March 2015 Agenda

- Global Navigation: New vs. Old
- Trends in device usage
  - Desktop, Mobile, Tablet
- Best practices for page length
  - Scrolling vs. Clicking
- New features in WordPress
- Open Forum
Global Navigation: Old vs. New

- New Global Navigation is...
  - 2.1x more likely to be clicked from the homepage.
  - 1.7x more likely to be clicked from internal pages.
Device Usage (3 years)

- **Desktop**
  - From 92% to 72%
  - Steadily declining

- **Mobile**
  - From 5% to 23%
  - Growing quickly

- **Tablet**
  - From 3% to 7%
  - Stable; growing slightly
What’s the takeaway?

- Mobile use is at 23% site-wide and growing quickly.
- Many sites already receive +50% of their traffic from mobile devices.

- Test your page edits in the mobile view by making the browser window narrow.
  - Confirm with Break Point number.
Page Length

- Best practice: At least 250 words per page
  - Good for SEO
  - Users prefer to consume more content in fewer places

- TL;DR is true, but it’s also true that users respond to headers and are more likely to scroll then to click.*
  - Good Ex. Hide - 500 words: Admission | Visiting
  - Good Ex. Headers - 520 words: Financial Aid
  - Bad Ex. Too short: Form 1 - Form 2
Scrolling vs. Clicking

● Scrolling (down a page)
  ○ Users scroll on 56% of pages they visit
  ○ Users scroll all the way down on 46% of pages they visit
  ○ 100% of scrolling reveals relevant content (assuming the page is well made).

● Clicking (to another page)
  ○ Users execute a click on 51% of pages they visit
  ○ Not all clicks reveal relevant content. Many clicks indicate a change in focus on the user’s part.
    ■ Ex. 8% of clicks are to the global navigation and search box.
New WordPress Features

● Native Video, Audio, Playlist embeds

● Gravity Forms update
  ○ Limit number of posts
  ○ Anti-spam feature: honeypot
  ○ Name and address fields

● Master Calendar events listings

● Photo slideshow options