

Six-Month Check-Up

The day that you launch your new website can be both exciting and hectic. There are last minute changes to make and those final pages of content to migrate. If you're leading the web team you'll have a list of phone calls to make (and people to thank). You'll probably hearing from a lot of users, hopefully mostly happy, with questions, suggestions, and ideas to share.

That initial launch is the tip of the proverbial iceberg. With complex sites and multiple contributors, most colleges and universities choose a phased approach to developing their websites. That means that while your new homepage and top-level pages go live immediately, the first few months post-launch may still involve bringing content in from your old site, as well as from some academic and administrative departments. Throughout, you'll be fielding questions ranging from "How can I upload video to my new page?" to "Where did you put my link to the dining hall calendar?"

The truth is, it's easy to lose site of your major goals and objectives in the first six months of your new site, and it's easy to forget that the site launch is really just a first step.

Solution: Six-Month Check-Up

After six months with your new site, it's time to compare your site to the original strategy, look at the results that you've garnered so far, and determine the best way to continue to move the needle.

In mStoner's six-month review, we'll spend two days reviewing your site, including taking a detailed look at the web analytics that you've gathered. We'll include phone interviews with campus stakeholders to discuss the way the site has been received and how it's been maintained. We'll then compare your current status and progress against your original strategic objectives (and any new priorities that the institution has identified) to create a report that contains recommendations on appropriate next steps for your site, including tweaks to staffing and maintenance or feedback on incorporating new elements, such as video or social media.

FOR MORE INFORMATION:

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