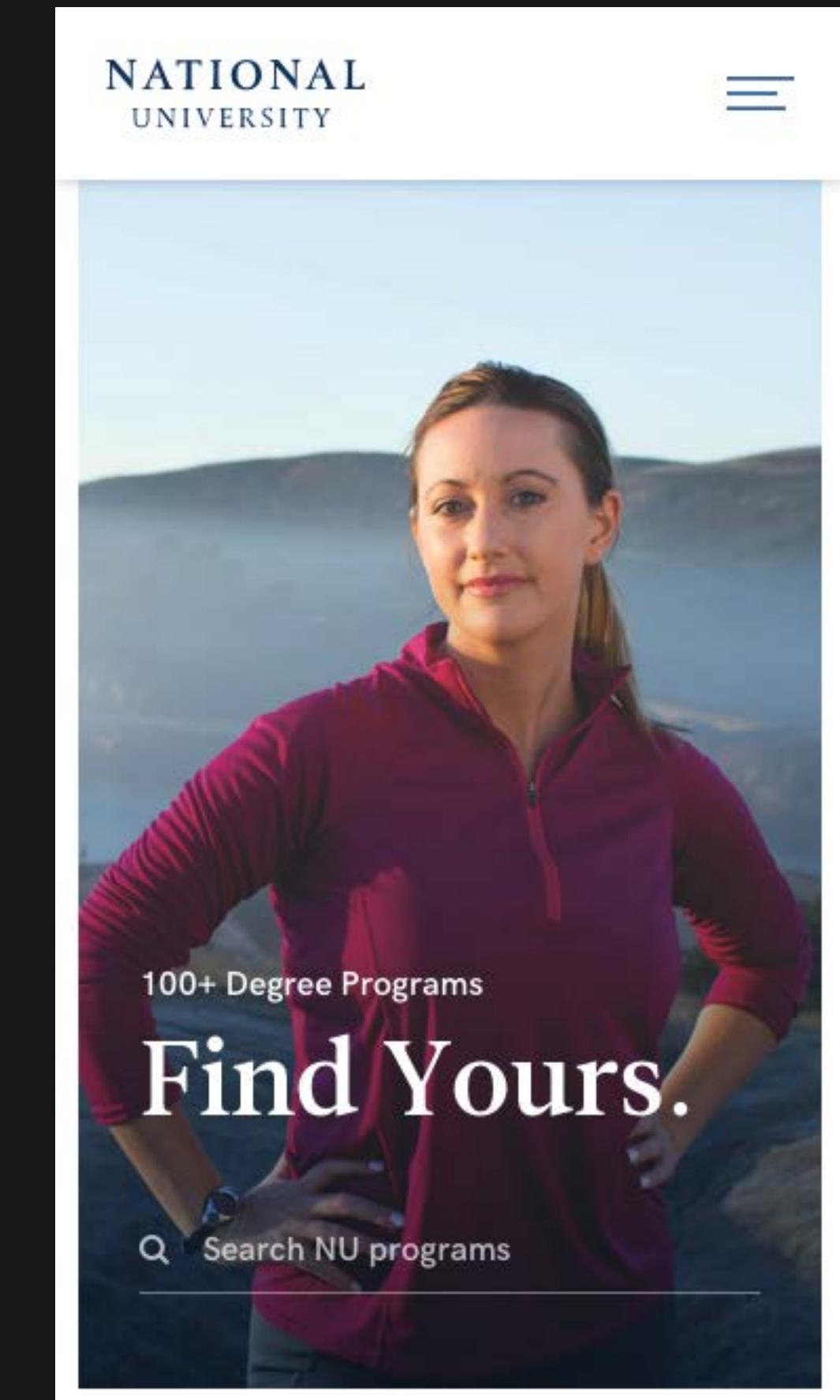
Program Requirements

Dean / Faculty Member

Application CTA

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 NATIONAL  
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Login Current Students Alumni Partnerships Community & Donors 

Programs Admissions Tuition & Aid Why NU? Military

OVER 100 DEGREE PROGRAMS

# Explore the Programs

 Search NU Programs

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Class of 2006 BS Organizational Leadership

## Why National University?

National University is a San Diego-based nonprofit founded in 1971 by retired U.S. Navy Lt. Cmdr. David Chigos. As the largest private nonprofit university in San Diego, our mission is to provide accessible, achievable higher education to adult learners. A pioneer in the digital space, we've offered online classes for more than 20 years.

### Trust Indicator

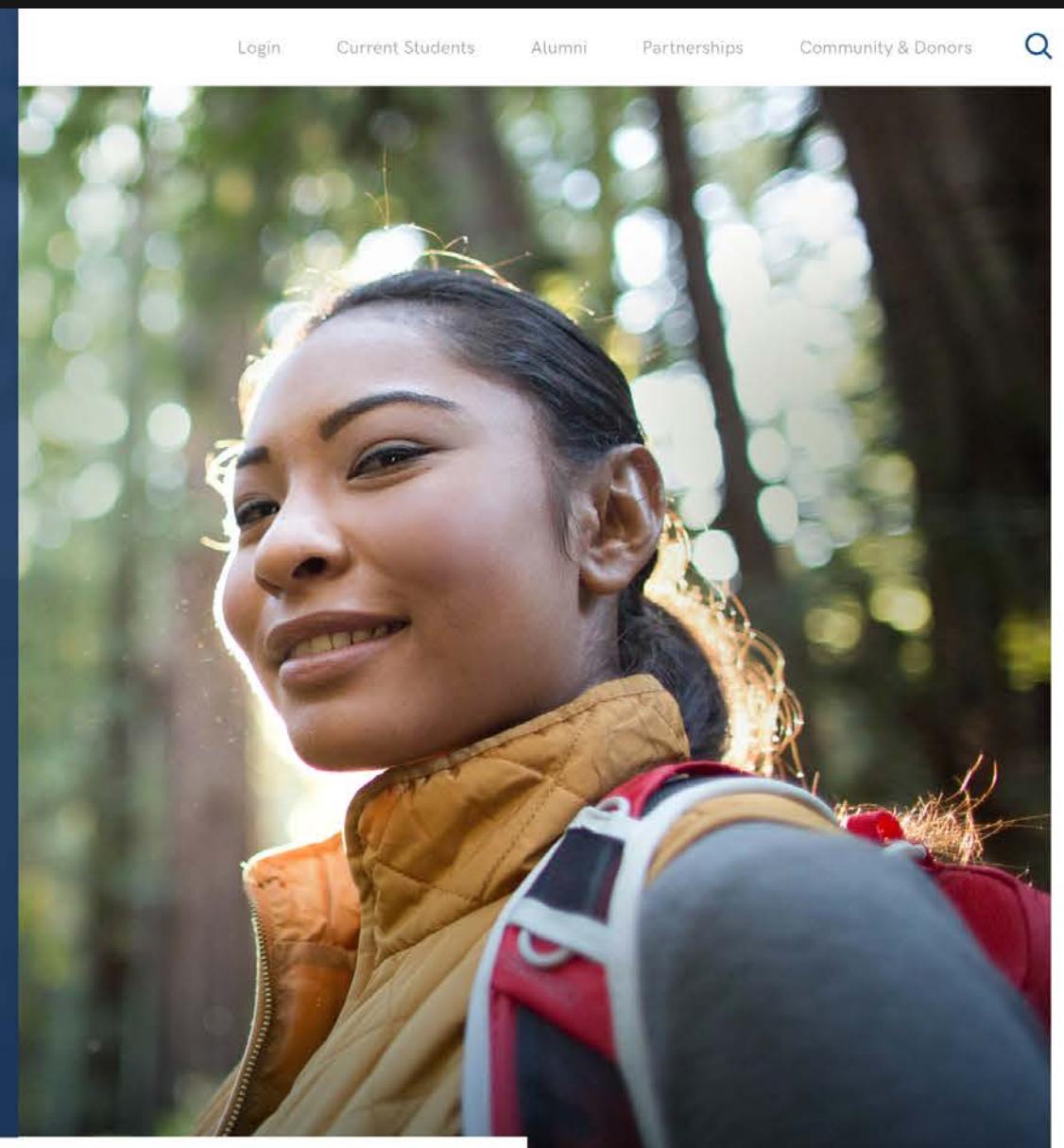
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### Accreditation & Accolades



[LEARN MORE ABOUT NATIONAL →](#)

View Examples



 NATIONAL  
UNIVERSITY

OVER 100 DEGREE PROGRAMS

# Explore the Programs

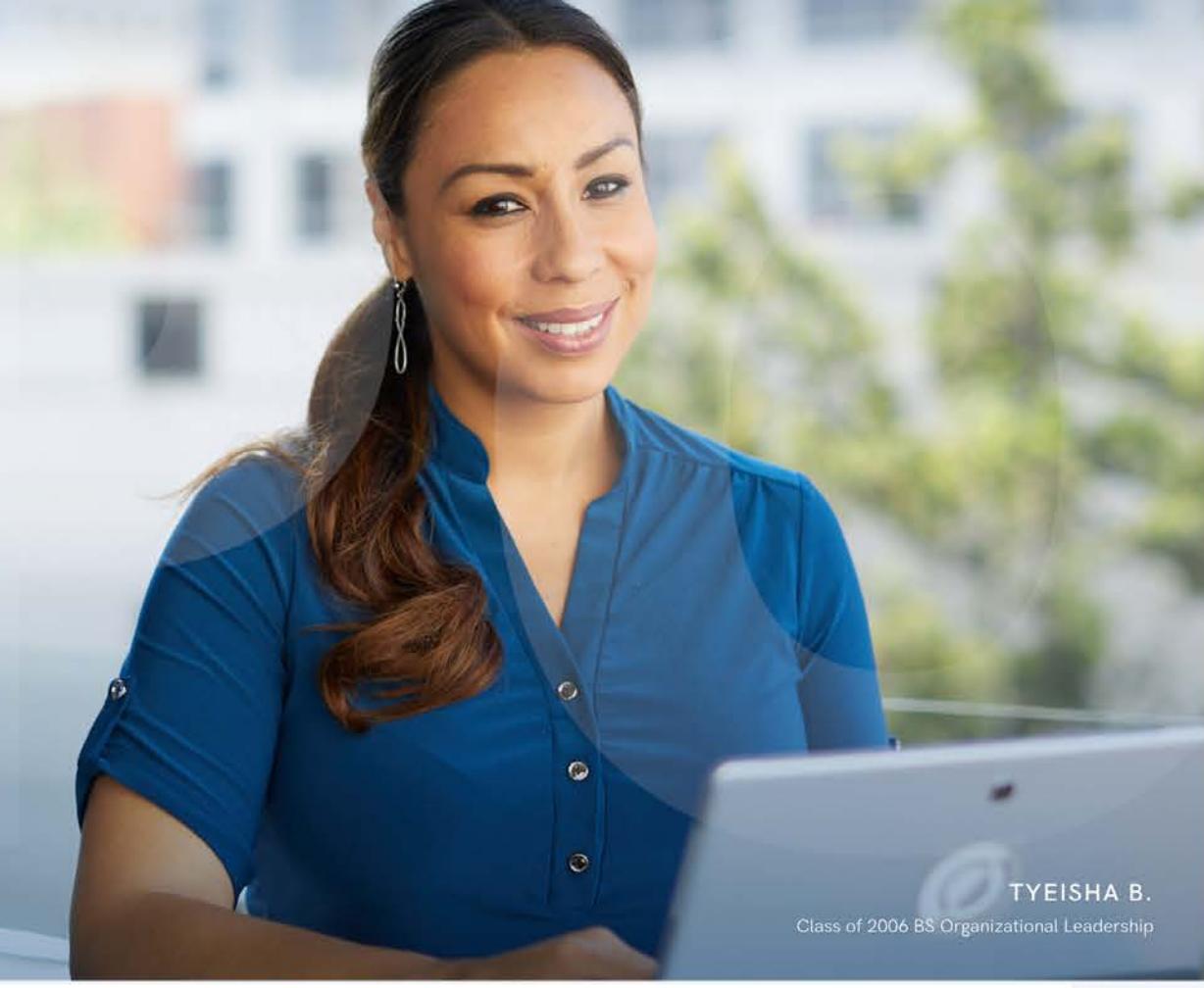
 Search for an NU program

[browse all programs →](#)

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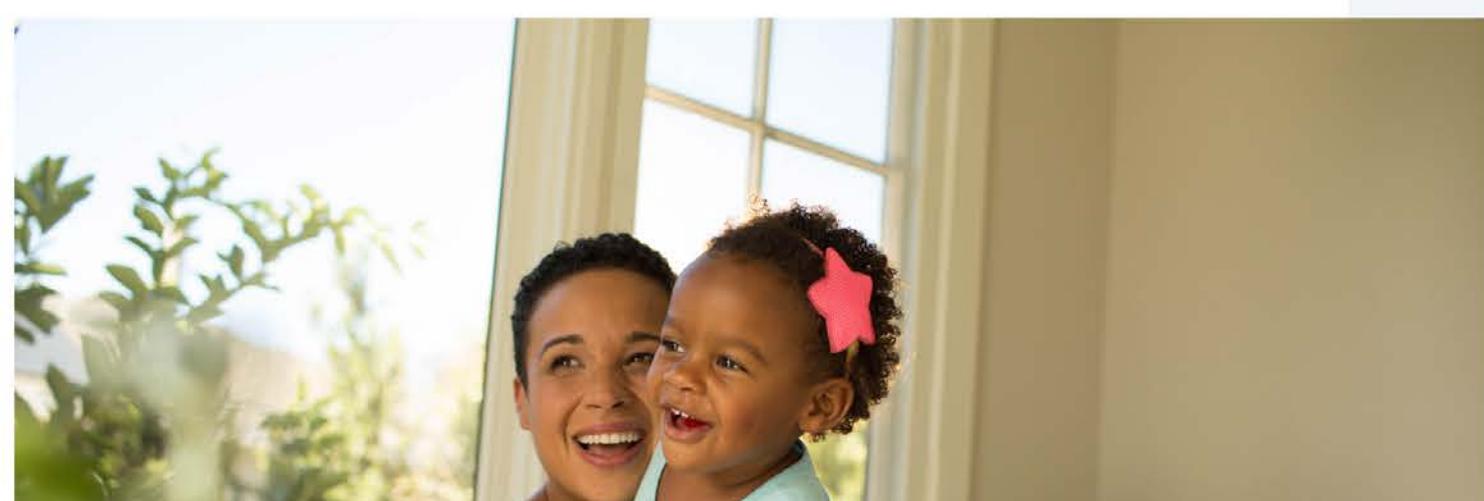
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Navy Lt. Cmdr. David Chigos.

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WASC



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## Veteran Founded. Military Friendly.

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TAKE THE FIRST STEP

## Request for Info Message

STEP ONE

First Name

Last Name

STEP TWO

Email Address

254-913-7864

STEP THREE

Degree Type  Degree Program

Yes, I'm affiliated with the U.S. Military

**Request Info**

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**NATIONAL UNIVERSITY**

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**Why Choose National University?**

We're proud to be San Diego's largest private nonprofit university, founded in 1971 by retired U.S. Navy Lt. Cmdr. David Chigos. Our mission is to provide accessible, achievable higher education to adult learners. Today, we educate students from all 50 states and 65 countries, with over 150,000 alumni worldwide.

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Focus on one subject at a time — one month at a time — and finish your degree faster.

**100+ Degree Programs**  
Choose from associate, bachelor's, and master's degrees, plus credentials and certificates.

**On Campus or Online**  
Study when and where it's convenient for you with evening, weekend, and 100% online classes.

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We accept the post 9/11 GI Bill®, so students pay virtually no out-of-pocket costs for their education.

**Online, On Campus, or On Base**  
Classes are offered online, on campus, or on base, so you can earn a degree without disrupting your duties.

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First Name

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254-913-7864

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Degree Program

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Request Info

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[Learn More →](#)

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STEP ONE

First Name

STEP TWO

Email Address

651-212-7064

But **how** did we pull it off?

NU had incredible photography.

(as you saw)

**NU had measurable goals.**

NU was focused on results.

Our team was kept **small**.

*We stayed focused on launching a website that would immediately and significantly improve performance.*

# The Numbers

128%

YoY INCREASE IN CONVERSION

30%

DAILY CONVERSIONS (SOMETIMES)

# Takeaways

*“It’s not about what to do, but who  
can get it done.”*



**Seth Odell**  
**Vice Chancellor, Marketing**

*Play politics to get things done right.*

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