WELCOME
TO THE
WEB CONTENT EDITOR TRAINING
Web Services Team

- Aaron Campbell
- Rex Frisbey
- Maryn Weed
- David Hulet
- Lydia Wittwer
- Web Interns
University Marketing & Communication
Dr. Jordon Sharp
Website

- Number #1 marketing tool
  - Design
  - Content
  - SEO
  - User experience
BRANDING GUIDE

UMAC
TABLE OF CONTENTS

INSTITUTIONAL BRAND GUIDELINES
  tagline
  positioning statement
  key messages
  personality
  fonts & colors
  logos

ATHLETIC BRAND GUIDELINES
  Tagline
  Positioning statement
  Key messages
  Fonts & colors
  Logos

RESOURCES & CONTACTS
VALUE
Dixie State University is a premier open-enrollment teaching institution that offers a quality education in more than 150 academic programs at one of the lowest tuition costs in the Western United States.

ACTIVE EDUCATION
Dixie State University provides personalized and engaged learning experiences under the direction of skilled and devoted faculty and staff members.

INNOVATION
Dixie State University is on the forefront of technology, health education, and business and incorporates cutting-edge learning practices across all disciplines.

COMMUNITY ENGAGEMENT
Dixie State University is closely connected to its community and focuses on shaping students through experiential, civic, and service learning.

DESTINATION
Dixie State University offers unparalleled opportunities for an active lifestyle in a world-renowned community surrounded by striking landscapes and national parks.

PREPARATION
Dixie State University is committed to overall student success and prepares students for rewarding careers and enriched lives.

TRADITION
Dixie State University is built upon a rich pioneering heritage of sacrifice, determination, and generosity that is still embraced by the campus community today.
KEY MESSAGES
MOST AFFORDABLE UNIVERSITY IN UTAH
LOGO REQUESTS

umac.dixie.edu
ACADEMIC LOGOS

UMAC
DSU
DIXIE STATE UNIVERSITY
ST. GEORGE, UTAH
STUDENT SERVICES LOGOS

UMAC
CAMPUS VIEW PHASE II

PHASE II STATS

- 450 student beds
- 125,000 square feet
- $41.8 million construction cost
- $21.6 million guaranteed bond
- $5.4 million auxiliary reserve
- Projected completion date: Fall 2021

PHASE II LOCATION

Dormitory across Ivins Dormitory
100 new parking stalls adjacent to building site (facilities yard)

CURRENT HOUSING STATS

Campus Housing
- 164 applications for 301 beds
- September 5th: occupancy rates (building distance from campus)
  - On-campus occupancy: 86% - 301 Beds
  - Off-campus occupancy: 95% - 154+ Beds

DSU has partnered with private student housing developers
- Controlling easement for Vintage at Tabernacle (250 Beds)
- Sale property to PEC Development to build 905 Pahre (250 Beds)

Location of new Campus View
Suites housing project proposed to be constructed at the site of the current Ivins Dormitory site

BE AN ACTIVE LEARNER AT DSU.

- Build and manage a small business in exchange for company stock in the Entrepreneurship Practicum.
- Study abroad, live with locals, and participate in service-learning projects internationally.
- Become a leader by joining student government.
- Plan and execute major campus events for thousands of students.
- Teach children in the DSU/Preschool Lab and in Washington County School District classrooms.
- Stay and study in Zion National Park as part of DSU’s Outdoor Education program.
- Learn from local experts while practicing on the latest surgical technology equipment in an operating room replicate.
- Create and submit your own film to DSU/UTM.
- DSU’s international Documentary Film Festival.

ERIN MAKODA • MEO, MCO
Senior Communication Major

*Instead of just being in a classroom hearing how things are supposed to be, I have been able to learn and apply concepts I’m learning. Using centers for clients, participating in giving a newacrobat and having part of an entire documentary I’ve sourced has been valuable hands-on experiences for me. DSU has given me the tools and resources I need to not only learn, but truly develop and better prepare for a career when I graduate.*

Academic

DIXIE STATE UNIVERSITY | ST. GEORGE, UT | DIXIE.EDU
Athletics

#DIXIEBLAZERS
PHOTO DATABASE

umac.dixie.edu
Welcome to the Dixie State University Photo Database!

You can search the entire database from this page by using the search bar in the upper right corner of the page.

Please contact Jordon Sharp with any questions/concerns regarding the database.
Video

- Video marketing is a MUST
- 74% of all internet traffic is video
34,831 impressions
10,494 views for the full 30 seconds
29.93% view rate
$800 ad spend
PHOTO/VIDEO REQUEST
THE INS AND OUTS OF BLAZER BULLETIN

Welcome to Blazer Bulletin, DSU's newest source for information. Blazer Bulletin exists to educate, promote, entertain and inspire the Dixie State University community. This crowd-sourced digital bulletin allows the people most knowledgeable and passionate about a topic to directly reach those who love Dixie State and want to learn more about the institution. We know […]

DENTAL HYGIENE STUDENTS PROVIDE FREE PREVENTATIVE SEALANTS FOR CHILDREN

Dental decay is one of the most prevalent oral diseases in the United States today, and one of the best ways to prevent this is through the application of dental sealants on the surfaces of children’s teeth before the teeth are subject to decay. Our students have the opportunity to prepare for their future career path by engaging in this experience alongside faculty and four local dentists who will all be generously donating their time to assist in this event.

Read More →
Social Influencers

• Influencer marketing is huge, but you don’t need a household name
  • Bloggers
  • Local celebrities
  • Influential students
  • Alumni
Ashley Holiday is our #activelearningactivelife student of the week! She’s pursuing a career in medicine, speaks Navajo, and is actively involved within the Multicultural/Diversity Center. See her story here.

Active Learning, Active Life - Student of the Week

Get More Likes, Comments and Shares
Boost this post for $500 to reach up to 110,000 people.
Digital Marketing

UMAC
Digital Marketing

- Display ad campaigns
- Social media campaigns
- Pay per click campaigns
- 3,000,000 impressions in the last 3 months alone
Data Security

- Basic web safety precautions
- Data collection
- Data exposure/security incidents
Web Content Editor Role

Responsibilities:

• Maintain your department’s subpages
• Ensure content is accurate & professional
• Follow guidelines
• Keep data secure
• Stay in contact with Web Services & your assigned intern

If your site is not part of the dixie.edu WP network
Web Oversight Committee

• Final say on all web content

• Changes are published immediately, but can be modified, or reverted by Web Services

• Content editors will be notified if any changes are made
• **What is SEO?**
  - Architecture of HTML elements, metadata, & well defined content
  - GTMetrix SEO testing

• **How are sites ranked?**
  - Age of site
  - Page speed
  - Quality of site architecture
  - Relevance of page content
  - Social signals
    - Follows, shares, or likes
  - Levels of competition
  - Accessibility
Web Crawlers

- Automated software or script
- Crawl (browse) the World Wide Web for new & updated sites & pages
- Used by some companies to build resources
- Can follow links
- Will hunt for specific HTML
  - Meta tags
  - Header tags
  - Links
  - Images/Video
- Can use sitemaps to assist and verify links and media
- Will save useful information to a database for quick retrieval

```php
$link = "http://dixie.edu";
$urls = get_links($link);
if(sizeof($urls) > 0) {
    foreach($urls as $key=>$value) {
        echo $key . '-' . $value . '<br>​;
    }
} else {
    echo "No links found at $link";
}
```
You can use Adobe Bridge to add Metadata to a file.
Website Accessibility

• International standards for maintaining disability- [http://www.w3.org](http://www.w3.org)

• Web accessibility has been designed for all disabilities including:
  • Auditory
  • Cognitive
  • Neurological
  • Physical
  • Speech
  • Visual

• Those with disabilities should be able to:
  • Perceive, understand, and navigate, and interact with the web
  • Contribute to the web
Website Accessibility

• Web Accessibility can benefit those *without* permanent disability as well:
  • People using mobile phones, smart watches, smart TVs, and other devices with small screens, different inputs, and AI features
  • Older people with changing abilities due to aging
  • Temporary disabilities
  • Situational limitations
  • People using slow connections

As a public university receiving state/federal funding, we are required to maintain website accessibility and can face lawsuits and fines if we are not compliant.
Does this image need a title?
WordPress 101

- Media Library
- Pages & Posts
- The Gutenberg Editor
  - Module/block options
  - Adding/Editing blocks
  - Image/video header
- Menus & Widgets
- Training Video:
  https://webservices.dixie.edu/training
Site Content Editor Dashboard

- Someone submits a website work order
- Request order gets sent...
  - Site Content Editor Dashboard
  - Web Services Team Slack
- Notification to Site Content Editor after a month of non-action
### Site Content Editor Dashboard

These tickets are submitted by visitors on your site and are to be accounted for at your discretion as a Site Content Editor. View more options and information by clicking the suggested revision, or click the page to see the page in question (in a new tab).

After you have completed a task, mark its corresponding checkbox to dismiss it.

<table>
<thead>
<tr>
<th>Request Type</th>
<th>Suggested Revision</th>
<th>Page</th>
<th>Assigned To</th>
<th>Requested By</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ New Page</td>
<td>The College of Humanities &amp; Social Sciences wiki...</td>
<td><a href="https://academics.dixie.edu/humanities-s">https://academics.dixie.edu/humanities-s</a>...</td>
<td>Sally Powell</td>
<td><a href="mailto:jonn.stewart@dixie.edu">jonn.stewart@dixie.edu</a> May 28, 2019</td>
</tr>
<tr>
<td>□ Inaccurate Info</td>
<td>Cupcake ipsum dolor sit amet tootsie roll marshmal...</td>
<td><a href="https://webservices.dixie.edu/testing">https://webservices.dixie.edu/testing</a></td>
<td>Maryn Weed</td>
<td><a href="mailto:marylann.weed@dixie.edu">marylann.weed@dixie.edu</a> May 30, 2019</td>
</tr>
<tr>
<td>□ Broken Link</td>
<td>Sweet roll sugar plum toffee i love candy canes mar...</td>
<td><a href="https://webservices.dixie.edu/broken-lin">https://webservices.dixie.edu/broken-lin</a>...</td>
<td>Maryn Weed</td>
<td><a href="mailto:marylann.weed@dixie.edu">marylann.weed@dixie.edu</a> May 30, 2019</td>
</tr>
<tr>
<td>□ Missing/Can't Find</td>
<td>Oat cake I love lemon drops marshmallow gummies da...</td>
<td><a href="https://webservices.dixie.edu/missing-te">https://webservices.dixie.edu/missing-te</a>...</td>
<td>Maryn Weed</td>
<td><a href="mailto:marylann.weed@dixie.edu">marylann.weed@dixie.edu</a> May 30, 2019</td>
</tr>
<tr>
<td>□ General Question</td>
<td>Cake bonbon donut donut croissant jelly-o oat cake...</td>
<td><a href="https://webservices.dixie.edu/general-qu">https://webservices.dixie.edu/general-qu</a>...</td>
<td>Maryn Weed</td>
<td><a href="mailto:marylann.weed@dixie.edu">marylann.weed@dixie.edu</a> May 30, 2019</td>
</tr>
</tbody>
</table>
The Basics of User Experience (UX)

• What is UX?

• Points to consider when implementing UX:
  • Why do users come to your website?
  • Transactional vs. Informational website resources
  • What transactional process do users need to complete on your website?
  • Departmental goals for the website
  • Every department/program website affects how our users perceive the DSU brand as a whole
Photography, Icons, & Graphics

Icons and photography can help promote brand consistency, enhance aesthetics, & provide a better user experience.

- **Photography**
  - Using great images can keep users on your website longer

- **Icons**
  - A great way to illustrate steps in a process or for navigational purposes

- **Graphics**
  - Consult with UMAC before using/creating graphics
Iconography

- Tips to keep in mind:
  - Only use universally recognizable icons
  - Do not edit existing icons

- **Font Awesome**
  - Hundreds of free icons that can be easily added to any website
  - If you need assistance adding icons, contact your assigned intern
  - If you would like an icon that can not be found on Font Awesome, contact UMAC
Content Guidelines

Academic

Administrative

Special Event/
Temporary
Academic Departments

Required Elements:

• Faculty/staff page
• Contact information, office location
• Degrees/courses offered (catalog)
• Advisement Information
Required elements:
• Staff page
• Contact information
• Office hours & location
Follow established university branding

Stay in communication with Web Services about the direction of your online presence
Optional Advanced Features

- Custom designs
- Events calendar
- Online forms
- News feeds
- Sliders

- Galleries
- Analytics
- FAQs
- And more - just ask!
Timeline for Going Live

- **June 24th** - Batch 1 received from EKR (30% of pages)
  - Review pages on wpdev.dixie.edu before **July 12th**
- **July 25th** – Batch 1 goes live
- **August 1st** – Batch 2 received from EKR (70% of pages)
  - Pages will go live in phases to be completed **August 12th**
  - 24 hour period to review your page on dev before it goes live
- **August 19th** – Have website all ready for beginning of fall semester
Sneak Peek –
DSU’s New Website

• Home Page
• College Page
• Department Page

• Path Finder
• All Else