

WordPress Community of Practice

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

olle-stage.bates.edu

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Bates

Academics Campus Admission Alumni Parents

News Directory Quad

- Academics
 - Majors & Minors
 - Course Catalog
 - Faculty
 - The Arts
 - Academic Calendar
 - Off-Campus Study
 - Dean of the Faculty
 - Registrar's Office
 - Dean of Students
- Programs & Support
 - Writing at Bates
 - Math & Stats Workshop
 - Peer Science Leaders
 - Community-Engaged Learning
 - Short Term
 - First Year Academics
 - Sophomore Hub
 - Honors Program
- Research & Opportunity
 - Senior Thesis
 - Bonner Leader Program
 - Ladd Internship Program
 - Mount David Summit
 - Funding for Research
 - Dana Scholars
 - Graduate Fellowships
- Resources
 - Lyceum
 - Webmail
 - Help Desk
 - Library
 - Imaging & Computing Center
 - Digital Media Studios
 - Facilities
 - Archives & Special Collections

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<p>Admission</p> <ul style="list-style-type: none"> Visit Apply Financial Services 	<p>Academics</p> <ul style="list-style-type: none"> Calendar Course Catalog Resources 	<p>Arts</p> <ul style="list-style-type: none"> Athletics Entering Students Library News Parents & Families 	<p>About Us</p> <ul style="list-style-type: none"> Career Development College Store Community-Engaged Learning Diversity & Inclusion President
<p>Campus</p> <ul style="list-style-type: none"> Dining Menu Events Map 	<p>Alumni</p> <ul style="list-style-type: none"> Alumni Directory Events Reunion 	<p>Support Bates</p>	<p>The Quad</p>

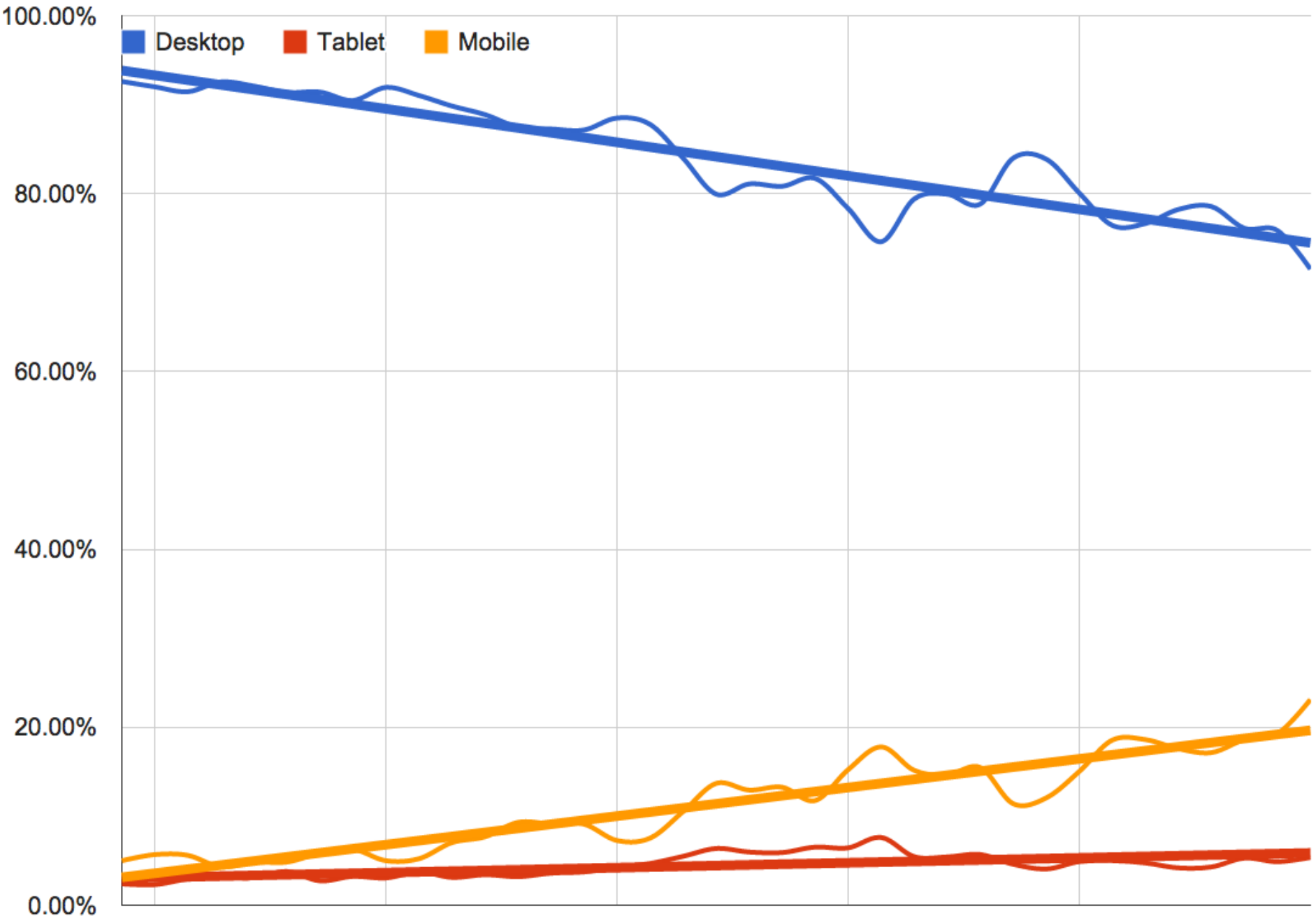
Global Navigation: Old vs. New

- New Global Navigation is...
 - 2.1x more likely to be clicked from the homepage.
 - 1.7x more likely to be clicked from internal pages.

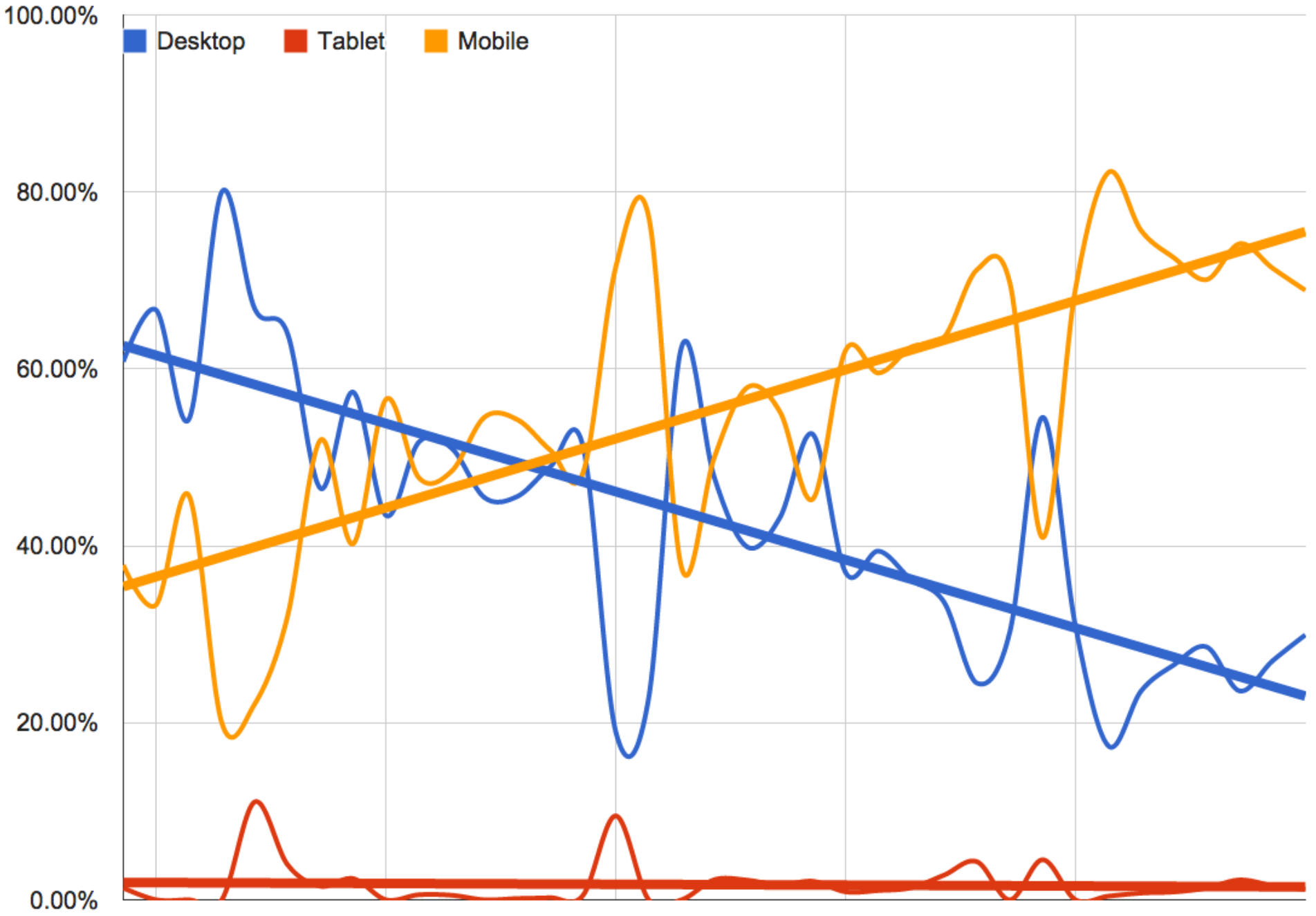
Device Usage (3 years)

- Desktop
 - From 92% to 72%
 - Steadily declining
- Mobile
 - From 5% to 23%
 - Growing quickly
- Tablet
 - From 3% to 7%
 - Stable; growing slightly

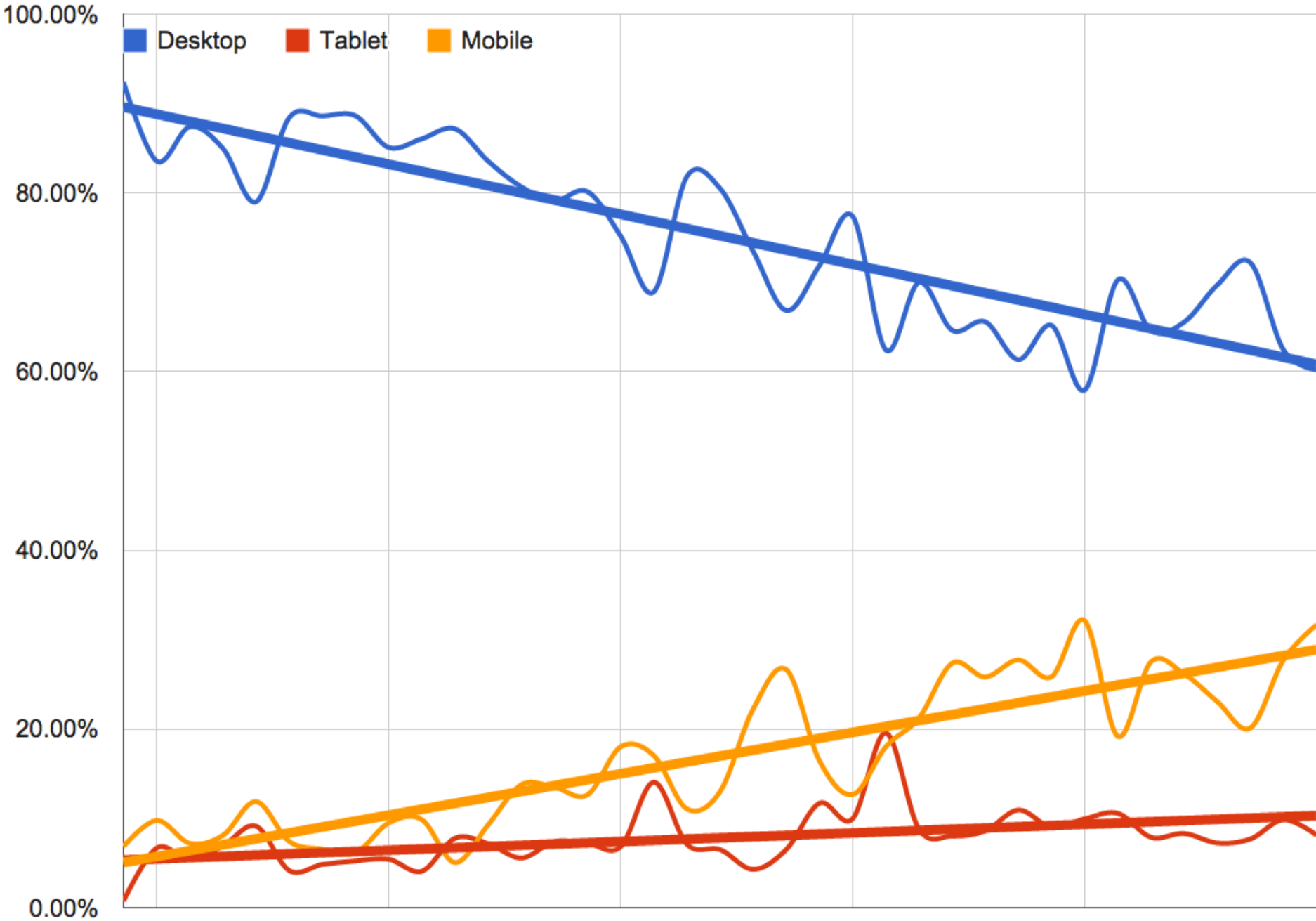
bates.edu Device Usage (3 years)



Dining Menu Device Usage (3 years)



Admission Device Usage (3 years)



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