

Website Planning Session

So you think you need a new website. Maybe users can't find what they're looking for on your current site. Maybe your content is out-of-date because the site is difficult to update. Maybe your site isn't flexible enough to incorporate video and other media that visitors to education websites have increasingly come to expect. Maybe the design looks tired, or you and your visitors are just tired of looking at it. Both design and technology are constantly evolving. Websites that seemed innovative and well-organized five years ago may seem dated today.

If you think it's time for a change, you're probably right.

But a successful redesign project requires a clear set of goals and parameters. Do you need to address technology as well as design? How does social media factor in? What about mobile site delivery? How will you measure success? How will you marshal on-campus resources to ensure that the site is maintained in the future? Do you have a team in place who can take on some or all of these challenges, or will you need help from a consultant? mStoner's website planning sessions start you off on the right foot by helping you articulate to yourself and campus leadership exactly what you want to do and why.

Solution: Website Planning Session

An mStoner representative will review your current website and relevant technology and marketing documentation and then travel to campus for a daylong meeting with stakeholders in the website project.

After the workshop, we'll create a high-level web strategy, which will include feedback on your existing site, key points from our meetings with you, recommendations on information architecture, and preliminary creative suggestions. The objective for the session is to prepare you to take the next step. In some cases, we find that a major redesign is in order. In other cases, we may find minor changes and quick hits that can happen in the short term and integrated with a larger overhaul over time. You can think of this as a reality check to help you make smart decisions about evolving your site.

If requested, we can also extend this process to include limited technical review and a short list of recommendations.

for more information:

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