TOP 5 CHALLENGES IN HIGHER EDUCATION WEBSITES

AND HOW TO SOLVE THEM

MISALIGNING WITH PRIMARY AUDIENCE

THE FIX:

When it comes to prioritization of content, flow, and aligning information architecture with user needs the **prospective students** come first.

NOT UNDERSTANDING THE ROLE OF THE SITE

THE FIX:

The purpose of your website is to get prospective students to apply to your institution. All other goals must support that process.

TOO MUCH CONTENT AND CLUTTER

THE FIX:

Focus on content for your primary audience and optimize your content for search to help people get where they need to go.

OVERVALUING SECONDARY AUDIENCES AND GOALS

THE FIX:

Your site needs to be intuitive to an external, naive user -- a prospective student -- as opposed to marching in step with your org chart. Students want to see themselves today on your the site -- and they want to see a pathway to their future.

FAILURE TO PLAN

THE FIX:

Remember to factor in internal resources, time for approvals, staff availability, user testing and validation, security testing, and a little extra wiggle room in case any of your team get sick or go on vacation. Deadlines are only as strong as the mechanisms in place to support their success.

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