

# Student Centricity Website Diagnostic

When program websites are not designed with students in mind, prospective students' most common first point of entry to your website becomes a turn-off. Program websites are often designed by faculty for faculty than for prospective students. A well-designed, student-centric website helps attract new students by communicating the program's value, providing insight into student opportunities and experiences, and facilitating navigation to the application.

Use this diagnostic to assess how student-centric your program websites are and where you should allocate time and effort to improvement.

## Student Usability Audit Worksheet for \_\_\_\_\_

	What should I look for?	Yes	No
<b>1. Search-Engine Optimization</b>			
	<i>Do a Google search. Can students find the website easily?</i>		
	<i>Is it easy to navigate to the program page from your institution's main website?</i>		
<b>2. Readability and Navigability</b>			
	<i>Will a non-academic visitor find the content easy to grasp?</i>		
	<i>Are menu items sub-divided into intuitive categories that are meaningful for prospects?</i>		
	<i>Does the website include program-specific FAQs?</i>		
	<i>Does the menu remain consistent at the top of the page when browsing?</i>		
	<i>Are the home, contact us, and about links located in the same place as they are for other programs?</i>		
	<i>Can information on the program's homepage be viewed in no more than 2 vertical screen scrolls?</i>		
<b>3. Student-Centeredness</b>			
	<i>Review the unit's homepage. Does it primarily contain information geared toward prospective students?</i>		
	<i>Is unit content for current students, alumni, faculty/staff accessible only through a separate link?</i>		
	<i>Does the website include program-specific testimonials?</i>		
	<i>Are testimonials easy to find (linked to from both the program page and about us page or previewed on the home page?)</i>		
	<i>Watch or read 2-3 program testimonials. Does the content include specific outcomes and concrete examples?</i>		
	<i>Does the website include student photos?</i>		
	<i>Does the website include content contributed by faculty about what the program is like for students?</i>		
<b>4. Timeliness</b>			
	<i>Is the website updated annually?</i>		
	<i>Are broken links regularly removed or updated?</i>		
	<i>Are events, important deadlines, and departmental news easy to locate from the program's homepage?</i>		
<b>5. Features Calls-to-Action</b>			
	<i>Does it prominently link to calls-to-action, such as the admissions application and financial aid information?</i>		
	<i>Do the calls-to-action use simple and direct language ("apply now" versus "click here to start your application now")?</i>		
	<i>Do the calls to action stand out (using bold, different colored text, or off-sets)?</i>		
	<i>Is there enough space around the call to action to avoid it feeling cluttered?</i>		
	<i>Do secondary calls to action (registering for events, downloading material, connecting through social media) exist on the home page?</i>		
	<i>Are the secondary calls to action positioned below primary calls to action?</i>		