

# The Art of Website Parenting

or

How to Raise a Good Website  
Without Losing Your Mind

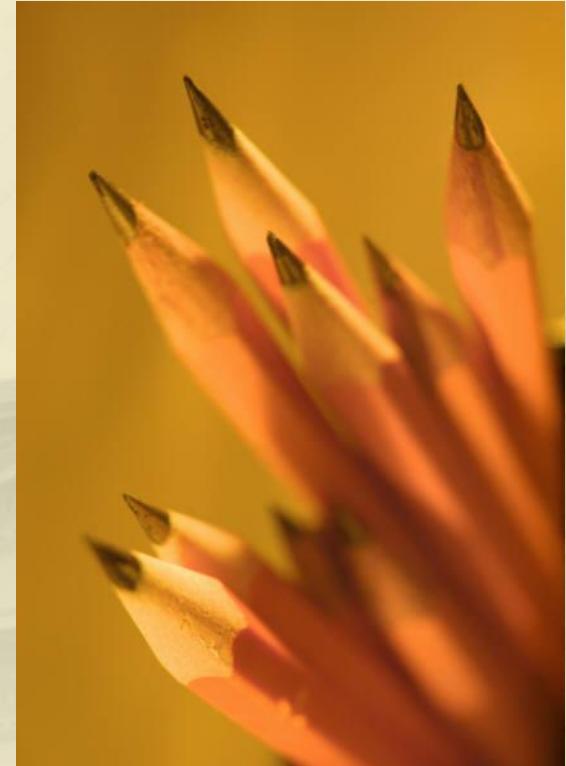
It's Never  
What You Think It Will Be

# The Blissful Before . . .



# Planning

- Who does what and when?
- What will we need?
- When will it be done?
- How do we get started?



Task	Description	Owner
<b>Phase 1</b>		
Schedule Overview	Timeframe from client's perspective and agency's ability to schedule	Joint
Discovery Meeting	To understand client goals, needs: audience, perception, action, technology, marketing, admin.	Joint
Deliverables List	What client wants from agency; what agency needs from client	Joint
Creative Brief	Overview of project: goals, mood, marketing strategy. Reference point for team	Agency
Agency Kickoff Meeting		
...		
<b>Phase 2</b>		
Audit of Current Site	Outline showing all content and pages	Agency
User Test on Current Site	Usability (don't throw out baby with bath water)	Agency

# The Decisions

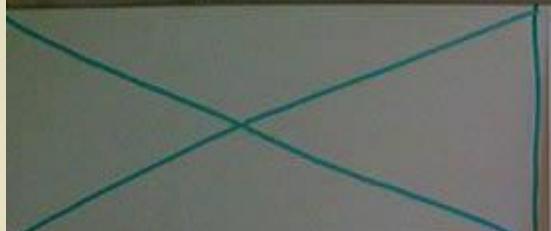
- Why are we doing this?
- How will we know we did it right?
- What do we want it to look like?
- Who will write the copy and keep the site up-to-date?

<b>Goal</b>	<b>Success Means ...</b>	<b>Measure by ...</b>	<b>Results</b>
<b>BUSINESS GOALS</b>			
Increase enrollment by X% over 1 yr.	Increased <ul style="list-style-type: none"> <li>• applications</li> <li>• GPA of accepted students</li> </ul>	% increase in apps; % increase in GPAs	
Assist in increasing public awareness	Increased <ul style="list-style-type: none"> <li>• newsletter subs</li> <li>• blog subs</li> <li>• downloads</li> <li>• invites to speak or collaborate</li> </ul>	Increase in <ul style="list-style-type: none"> <li>• newsletter subs</li> <li>• blog subs</li> <li>• downloads</li> <li>• invites to speak or collaborate</li> </ul>	
<b>COMMUNICATION GOALS</b>			
> Use of blog as main communication channel	Increase in <ul style="list-style-type: none"> <li>• traffic to blog</li> <li>• return traffic</li> </ul>	Analytics	
<b>USABILITY GOALS</b>			
Admins able to update site more quickly	Reduction in <ul style="list-style-type: none"> <li>• time spent on processes</li> <li>• help desk calls</li> </ul>	<ul style="list-style-type: none"> <li>• Hours logged as admin</li> <li>• No. calls to help desk</li> </ul>	

# Nine Months to Launch

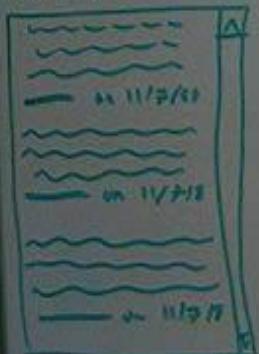
Or

Morning Sickness to  
“GIVE ME DRUGS!!”



Papaya ~ "Delicious Thai food."

## Reviews



4 reviews (1m + 5m)

## Menu



## CONTACT

17 Avenue —  
Doha 2  
Ph: 8170768.  
sales@papaya.ie



# Proposed Information Architecture for AgencyND Website

as of 9/10/13

Level 1	Level 2	Level 3	Content Notes	Goal	Call to Action	Success Means	Measure By
<b>Home</b>			Featured project text & image; Blog Posts; Work-in-Progress; Team; Twitter; Support button at top (per CB)				
<b>Work with Us</b>			Intro to how we work, how we can help	Inquiries	Contact us	> inquiries	No. inquiries
	<b>What We Do</b>		Intro to entire marketing focus; link off Web & Print pages	get to service pages	links to service pages	> inquiries	No. inquiries
	<b>Who We Are</b>			make Agency human	clicks on bios		clicks on bios
	<b>Contact</b>		include link to Diagnostics page	submit contact	contact	> contacts	> contacts
	<b>Billing Policy</b>			explain policy		downloads/readings	visits
	<b>New Project Request</b>			get new inquiries	submit request	> inquiries	No. inquiries
<b>Services</b>							
	<b>Marketing</b>		Overall function, with links to various aspects	explain	Contact us	> inquiries	No. inquiries
	<b>Design</b>		link to print and web	explain	Contact us	> inquiries	No. inquiries
	<b>Photography</b>		link to print and web	explain	Contact us	> inquiries	No. inquiries
	<b>Writing</b>		writing and editorial services (both print & web)	explain	Contact us	> inquiries	No. inquiries
	<b>Print</b>			explain	Contact us	> inquiries	No. inquiries
	<b>Web</b>			explain	Contact us	> inquiries	No. inquiries
		<b>Web Analytics</b>		explain	Contact us	> inquiries	No. inquiries
		<b>SEO</b>		explain	Contact us	> inquiries	No. inquiries
		<b>V-Magazines</b>		explain	Contact us	> inquiries	No. inquiries
	<b>Blogs</b>			explain	Contact us	> inquiries	No. inquiries
	<b>Social Media</b>			explain	Contact us	> inquiries	No. inquiries

**http://italianstudies.nd.edu**

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# Italian Studies at Notre Dame

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About  
Academic Programs  
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Collaborations  
People  
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Gallery

10 ROTATING IMAGES  
change every 3 seconds WITHOUT refresh

Drawn together by a shared interest in the culture and people of Italy—past, present, and future—the community of scholars who comprise Italian Studies at Notre Dame come from a diverse array of academic disciplines.

We invite you to join in our exploration of why all roads still lead to Italy.

Copyright © 2010 Italian Studies  
XXX O'Shaughnessy Hall Notre Dame, IN 46556 Phone: (574) 631-8000 [xxx@nd.edu](mailto:xxx@nd.edu)

Italian\_Studies\_WF\_Ver\_1\_1.graffle Notes: No derivation from WF;  
simple, clean, blue & gold; photo orientation/size change

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## Sample Wire Frame

Screen 1 of 1

Version: 1.0  
Date Revised: 6/5/2003  
Project Name: Sample Documents

### Functional Annotations

- 1 Links to Home on subsequent pages.
- 2 Login Module. Submit either takes to secure banking application or to a resubmit page if there is an error.
- 3 Button links to account application page.
- 4 Links to Forgotten Password page.
- 5 Links to Contact Us page.

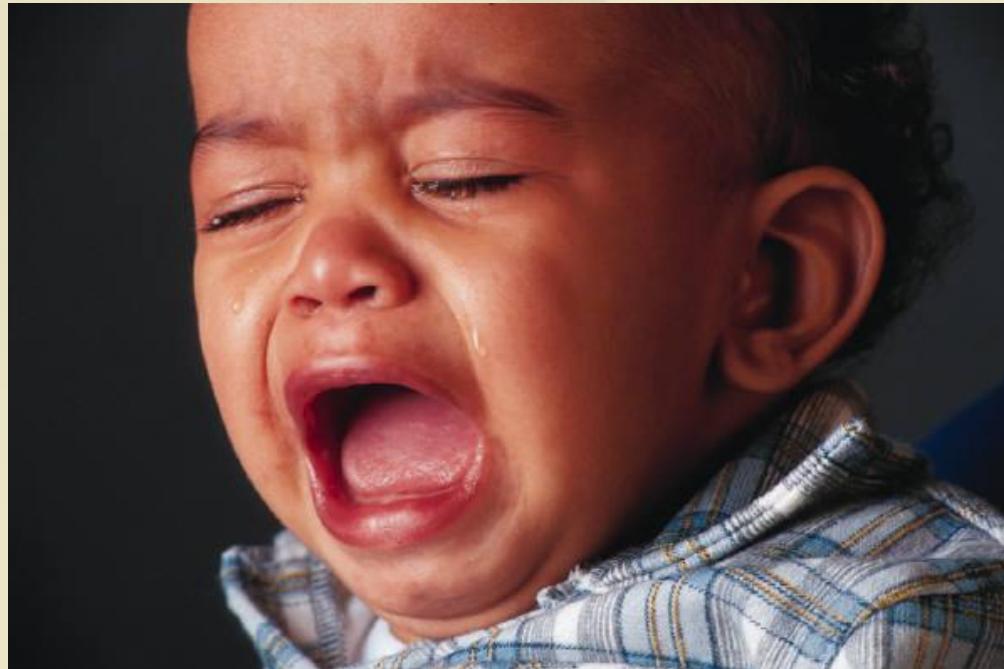
### Content Annotations

- 1 Dynamic Rate Table.
- 2 Products and services text can be modular, to be swapped in and out. Thumbnail graphics can illustrate products.
- 3 Copyright and other legal information
- 4 Space for branding messages as well as for promotions.

Key	Issues	Changes since last revision
<ul style="list-style-type: none"><li>Functional Reference</li><li>Content Reference</li><li>Static Text</li><li>Linked Text</li><li>Dynamic Text</li><li>Conditional Include</li></ul>	<p>None</p>	<p>None</p>

Interaction Designer: Dan Saffer

# The Early Years



# Tricks of the Trade

- CMS Training (in-person and on Web)
- Resource Lists
- Style Guide
- Tutorials / Certification Series
  - Analytics
  - Best Practices
  - Web Writing

# Simplified Style Guide

**A—D**

**E—G**

**H—L**

**L—N**

**O—T**

Prof. Jones, the professor  
Capitalize Trustee, Trustees

**U—V**

Capitalize University

## Notes

State names in text per USPS list!

Agency<sup>ND</sup>

THINK EATOS CREATE

# Resources and Downloads

## Official University Visual Identity Guidelines

Learn how to use and download copies of the University mark at [mark.nd.edu](http://mark.nd.edu).

## Style Guide

The style guide provides basic guidelines for grammar, spelling, and punctuation issues commonly encountered. It is intended as a general guide to The Chicago Manual of Style and covers matters of style specific to Notre Dame. [Learn more >](#)

## Conductor

Conductor is a web-based website content management system that enables non-technical users to perform content updates to their websites. [Take a tour >](#)

## Learning and How-To Guides

New to web analytics? Curious about social media? We're collecting our presentations and sharing them here. [Learn something useful today >](#)

## General Information for Mailing

Information and resources for mailing using the U.S. Postal Service including requirements for presorted mail and weight limits for various services. [Learn More >](#)

[Style Guide](#)[Conductor](#)[Learning and How-To](#)[Guides](#)[General Information for  
Mailing](#)[Diagnostics](#)[Web Resources](#)[Video Specs](#)

# The Toddler Years



# The Whys

- Why *can't* I center text
- Why *can't* I have purple text?
- Why *can't* I underline?
- ...

# The Adolescent Years

- Time for testing the limits
- Time to learn right from wrong

# Enforcing the Rules

- Everyone knows the rules ahead of time
- No privileges without consequences

# The Teen Years

- You just don't get it!
- As if ...
- Oh. By the way, can I borrow the car?



# Does It Work?

- Where would you look ...?
- Where would a current student go to find ...?
- You are potential faculty member interested in researching or teaching ...?
- How would you apply ...?

Simple &gt; Smart &gt; Swift &gt; Service

Search TravelND:

SEARCH

[Contact Us](#)

### Sponsored Travel Site has Moved.

If you arrived at this site looking for the university's Sponsored Travel site, you can access it [here](#).

### Announcements

#### Introducing

travelND is a comprehensive program that covers the travel and expense reimbursement process.

[» Full Story](#)

#### Zipcars come to campus

Notre Dame is launching a new partnership with Zipcar, providing the campus with access to the world's leading car-sharing service. The option of renting a high-efficiency and low-cost Zipcar encourages students on campuses across the country to leave their cars at home during the school year.

[» Full Story](#)

- Feb  
2006

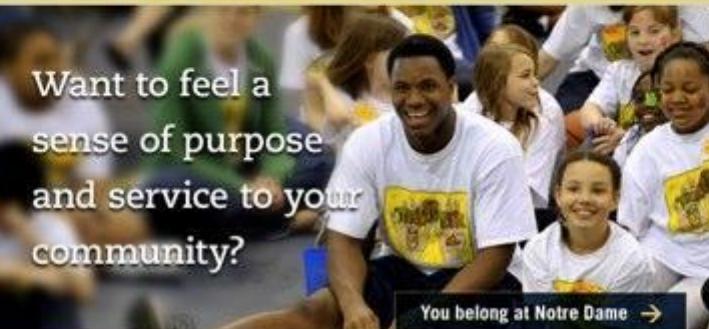


- Feb  
2007



- Nov  
2007



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## Top 5 FAQs

With the new Health Care Reform, when will the University begin coverage of adult children to the age of 26?

What learning programs and education opportunities are being offered for 2010-2011?

What is Health Advocate?

What are the dates for paid holiday time in 2010?

How do I find out if my son's/daughter's tuition has been paid?

## Announcements

### Health Assessments

[More Information](#)

### Welcome New Faculty

[More Information](#)

## Events

### Flu Shots

Tue Oct 5, 2010 • 1:00PM - 9:00PM

[Click here](#) for more information....

[More Information](#)

[Flu Shots](#)

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# Notre Dame Fire Department



&gt; Home &gt; Campus Services

[Department Vision](#)[Campus Services](#)[Department Staff](#)[Apparatus Details](#)[Fire Prevention Tips](#)

2006 Michiana Fire School has been canceled due to enrollment

[Employment Opportunities](#)

## Campus Services

The Notre Dame Fire Department serves the University in the following capacities, from fire prevention and emergency medical response to fire extinguisher maintenance and an assortment of rescue techniques.

### Fire Prevention

Nearly every building on campus features a state of the art early fire detection system and some type of fire suppression system. Most buildings have portable fire extinguishers located in public areas. Training in the use of portable fire extinguishers is available to all campus residents, students and employees by contacting the Notre Dame Fire Department.



Fire Department personnel conduct annual safety inspections on every building on campus. During these inspections, our Firefighters insure that all buildings on the University of Notre Dame campus conform to State and National fire codes.

The NDFD also tests fire alarms annually and maintains all portable fire extinguishers on campus.

### Emergency Medical

NDFD responds to all life threatening medical emergencies on campus. All personnel are trained to provide the very best care, utilizing the most up to date techniques and equipment at the Basic Life Support level. All Notre Dame Firefighters are certified Emergency Medical Technicians. The University of Notre Dame contracts with the South Bend Fire Department for Advanced Life support ambulance transport.

All of our apparatus is equipped with basic life support medical equipment, including automatic external defibrillators.

### Other Services

Fortunately, there are not an overwhelming amount of fires on campus. The Notre Dame Fire Department provides a variety of other valuable services to the campus community:

- Fire Inspections/Prevention
- Confined Space Rescue
- High & Low Angle Rope Rescue
- Ice Rescue
- Water Rescue
- Hazardous Materials Response
- Fire Extinguisher Maintenance

# Fire Department

[SEARCH](#)

Emergencies:  
Dial 911 or 1-5555

[Home](#)[About NDFD](#)[Services](#)[Apparatus](#)[What to Do in an Emergency](#)[Fire Safety](#)[Calendar \(staff only\)](#)

## America's First UNIVERSITY FIRE DEPARTMENT



**Our History**



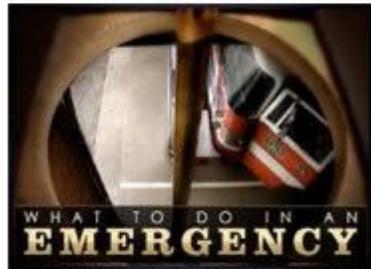
## Our Mission

The University of Notre Dame Fire Department (NDFD) is dedicated to the preservation of life and property and to the promotion of fire safety through public education, inspections and fire protection system maintenance.

More than just a mission statement, NDFD is committed to achieving the above goals through rigorous training, state-of-the-art technology and a focus on excellence in all that we do. These efforts produce many positive results, including a less than 2.2 minute average response time and a reputation of skilled and compassionate service.

An important part of the Notre Dame Community since 1879, NDFD has a proud history and a reputation of professionalism today.

[Information about Seasonal Flu/Novel H1N1 Influenza](#) (University Health Services website)



# Stage 9: Empty Nest Syndrome

- Letting go
- Keeping in touch



# Lessons Learned

# Family ... Gotta Love 'Em



# Thanks for listening!

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