# WordPress Community of Practice

May 2016

## Agenda

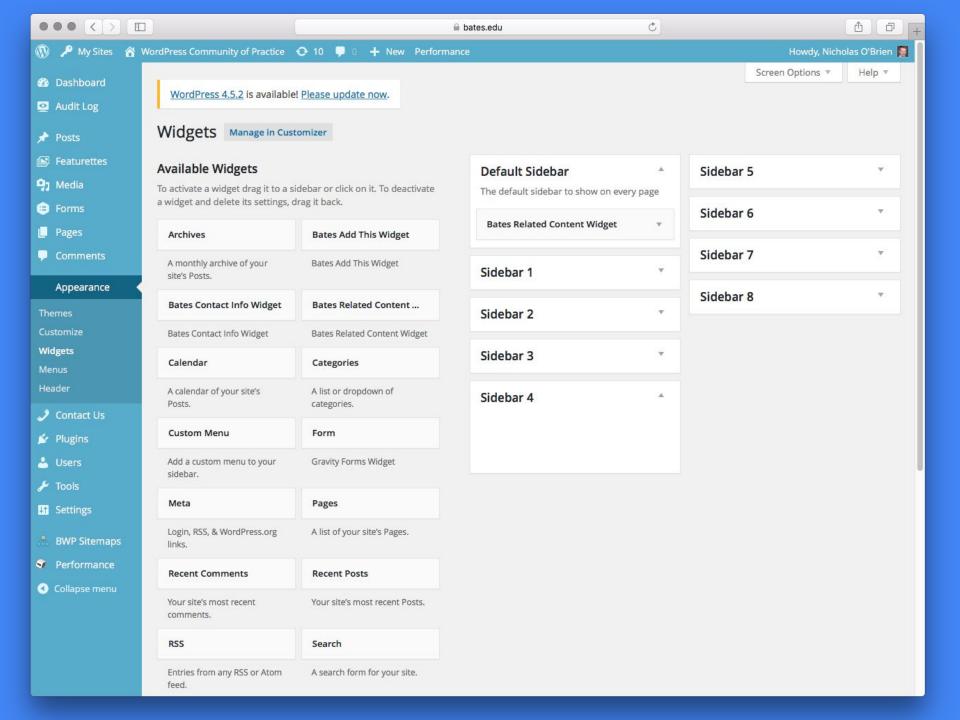
- Results of A/B test and Qualaroo survey
- Managing Widgets
- Share WordPress help resources
- Faculty Expertise and The Quad
- Open Forum, Office Hours

# Follow along at: bates.edu/wordpress/blog

## Managing Widgets

 Not all WP editors have access to widgets... but will soon.

- On Monday, May 16th a new widget area was added. It's called "Default Sidebar" and is the default sidebar widget.
- Previously, the default sidebar widget was "Sidebar 4."













#### **#bates2020**

Congratulations to the newest members of the Class of 2020!

Enroll Today »

#### 3,679

That's how many donors made March a Great Month to be a Bobcat!

Learn More >>

#### News & Announcements







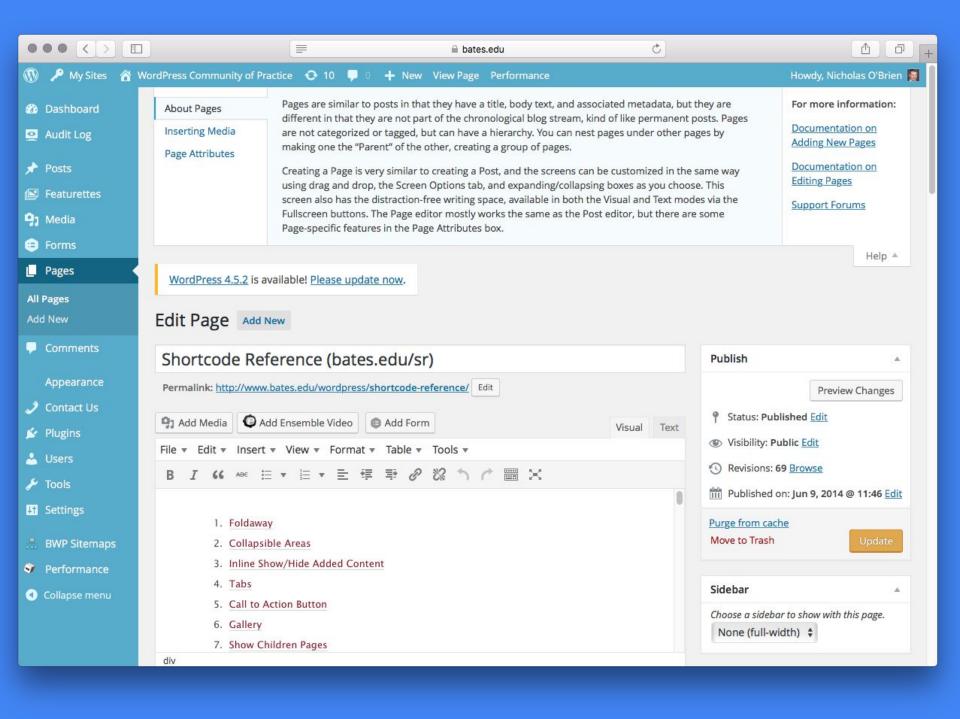
## Results of A/B test and Qualaroo survey

- Two thirds of homepage visitors are prospective students/families
- A/B test targetted 25% of off-campus visitors
  - April 20 to May 4, 2016
- New design performed 5% better
  - More Admission/Academics clicks, less News clicks
  - 27,000+ clicks per year
- Qualaroo: ~90% satisfaction
  - Similar to current design

### Resources within WordPress

- WordPress contextual help
- WordPress documentation
- WordPress forums

 WordPress Office Hours - Tuesday, June 21 from 2:30 to 3:30 in Rm. 225.



## Lynda.com WordPress Playlist

- 20 short tutorial videos at <u>bates.edu/lynda-wp</u>
- Example Clip Titles:
  - Creating and editing links
  - Adding content from YouTube and similar sites
  - Creating and customizing menus

## Faculty Expertise & The Quad

- Faculty Expertise
- The Quad

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