Education Advisory Board | COE Forum

Mobile Site Optimization Toolkit

Content Prioritization

- Conducting a Content Inventory, Audit, & Analysis
- Stakeholder-Agnostic Content Prioritization Module
- Content Prioritization Matrix

Conducting a Content Inventory, Audit, & Analysis

Redesigning or retrofitting a website for mobile is the perfect opportunity to review web content on the basis of clarity and necessity. This tool will aid in the review process, which consists of three phases: a content inventory, content audit, and content analysis. It provides lists of critical information to collect throughout an audit, as well as criteria to use to determine whether to keep, update, or discard content.

Preparing for the Content Inventory: Ready Your Spreadsheet

A content inventory is a quantitative assessment of your content. You are not trying to judge the quality of your content (yet). You're just trying to wrap your arms around the breadth and depth of all that your website contains. The standard tool for this type of activity is a spreadsheet, and a large one at that. Each content item should be arrayed across the y-axis of your spreadsheet and each of the characteristics below should have its own column.

Unique ID Number	Site Section	Page Title	Page URL	Content Owner
0.0	Homepage	Example U COE	www.exampleu.edu/coe	Abby Maple
1.0	Academic Programs	Academics at Example U COE	www.exampleu.edu/coe/programs	John Elm
1.1	Academic Programs	Bioinformatics at Example U COE	www.exampleu.edu/coe/programs/listings/bioinformatics.html	Jack Linden
1.2	Academic Programs	Nursing at Example U COE	www.exampleu.edu/coe/programs/listings/nursing.html	Ellen Oak
2.0	Admissions	Admissions at Example U COE	www.exampleu.edu/coe/admissions	Sarah Dogwood
2.1	Admissions	How to Apply	www.exampleu.edu/coe/admissions/how-to-apply	Sarah Dogwood
2.2	Admissions	Request Information	www.exampleu.edu/coe/admissions/rfi	Sarah Dogwood

Example (truncated) content inventory. Determine which data you want to gather about your content and assign those categories to columns in your spreadsheet.

Suggested Data to Collect

Content inventorying takes time. While some of this data can be pulled directly from a CMS or gathered through a crawler, selecting a person to review web content provides the necessary amount of editorial attention required for a thorough review. The following page includes a list of suggested data to collect. If a tight timeline or lean staff resources preclude a full content inventory, review only the "need-to-have" items denoted by an asterisk.

Conducting a Content Inventory, Audit, & Analysis, Cont.

Full Content Inventory Categories

- Unique ID number or code for each line in your inventory (numbers map to pages)*
- Site section, or where it sits in the site hierarchy
- Page title, including the main title and what appears in the meta <title> tag*
- Page URL
- Content owner and/or person who last updated the page*
- Date the page was created
- Date the page was last updated*
- Expiration date assigned to the page, if any
- Keywords that describe the page, or keywords used to index the page for search
- Page rank*
- Number of page visits per unit time
- Date the page was last visited, especially noting pages with no visits within a period of time (e.g., six months or one year)
- Content type or the CMS template used
- Notes/comments*

*Include these items in an abbreviated content inventory

Mobile-Optimized Categorization

Effective mobile websites include content that is concise, precise, and broken down into easily digestible, bite-sized modules. A mobile-optimized approach to inventorying should consider each discrete component of a webpage, not only the pages themselves.

For each component included in the full content inventory, also track the following:

- Unique ID number or code for each content chunk in your inventory (e.g., 2.0: Admissions, 2.1: How to Apply, 2.2: Tuition and Fees, etc.)
- Character or word count for headlines, subheads, page summaries, and body text
- Image dimensions or standard crop ratios or cut sizes (especially note large infographics or other dense images that won't scale well to smaller screens)
- Content format, especially columns, tables, or lists, that may need to be presented differently on smaller screens
- Document types, especially .pdf, .doc, or .ppt, that do not condense well on smaller screens
- Content presented using Flash or any other technology that just won't work on some mobile devices
- Common modules reused across pages (e.g., in the right column) which may not translate well to smaller screens
- Content components that may be stored in different database locations, which may affect how easily they can be repurposed (for example, user comments are often stored in a different database from managed content)

Conducting a Content Inventory, Audit, & Analysis, Cont.

Auditing Your Inventory

The audit phase of the content preparation process identifies what should and should not be migrated to a new mobile website. To conduct the audit, evaluate inventory content against criteria like the following:

- Subjectively, is each page or content component too long, too short, or just right? Assess whether some lengthy content should be separated into discrete parts, or whether it makes sense to keep the whole document together.
- Is the text wordy or filled with jargon? Are the main ideas presented concisely and succinctly, preferably in the first paragraph or in the page summary?
- Is the content structured into main ideas, broken up with headings, or with teaser-sized lead-ins on landing pages? Does each paragraph present one and only one topic?
- Is the content up-to-date, still relevant, and accurate?
- Is the content useful and important? Does “nice-to-have” content overshadow “need-to-have” information?

Conducting a Content Gap Analysis

Each data point collected in the inventory requires an action:

- **Keep** it as-is and include it on the mobile website.
- **Revise** and edit to tighten up the writing or to create a more mobile-friendly format.
- **Delete** it, because it’s irrelevant, not useful, or outdated.
- **Create new** content, perhaps to take advantage of new capabilities on mobile devices.

Stakeholder-Agnostic Content Prioritization Module

Mobile content prioritization should be a collaborative process among all website users, including prospective students, current students, past students, faculty, and staff. This tool provides a module of questions that can be integrated into various data collection instruments that likely already exist: student satisfaction surveys, faculty and staff meeting agendas, prospective student focus groups, and alumni surveys. The results can then provide an apples-to-apples comparison of demand for various potential content that will be instrumental in assembling a content prioritization matrix (see Tool #3).

1. For each of the following items, please rate how important it is to be able to easily find it on our mobile website:

	(1) Not Important	(2) Somewhat Important	(3) Quite Important	(4) Very Important
Academic Calendar				
Alumni Info				
Directories				
Event Calendar				
News				
Maps				
Request for Info				
RSVP for Events				
Emergency Alerts				
Library				
Other:				
Other:				
Other:				

Content Prioritization Matrix

Whether a piece of content makes the transition to a mobile-optimized site should be a function of both its importance to various stakeholder audiences and the resources required to create or optimize the content. A content prioritization matrix organizes potential content along the spectrums of audience demand and work/resource intensiveness. Once completed, the matrix will offer a clear sense of mobile quick-wins versus long-term objectives and low priorities.

First Things First: Identify Contender Content

A mobile website includes a lot of need-to-have content; this tool does not help to identify those items. This tool *does* determine where along the need-to-have/nice-to-have/don't-care-to-have spectrum potential content falls. Tool #2, the Stakeholder-Agnostic Content Prioritization Module, can aid in collecting quantitative information from key stakeholder groups. Assemble a table similar to the one below using the number of votes each content item received as well as a prioritization factor based on the relative importance of each viewpoint (e.g., prospective student opinions ranked higher than staff).

	Prospective Students (Prioritization Factor:____)		**Current Students (Prioritization Factor:____)**		**Alumni (Prioritization Factor:____)**		**Faculty/Staff (Prioritization Factor:____)**		**Total Weighted Votes**
Content Item	Votes	Weighted Votes*	Votes	Weighted Votes	Votes	Weighted Votes	Votes	Weighted Votes	
Academic Calendar									
Alumni Info									
Directories									
Event Calendar									
News									
Maps									
Request for Info									
RSVP for Events									
Emergency Alerts									
Library									
Other:									
Other:									
Other:									

*Weighted votes= Number of votes * Prioritization Factor

Content Prioritization Matrix, Cont.

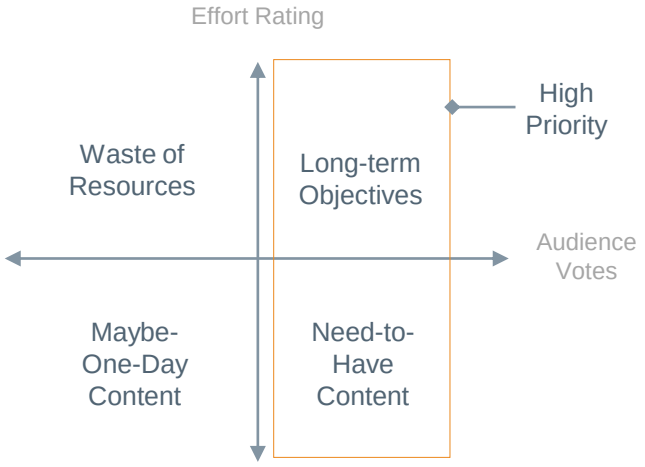
Next, Determine Effort Ratings

For each potential piece of content (excluding any content that is a definite “must have”), ask the web design team or vendor to estimate how work intensive it would be to retrofit or create the item for mobile. Use a scale from one (minimal time, no new content creation) to five (new content and significant time/resource investment required).

Content Item	Total Weighted Votes	Effort Rating (1-5)
Academic Calendar		
Alumni Info		
Directories		
Event Calendar		
News		
Maps		
Request for Info		
RSVP for Events		
Emergency Alerts		
Library		
Other:		
Other:		
Other:		

Finally, Assemble Your Matrix

Plot each content item on a matrix defined by audience demand (x-axis, weighted number of votes) and resource intensiveness (y-axis, effort rating).



Mobile Design

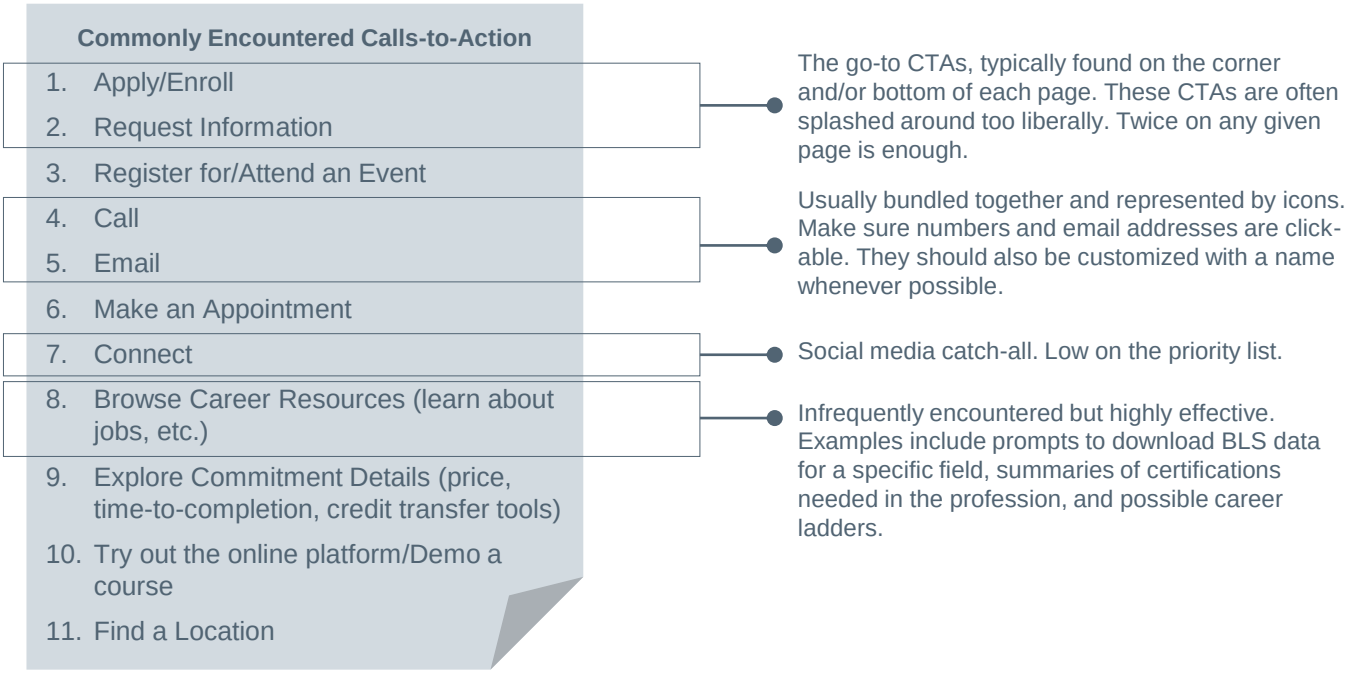
- Mobile Call-to-Action Tips
- Homepage Census and Design Worksheets
- Mobile Design Best Practice Summary Sheets

Mobile Call-to-Action Tips

Mobile visitors tend to be more goal-oriented than their desktop counterparts. As such, call-to-action strategy is particularly critical. This tool presents a taxonomy of continuing and online education calls-to-action and guidance as to when using each is appropriate. From there the tool provides a map of effective call-to-action placement as well as a list of common call-to-action pitfalls.

Understanding Your Options: the Array of COE Calls-to-Action

An investigation of countless COE mobile websites revealed a wealth of calls-to-action (CTAs) that fall into one of eight categories, outlined below.



Guide to Call-to-Action Placement

After identifying the most appropriate calls to action, determine the ideal placement of each CTA. Not all website real estate is created equal, and a call-to-action that only appeals to dedicated visitors may not appeal to a visitor who is just perusing.

1

Above the Fold

For CTAs with mass appeal

- ✓ Apply
- ✓ Click to call/email
- ✓ Request information
- ✓ General events

2

Middle of the Page

Primarily for CTAs that appeal to visitors who invest time to read and scroll through pages

- ✓ Register for/attend program-specific events
- ✓ Price, time-to-completion, credit transfer tools

3

Footer

Catch-all space for lower-priority or repeat CTAs

- ✓ Connect

4

Bookend (Top and Bottom)

For CTAs that appeal to brief visitors and those that will scroll through pages

- ✓ Request for information
- ✓ Call/email

Mobile Call-to-Action Tips, Cont.

Biggest Mobile Call-to-Action Missteps

- **Overloading the page with CTAs**: every additional call to action results in diminishing returns. Aim for no more than 3 on the screen at any given time.
- **Using vague, passive language**: strong, active language encourages casual browsers to act in the short amount of time they spend on the site.
- **Failing to convey value**: some CTAs are transactional (e.g., apply, enroll, etc.); they exist for visitors who are ready to take the next step and are already convinced of a program's value. Other calls-to-action should be crafted to persuade casual or unsure visitors. Those CTAs should have a clear value proposition.
- **Misaligning CTAs with the visitor's stage in the shopping/sales cycle**: a visitor on the application timeline and deadlines page is further through the sales process than someone reading that COE unit's blog. Visitors who are closer to the finish line should be urged to complete higher-commitment, purchase-oriented CTAs like sitting in on a trial lecture or having a conversation with a recruitment counselor.
- **Not layering CTAs**: visitors may not be ready to click a primary (more purchase-driven) call-to-action. But they may be ready to subscribe to a blog, follow a COE unit on Twitter, or like that unit on Facebook. Calls-to-action should be layered so that a visitor in any phase of the sales process finds one that resonates. These so-called secondary CTAs are particularly important on blog articles, thank-you pages, and in email copy.
- **Failing to test**: CTA strategy is more an art than a science. Make it standard practice to test the design, placement, and copy of calls-to-action to determine the combination that performs best.
- **No CTAs above the fold**: The most valuable real estate on any website is the top third of the page. Too often, marketers waste that space with a large image of their logo or random images that distract visitors form taking action. Most visitors do not scroll down. Make sure to put at least one call to action at the top of a mobile site.

Homepage Census and Design Worksheets

As with a desktop site, the homepage should be the centerpiece of a mobile site: it is the door through which the majority of visitors enter. As such, both casual and mission-driven shoppers should be able to find what they need—or know where to find it—as soon as they land on the homepage.

This tool outlines the results of a mobile page census and provides guidance as to the optimal homepage design. It also provides instructions for conducting a more customized census.

Mobile Homepage Census Results

An informal census (focusing on primary menus and disregarding footers) of roughly three dozen COE mobile homepages revealed trends in content that audiences prioritized. Homepages overwhelmingly focus on prospective students, contain a menu that is roughly 8.5 items long, and skew toward program-related content and goal accomplishment.

Homepage Item	Count	General Location
Programs	31	Top
by Program Type	25	Top
in General	19	Top
by Academic Level	15	Top
by Student Level	9	Top
by Modality	6	Top
by Student Motivation	2	Top
Search	28	Top
About/Why Us	24	Top or Bottom
Call-to-Action	22	Top or Bottom
In General	14	Top or Bottom
Call	12	Top or Bottom
Request for information	12	Top or Bottom
Apply/Enroll	9	Top or Bottom
Email	8	Top or Bottom
Social media	3	Top or Bottom
News	18	Bottom
Events	14	Bottom
Testimonials	13	Middle or Bottom
Maps	12	Middle or Bottom
Calendar	12	Middle
FAQs	11	Middle
Tuition	6	Middle
Student Resources	6	Middle or Bottom
Alumni Resources	5	Middle or Bottom
Community	4	Middle or Bottom
Faculty Resources	4	Middle or Bottom
Virtual Tour	4	Middle
Locations	4	Middle

Need-to-Have
(best above the fold)

Nice-to-Have
(best mid-page)

Low Priority
(best in footer)

Homepage Census and Design Worksheets, Cont.

Customizing the Census

Given the diverse nature of COE units, offerings, and organizational models, customized census results are likely necessary. If that is the case, consider conducting an abridged census by looking specifically at competitors' homepages.

Identifying Competitor Institutions

Consider institutions and/or COE units catering to similar microsegments; offering programs in the same niche areas; working with local employers; and advertising in local media. Use Google to see who is coming up first with the keyword prospective students are most likely to use. Include both for-profit and non-profit institutions. Also consider including aspirant institutions in order to determine if the leaders in the space are designing their homepage differently from those that are middle-of-the-pack. Aim for a list of seven to 10 competitor institutions and three to five aspirant institutions.

Competitor Institutions			
Institution	COE Unit	Website	Notes
Aspirant Institutions			
Institution	COE Unit	Website	Notes

Homepage Census and Design Worksheets, Cont.

Conducting a Customized Census

Begin taking stock of content found on competitor and aspirant homepages using the spreadsheet outlined below. Add fields as needed.

	Competitor/Aspirant Institutions				
Homepage Features	Competitor #1: _____	Competitor #2: _____	Competitor #3: _____	Competitor #4: _____	Competitor #5: _____
Programs					
by Program Type					
in General					
by Academic Level					
by Student Level					
by Modality					
Search					
About/Why Us					
Call-to-Action					
In General					
Call					
RFI					
Apply/Enroll					
Email					
Social media					
News					
Events					
Testimonials					
Maps					
Calendar					
FAQs					
Tuition					
Student Resources					
Alumni Resources					
Community					
Faculty Resources					
Virtual Tour					
Locations					

Homepage Census and Design Worksheets, Cont.

Need-to-Have, Nice-to-Have, or Low Priority?

Using the results of the customized census, compile lists of features, content, and resources that are need-to-have (widely-found, likely to be sought after by the majority of visitors), nice-to-have (found in many, though not necessarily most websites; appreciated by many, but not critical to most), and low priority (found infrequently or unlikely to be of great importance to any given visitor).

Need-to-Have Items

Place in prominent locations (e.g., above the fold)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Nice-to-Have Items

Place mid-page

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Low Priority Items

Place in footer

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Determining Next Steps

Armed with a better sense of what should be on a homepage, use the table below to start a critical assessment of your own homepage.

Homepage Feature	Present on homepage?	If absent, elsewhere on site?	In acceptable condition?	In appropriate location?	Team member(s) responsible for refreshing
Need-to-Have					

Homepage Census and Design Worksheets, Cont.

Homepage Feature	Present on homepage?	If absent, elsewhere on site?	In acceptable condition?	In appropriate location?	Team member(s) responsible for refreshing
Nice-to-Have					

Homepage Feature	Present on homepage?	If absent, elsewhere on site?	In acceptable condition?	In appropriate location?	Team member(s) responsible for refreshing
Low Priority					

Mobile Design Best Practice Summary Sheets

COE Units often have to deal with counterparts across campus and within their own division when redesigning their website. To that end, many COE units and web design units from main campuses have developed mobile best-practice summary lists that colleagues can find on the institution's intranet. This tool showcases examples of mobile design best practice sheets crafted and endorsed by various universities.

The University of Vermont

#1

Five Basic Principles of Mobile Web Design

All supported methods of developing a UVM mobile website advocate best practices in mobile web design. As you design your actual mobile content it is important to keep the following principles in mind:

Create a simple layout
Mobile users want their information fast. Mobile screens are much smaller than computer screens so arrange your content in a single column layout. Mobile phones don't use a mouse so try to minimize the amount of scrolling.

Edit your content
Mobile users want to access information quickly; therefore, your content should be easy to read and navigate. Edit your content so you only display your most important information. Think of prioritizing your content into one column — choosing the most important content to display becomes paramount.

Reduce number and size of images
Keep in mind smartphone users are paying for bandwidth. The longer they wait for images to load, the more money they'll have to spend. Limit the use of images and graphics.

Minimize page size
Mobile users usually get charged per KB of mobile web data; therefore, page sizes should be kept simple and small. The maximum page size recommendation for a mobile page is only 20 Kb, so try to fit within this size.

Design navigation for clickability
Ensuring that your mobile layout has large and easy-to-press links and clickable objects is essential to streamlining the experience of navigating your site. Reducing the amount of clicks required to achieve an action is all the more important in mobile web design.

IMAGE CREDIT: The University of Vermont

Mobile Design Best Practice Summary Sheets, Cont.

#2

Guidelines for Mobile

Pre-Planning – Mobile & Mobile User Statistics & Research

1. Mobile offers three benefits over other channels:
   - **Simplicity**. The mobile channel is particularly suited for tasks that people do frequently and that require few steps to achieve goals.
   - **Immediacy**. Since most people have their mobile phones with them all the time and leave them on 24x7, they are well suited for delivering content that matters to people instantly. For example, checking class schedules and grades.
   - **Context**. Most people carry their mobile phones with them wherever they go, and technologies like built-in GPS chips can locate a person's current location.

2. Users in a mobile context are often looking for specific pieces of information or are trying to complete a specific task, rather than browsing. Consider the likely context of use of information and, while providing the option to access all information, offer appropriate information first. (w3.org)

3. Comprehension suffers on small screens.
   - People read about 25% slower on "regular" screens, so mobile is even slower.
   - More reliance on memory, because can't see entire screen.

4. iPad vs. paper
   - 90% recall article details on paper; 70% on iPad
   - More articles are read on iPad vs. paper, but less time is spent per article

5. Mobile users are distracted. View things people do while using mobile devices.

Resources

Many of the guidelines in UC's Mobile Style Guide are referenced from the W3C website and the Neilsen-Norman Group's report (download link below).

Planning

1. Build mobile sites and apps according to business goals/tasks. Ask yourself, "What am I trying to achieve through this mobile website or app?"

2. Audience
   - Who is my mobile audience?
     - Casual Visitors - Have time to kill; may not need anything specific
     - Repeat Visitors - Come back for regularly updated info
     - Urgent Visitors - Need information now. Spontaneous, may be in transit, in a hurry
   - What type of devices are my visitors using?
   - What type of tasks are they doing on my site?

IMAGE CREDIT: The University of Cincinnati

Mobile Design Best Practice Summary Sheets, Cont.

UNIVERSITY OF Cincinnati

#2

Guidelines for Mobile, Continued

3. Provide valuable, timely and relevant content. Eliminate everything else. Six ways to provide value:
   - **Location-Specific Information**. (shuttle service, eateries, maps, directions, buildings, hours, weather)
   - **Timely Knowledge**. (people, events, news, sports scores)
   - **Make Life Easier**. (schedules, grades, fees, majors)
   - **Financial Incentive.** (coupons, special offers, discounts)
   - **Entertainment.** (Media and entertainment experiences—including social media platforms like Facebook, Twitter, and others—are the clear leaders in mobile user activities across age, gender, and device type.)
   - **Connection**. (social media, ringtones, wallpapers, photos, video, audio)

Layout & Organization

1. Show when content was last updated (esp. with news articles or anything time-sensitive).
2. Large images at the top of the page displace content. Be sure image is critical to the content and sized appropriately.
3. Keep related information on same page (unless nonessential).
4. Don't break up articles across multiple pages. Give short synopsis, then entire article. Easier/better to scroll than click to continue (again and again).
5. Hide extra details by default (click to open) (e.g. Bestbuy.com)
6. Be cognizant of font size – not TOO BIG and not too small.
7. Be clear with pagination (e.g., "1 of 4" not "Next Page")
8. an article spans several pages, use pagination at the bottom. Have a link to each individual page, rather than just to the previous and the next ones. (NN#78)
9. Use "responsive design" – content adapts to size of screen.
10. Don't use multiple columns – too hard to keep your place in mobile format.
11. Tables do not work well on limited size screens and generally result in the user having to scroll horizontally to read them. Avoid.
12. Scrolling
    - The page should lay out so that simple repeated scrolling in the same direction (axis) allows the user to experience all its content. However some content (such as maps and other images) cannot be displayed without secondary scrolling.
    - If some element on the page requires secondary scrolling it must not cause the remainder of the page to require this. For example, if an object causes subsequent text to lay out with a significant margin to its left or right, then this text may not be visible once a user has scrolled past the object.
    - If it is not possible to avoid presenting images that are larger than the screen size, then consider providing these images on a separate page with a link back to the main content.

IMAGE CREDIT: The University of Cincinnati

Mobile Design Best Practice Summary Sheets, Cont.

#3

THE UNIVERSITY OF TEXAS AT AUSTIN

Brand Guidelines: Digital Publishing—Mobile

Our recommendation is that any web project be designed according to responsive design principles in the hope that a single website can be produced to serve both full and mobile browsers. If this is not an optimal solution and it is determined that a dedicated mobile site is required, consult the following guidelines.

Developers might notice that mobile-friendly sites and accessible sites have many common features including useful ALT text, single column design, no frames, no pop-ups, no Javascript and no dynamic menus.

Images

- Minimize the use of images. If you must use them, make them relevant and supply meaningful ALT text so that mobile devices can use the text descriptions.
- Make images smaller than 100 pixels. Specify the image height and width in the source code.
- Don't use background images on your mobile pages.

CSS

- Use external style sheets to control presentation.
- Ensure that contents are readable without style sheets.
- Use the link element to link to an external style sheet. Some handhelds don't recognize @import or @media.
- Keep the CSS simple and remove extraneous styling information.
- If you put the mobile stylesheet after the screen stylesheet in your code, then use "display: none" for whatever you don't want going to a mobile device.

Forms

- Limit the use of forms (particularly text elements). It is difficult for mobile users to input many characters.

Things to avoid

- Frames
- Image maps
- Tables
- Pop-ups
- Dynamic effects that specifically require mouse or keyboard for navigating

.

For examples of universities that went one step further and developed full mobile policies, please see the following:

- University of Illinois Mobile Policy and Guidelines
- University of San Francisco Mobile Strategy
- Charles Sturt University Mobile Strategy
- Pepperdine University Mobile Strategy

IMAGE CREDIT: The University of Texas at Austin

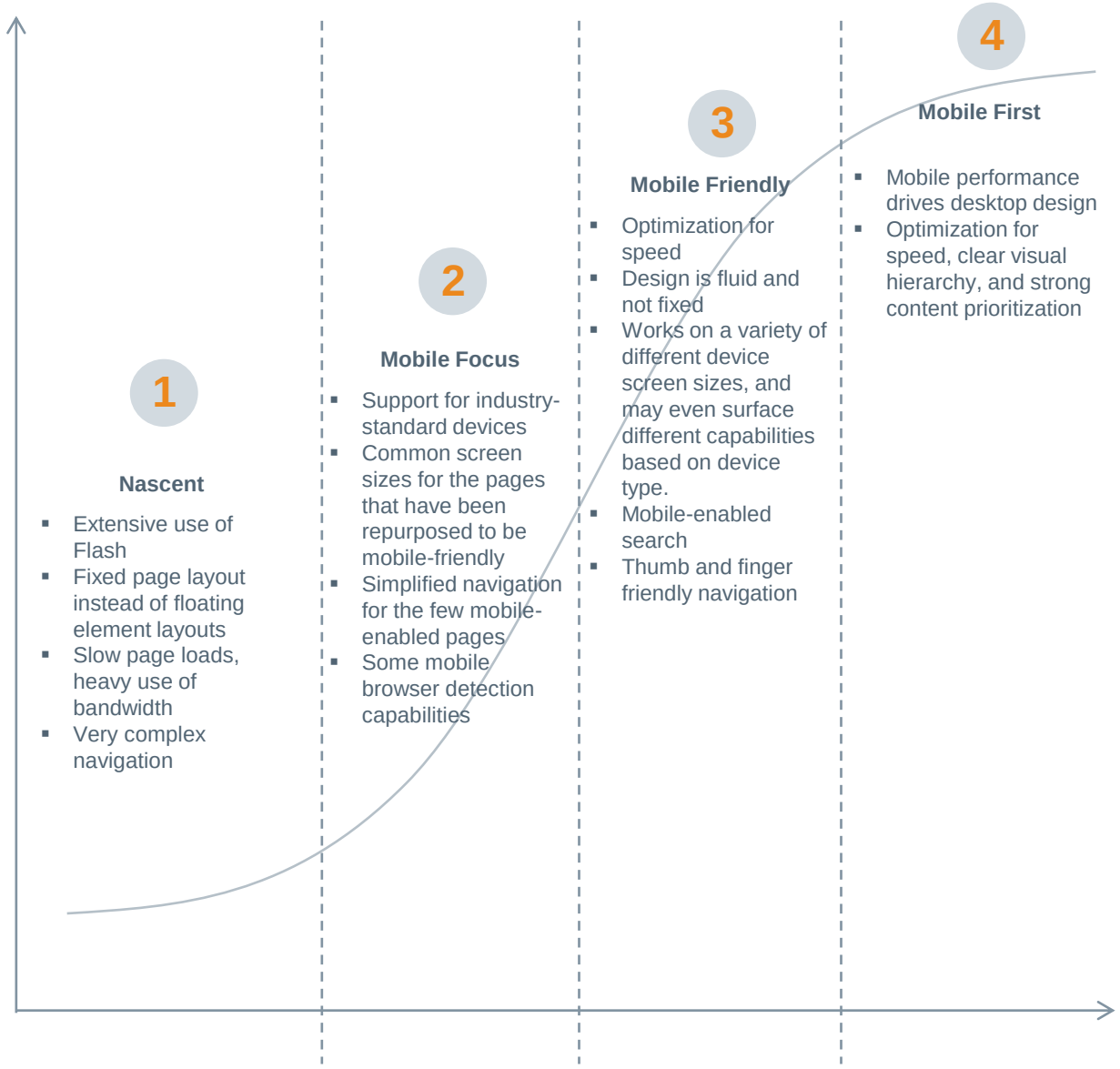
Mobile Strategy Development

- Mobile Optimization Maturity Model
- Mobile Strategy Comparison Chart
- Mobile Strategy Selection Worksheet
- Mobile Strategic Plan Builder

Mobile Optimization Maturity Model

Today, higher educational institutions need to treat mobile as a primary channel for prospective and current students, faculty and staff, and alumni. The Mobile Maturity Model outlines the four stages of mobile maturity complete with detailed descriptions of each. This tool can be used to cultivate buy-in and to help colleagues better understand the end-to-end resource requirements of transitioning to mobile optimization.

Mobile Maturity Model



Mobile Optimization Maturity Model, Cont.

Phase One: Nascent

This phase is marked by initial stirrings of interest in mobile, but legacy system obstacles that keep mobile optimization from gaining footing and momentum. The key indicators of being in this stage are:

- Extensive use of Flash
- Fixed page layout instead of floating element layouts
- Slow page loads, heavy use of bandwidth
- Complex navigation

Many COE units are in this stage today, not because they want to be, but because their systems and protocols for building their site were designed for desktop internet browsers of the late 1990s and early 2000s.

However, the need to revise these systems and protocols is mounting. When it comes to slow page loads or complex navigation, a one second delay in page response can result in a seven percent reduction in conversions.[1] From an admissions standpoint, if a website's goal is to attain 100 applicants per month, those seven applicants equate to an average loss of $210,000, depending on tuition costs and student applicant value. Similarly, 70% of prospective students stated that their opinion of a college or university was diminished by a bad online experience.[2]

Whether a website's main intent is to drive applications or please current students (though we think it should be the former), consider the impact an aging website might have on larger strategic goals.

Phase Two: Mobile Focus

Organizations at this level have a subset of their high-value pages render correctly on a limited set of mobile devices. Mobile Focus is typically characterized by schools and universities that go down the "m dot" route, wherein they develop both a primary site (e.g., www.site.edu) and a subsite (e.g.,m.site.edu) to manage mobile traffic. The main site redirects to the mobile site when it detects a mobile device such as cell phone or tablet. The key capabilities in Mobile Focus include:

- Support for industry-standard devices
- Common screen sizes for the pages that have been repurposed to be mobile-friendly
- Simplified navigation for the few mobile-enabled pages
- Some mobile browser detection capabilities

The Mobile Focus approach still supports desktop browsing over mobile browsing. The Mobile Focus level describes organizations that have taken steps in the right direction but still have additional work ahead of them to achieve a complete, mobile-centric digital experience.

Phase Three: Mobile Friendly

Mobile Friendly websites commit to providing a site-wide mobile experience for all visitors. The indicators of a Mobile Friendly site include:

- Optimization for speed
- Design that is fluid and not fixed
- Functionality on a variety of different device screen sizes, including different capabilities based on device type
- Mobile-enabled search
- Thumb and finger-friendly navigation

1) http://blog.kissmetrics.com/loading-time/
2) http://omniupdate.com/_resources/pdfs/research/2013_e expectations.pdf

Mobile Optimization Maturity Model, Cont.

Phase Four: Mobile First

Mobile First is a relatively new paradigm for organizations that are prepared to fully embrace the mobile revolution. Rather than starting with a traditional website developed for desktop browser viewing, the Mobile First doctrine,[1] created by Luke Wroblewski, suggests starting with mobile design principles and enhancing that experience for a desktop web browser.

The three tenets of the Mobile First doctrine are:

1. **Mobile is exploding**
   It is clear that mobile is well past the tipping point of consumer adoption and has forever changed computing. There is an opportunity to improve overall service and visitor experience through a focus on mobile.
2. **Mobile forces you to focus**
   As Wroblewski notes[1], "There simply isn't room in a 320 by 480 pixel screen for extraneous, unnecessary elements. You have to prioritize. " A move to mobile loses approximately 80 percent of an institution's digital canvas and forces leaders to focus on what is most important to visitors.
3. **Mobile extends your capabilities**
   The web has always evolved the experience it delivers to visitors and has only been constrained by the limitations of web browsers. Beginning as a simple "view a page" experience, the use of JavaScript, plug-ins, add-ons and applications have allowed web designers to deliver richer and more engaging content to their visitors. Consider precise location information provided by GPS, Near Field Communication, and accelerometers, as well as camera and full touch capabilities. A "Mobile First" mindset helps an organization take advantage of these exciting new capabilities rather than being locked into an increasingly dated fixed desktop browser paradigm. Having a more intimate form of technology will contribute to a higher student retention rate and help boost prospective student quality and quantity.

Determining Your Stage

Complete the following table together as a team or individually in order to determine where you and your unit fall on the maturity spectrum.

	I strongly disagree				**I strongly agree**
	1	2	3	4	5
I have considered a responsive website design for my unit.					
I have assessed my website on a smartphone and/or tablet.					
I or someone on my team checks the bounce rate off my website on a regular basis.					
I or someone on my team knows which mobile devices are used to view my website.					
I or someone on my team regularly checks my website's mobile conversion rate.					

1) http://www.abookapart.com/products/mobile-first

Mobile Optimization Maturity Model, Cont.

	I strongly disagree				I strongly agree
	1	2	3	4	5
I or someone on my team has thoroughly investigated competitor websites to see how user experience compares.					
I or someone on my team has considered building a specific mobile app for my unit.					
Social media sharing is enabled on my website.					
My website loads as quickly on a mobile device as it does on a desktop.					
I or someone on my team has examined the user journey to my website.					
My website is optimized for local search queries.					
My website it optimized for easy contact.					
My website it optimized for social sharing.					
My website is optimized for tapping as well as clicking.					
My website has clear calls to actions and active, urgent language.					
I have KPIs and targets in place for the website, both mobile and desktop.					
I or someone on my team has provided content generators and managers with templates to encourage a unified mobile presence.					
Before adding anything to our website, my team considers how it will display in mobile format.					

Scoring: sum your scores across all questions and use the following ranges to determine your phase:

18-36: Nascent 37-54: Mobile Focus 55-72: Mobile Friendly 73-90: Mobile First

Mobile Strategy Comparison Chart

Institutions that choose to mobile-optimize their websites can choose one of four options for doing so: responsive design, adaptive design, a mobile application, or a parallel mobile site. While responsive design is increasingly becoming the *de facto* method of choice, each approach comes with various advantages and disadvantages. The chart below will illuminate some of these considerations and can help COE leaders choose the best-fit option for their unit and educate and convince other stakeholders of the same.

	Mobile Application	Parallel Website	Adaptive Website	Responsive Website
What Is It?	A computer program that must be downloaded to a smart device.	A separate website, that is highly optimized to accommodate mobile traffic.	A website that will change to fit a predetermined set of screen sizes.	A website that fluidly changes and responds to fit any screen size.
Pros	✓ Demonstrates content more creatively ✓ Tends to load faster	✓ Can retrofit with existing site ✓ Design tailored to mobile ✓ Content can be pared down	✓ Tends to load faster ✓ Can retrofit with existing site	✓ Easier to administer and maintain ✓ Future-proof
Cons	✧ Limited content ✧ Must be actively downloaded ✧ Must be developed separately for each operating system	✧ Difficult to maintain ✧ Multiple URLs may confuse visitors	✧ Resource- and budget-heavy ✧ Difficult to maintain	✧ Tends to load slower ✧ Requires a redesign

The current and likely long-term favorite.

Mobile Strategy Selection Worksheet

After introducing the Mobile Strategy Comparison Chart to colleagues, use this tool to facilitate brainstorming around short- and long-term mobile strategy.

Moving Toward Mobile: Which Way Are You Going?

This worksheet will help answer some big picture questions and identify which mobile strategy is most appropriate for customer acquisition and the long-term business needs of the wider university. Use your answers to navigate the flowchart on the following page.

1. What is the purpose of your website now? How would that change if you had a mobile site?

2. Who is your target audience?

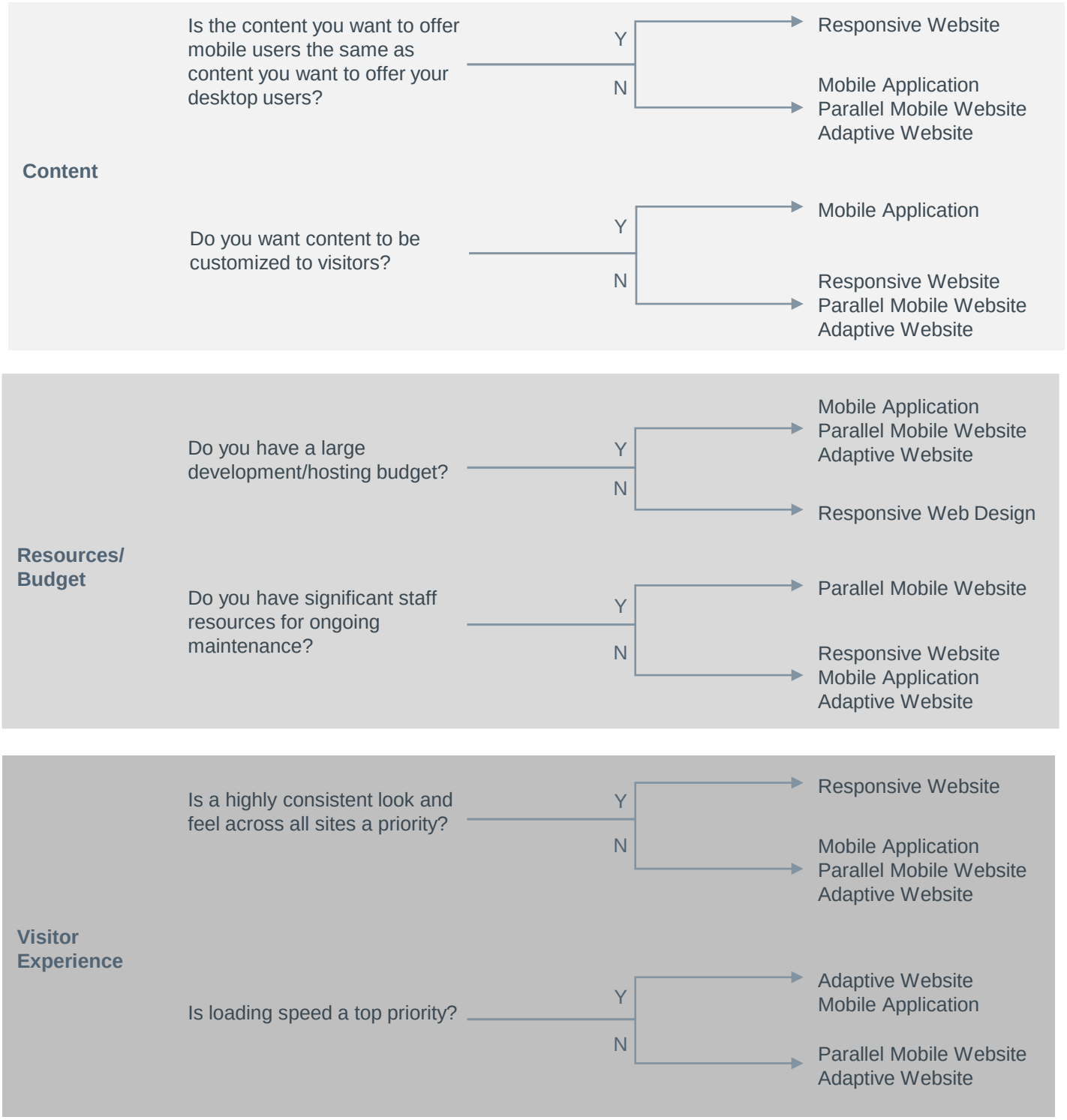
3. Why do users access your website? What are they looking for? What is their purpose? To buy? To call? To stop in? What action do you want them to take? (Use Google Analytics to help you figure this out)

4. How much involvement do you want to have with a mobile site after it's live? Will you be updating it frequently (recommended) or only here and there? Who will be updating it—internal staff or external vendors?

5. What are your expectations for visitor experience on a mobile site?

Mobile Strategy Selection Worksheet

Use the ideas generated by the previous brainstorming questions to navigate the following flowcharts.



Mobile Strategic Plan Builder

Like most large-scale endeavors, mobile optimization should take seed from a solid strategic plan. This tool provides mobile leaders with guidelines for crafting such a plan. It walks through the four main sections the plan should include:

- The **demand** section describes what capabilities will be delivered to prospective students and employees, and how these meet unit goals.
- The **supply** section describes what tools and resources will be used to fulfill the capabilities and the experiences sought in the demand section.
- The **governance/risk** section describes the stakeholders involved and how decision making, approvals, and funding will be managed, and the the security, financial, and competitive risks involved in pursuing the proposed strategy.

Section: Description	**Brainstorming Questions**
Demand : A mobile strategy should start with a section that describes the nature and volume of demand for mobile capabilities from the COE unit's visitors, prospective students, and employees. Determine how each group will want to transact with, be informed by, and be serviced via mobile technologies. Find out what devices the customers own and what habits they have.	✓ Do we state how our mobile capabilities will help meet the business goals set out in our enterprise strategy? ✓ How will our mobile strategy leverage mobile-only capabilities, such as near field communication (NFC), image or video recognition, accelerometers, and location-based services? ✓ What desktop website content should and should not be adapted for a mobile audience?
Supply: The second section of a mobile strategy should define how IT will meet the demands detailed in the demand section. Identify which technologies, resources, and partners will deliver the mobile experience for each of the constituent groups. At a minimum, each of the following facets of the supply strategy should be addressed: • **Commercial:** Viability of partners and vendors, affordability, licensing model, partner contracts, ecosystem strength, and exit strategy if a technology partner folds • **Technical:** Platform range, architecture, integration approaches, testing approaches, user experience design and features • **Skills/staffing:** Skills requirements, productivity and service partners	✓ What endpoint devices will be accessing our mobile network continuously or intermittently? ✓ What is our approach to deal with risks in security vulnerabilities and the cost containment of data charges? ✓ Do we have the new skill sets (for example, HTML5) to work with these new tools? If not, how are we meeting the gap? ✓ How confident are we that our major vendor partners can (or cannot) deliver parts of our mobile strategy? ✓ Do we have the Application Programming Interface (API) governance tools that will help access, secure, manage and scale the APIs that our mobile applications and websites will be using? Are we in a position to securely manage APIs that are exposed to third-party developers, so that they can create apps for app stores? ✓ For APIs coming from outside our organization (via cloud), have we taken extra measures to manage them securely, or are we treating them as internal APIs?
Governance/ Risk: The two final sections of the mobile strategic plan address the governance and risk elements of the strategy.	✓ What are the financial risks, security risks, privacy risks, and partner risks of our strategy? ✓ Do we have a mitigation plan for each major risk? ✓ Do we have an exit strategy for when a technology or partner disappears?

Vendor Selection

- Higher Education Mobile Frameworks
- Mobile Framework Evaluation Worksheet

Higher Education Mobile Frameworks

Below is a limited set of top mobile frameworks (i.e., coding templates) that meet some or all of the following criteria:

- Popular and highly used, especially in the higher education environment
- Developed by or in partnership with a higher education institution
- Highly rated product with large user base, as determined by an informal web search
- Based on industry standards and therefore easy to adopt

Higher Education Mobile Web Frameworks

This product category consists of frameworks built out of collaborative efforts to address the overall mobility needs of a university. These products are mainly open-source efforts and emphasize integration into current campus systems. Their installations typically include common university mobile tools like maps, directories, news, calendars, and courses, but can often be extended to support standard data feeds. Examples of higher education mobile frameworks include:

- MWF
- Kurogo
- Kuali Mobility
- Jasig uMobile

Packaged/Hosted Solutions

This product category consists of packaged commercial solutions, typically offered as a hosted solution. The vendor will usually have a set of prebuilt applications, along with a specification of the data feeds that these applications can accept (e.g., XML, iCal, JSON, RSS, etc.). Examples of packaged/hosted mobile solutions include:

- SunGard Mobile Connection
- Blackboard Mobile Central

Native Apps and Code Generators for Native Devices

Tools used to build native device applications, like native iPhone and Android apps, include:

- PhoneGap
- Appcelerator Titanium Mobile
- iPFaces
- Rhomobile

Mobile Web Apps and JavaScript Libraries

Mobile web apps are standard Internet-enabled websites and web apps that run on any browser, including a handheld device's web browser. A JavaScript library is a library of prewritten JavaScript modules and features that allow for easy development of mobile applications or websites. Examples of JavaScript modules within a mobile framework may include user interface elements, as well as feature-rich actions for animations and page transitions. JavaScript libraries are not specific to the higher education industry. Examples of JavaScript libraries include:

- jQuery Mobile
- Sencha Touch
- jQTouch
- Zepto.js
- Wink Toolkit
- WebAPP.net

Higher Education Mobile Frameworks, Cont.

Responsive Web Design Frameworks

Responsive web design (RWD) produces one single website or web app that that looks and feels custom made for any device and browser, mobile or not. Premade HTML and CSS frameworks bundle libraries and functionality and ensure compliance on various browsers. Examples of RWD frameworks include:

- Twitter Bootstrap
- Skeleton
- Less Framework
- Amazium

Mobile Framework Evaluation Worksheet

After identifying a campus-wide mobile strategy, use this worksheet to rate and compare product and vendor options. This worksheet can account for differing needs and priorities across institutions; simply adjust the priority rate of criteria based on personal or institutional preference.

Worksheet Usage Guide

Priority Weight
The priority weight should be set based on an institution's top goals and priorities. Each category can have a different weight based on the following guidelines:
- Enter value between 0-50
- 0 = not needed; 10 = low priority; 50 = highest priority
- Set the priority weight based on your institution's needs

Product Ratings
Ratings will differ based on the group performing the evaluation, thus it is important to have a common understanding of rating values. Consider the following recommended values:
- Enter value between 0-5
- 0 = Not Supported; 1=Poor; 2 = Fair; 3 = Good; 4 = Very Good; 5 = Excellent

Categories and Criteria
The list of criteria is meant to cover as many mobile considerations as possible. When a criteria or even an entire category does not pertain to a particular institution, skip it or set the priority weight to zero. Please note:
- Each category grouping has one or more criteria
- Subtotal ratings are calculated per category.
- The "other" category may be used for other criteria of institutional importance.

Total
- Sum of the product rating times corresponding priority weights for any given category and overall
- The highest total vendor/product rating indicates the best fit for your institution

Framework Evaluation Worksheet

Feature	Description	Priority Weight	Framework #1	Framework #2	Framework #3	Framework #4
General Characteristics						
Mobile Web Framework	Is this product a mobile web framework, similar to those used for building web applications?					
Native Code Generator	Is this product a native device code generator that produces native apps for iPhone, Android, etc.?					
Mainly Server-Side Technology	Does this product mainly use server-side technology, i.e. runs code directly on the web server to generate dynamic web pages?					

Mobile Framework Evaluation Worksheet, Cont.

Feature	Description	Priority Weight	Framework #1	Framework #2	Framework #3	Framework #4
Mainly Client-Side Technology	Does this product mainly use client-side technology, i.e. runs directly on the user's device and connects to a server as necessary?					
Installation & Setup Complexity	How easy is it to install or setup this product so that it is ready for someone to create a mobile application with it?					
Application Development Complexity	How easy is it to develop mobile pages or applications with this product? Consider learning curve, use of standard vs. proprietary technologies, available help and support.					
Development Roadmap	Is there a clearly documented roadmap for the product's immediate and long-term functionality?					
Governance & Funding Model	Is there a clear governance document available which explains how this product is managed and how this product will evolve and be supported? Is there a clearly documented funding model that explains the funding to sustain enhancement and development?					
Upfront Cost	What is the upfront cost for license, hosting, purchase, setup?					
Total Cost	What is the total cost of ownership of adopting this product? Consider license fees, support fees, implementation & maintenance resources, & additional hardware.					
Community Engagement & Process	How easy is it for the user community of this product to influence product's direction? Are there open public channels for communication and monitoring of activities related to this product's enhancements?					
Maturity Level	How long has this product been in production? Consider version number and number of institutions currently using this product.					
Industry Standards (HTML, CSS, RSS, SOAP, etc.)	Does this product provide industry standard technologies and interfaces?					

Mobile Framework Evaluation Worksheet, Cont.

Feature	Description	Priority Weight	Framework #1	Framework #2	Framework #3	Framework #4
Disposable & Easy to Swap Out for New Technology	Is it easy to swap out this product with another one without much impact on the mobile website, content, or application?					
Testing Sandbox	Does this product provide a hosted environment to try it out prior to bringing it in house?					
General Characteristics Total						
Technical Requirements & Interoperability						
Supported Devices & Platforms	Does this product support the popular devices/OS? Which devices/OS does it support?					
Hardware & Software Requirements	What hardware and software is required for this product to be set up and used, i.e. Linux, Apache, PHP, etc.?					
Technical Requirements & Interoperability Total						
Implementation & Support						
Developer Skill Set	Which web software development languages are required to implement and support mobile-web-enabled apps and services using this product?					
Designer Skill Set	What design skill sets are required to configure the branding using this product? Does the product offer a visual designer or skin builders? Does the product manage support for touch, and mobile foundations and design principles?					
Documentation	Is this product/service well documented, including product/framework overview, usage guides, and support guides? Is documentation kept up-to-date?					
Training	How is training for this product provided? Online? In-person? What are the costs associated with each kind of training?					
Conferences	Does this product/organization provide or participate in face-to-face conferences? If so which ones?					

Mobile Framework Evaluation Worksheet, Cont.

Feature	Description	Priority Weight	Framework #1	Framework #2	Framework #3	Framework #4
Community Support & Responsive-ness	Does this product/service provide an active community of users, supporters, and/or developers? Are the discussion groups for this product/service active and up-to-date? Is there a well-established user base for this product/service?					
Application & Code Examples	Are there example code or tools freely available that can be used to jumpstart building a mobile app?					
Support Availability & Cost	Does this product/service offer free support or provide support for a fee? How much is the cost for support?					
Implementation & Support Total						
Licensing						
License Type (Open Source, Commercial, Enterprise, Educational, SAAS)	How is this product licensed? Are there multiple options available? How are the majority of users licensing the product?					
License Cost	Are there any costs associated with licensing this framework? What is the basis for the cost (Number of Students, FTEs)? Is the license fee one time only or by subscription (annual, monthly)?					
Licensing Total						
Security						
Authentication /Authorization Capabilities	Many frameworks offer complex ways to authenticate and authorize their users. What does the framework support natively? How hard is it to customize and what are some examples?					

Mobile Framework Evaluation Worksheet, Cont.

Feature	Description	Priority Weight	Framework #1	Framework #2	Framework #3	Framework #4
Web Security	If the framework relies on web technologies what web security standards are being met and how are they being tested/verified?					
Local Data Storage Security	For native applications, what user data is stored on the device and what security is wrapped around it (encryption, permissions, are passwords stored)?					
Security Total						
Performance						
Framework Size	An at-a-glance categorization of what kind of impact we can expect the framework will have on infrastructure. How many resources and what systems does this product require to run?					
Hosting & Scalability of Architecture	What are the required and recommended specifications for hosting and scaling? Are there any particular/unusual architectural components?					
Graceful Degradation	How well does the framework/application degrade based on the device's capabilities (e.g. image compression based on device capability, error handling/messaging)?					
Performance Total						
Design & Development						
UI Components & Control	Does the framework offer a variety of user interface (UI) components and controls that can be used by the developers? UI components and controls provide the developer with a toolbox of pre-developed components that can be used to accelerate the development of a mobile application. These may also be called plug-ins or extensions.					

Mobile Framework Evaluation Worksheet, Cont.

Feature	Description	Priority Weight	Framework #1	Framework #2	Framework #3	Framework #4
Style & Design Customizable Themes	Does the framework provide the ability to customize the mobile application appearance? How extensive is the ability to customize: delivered theme application only or build and apply your own theme?					
Accessibility Features & Support	Does the framework provide support and documentation to develop mobile applications that are accessible and compliant with section 508? Will the mobile application pages work with screen readers and other assistive or adaptive technologies?					
Data Integration (RSS, iCal, etc.)	Does the framework provide the ability to consume external data sources such as XML, RSS, ICAL, web services (REST, SOAP) or specific database platforms?					
Extensible Functionality	Does the framework provide the ability for developers to extend functionality and with how much difficulty? This can be through the development of custom components or plug-ins or custom code modules.					
Native Device Feature Integration	Does the framework provide functionality which allows the developer to utilize native device features within mobile applications? These native device features can include the camera, accelerometer, vibration, sound, and geo location.					
User Preference Support	Does the framework provide functionality to allow the user to store application preferences or settings on the device?					
Design & Development Total						

Mobile Framework Evaluation Worksheet, Cont.

Feature	Description	Priority Weight	Framework #1	Framework #2	Framework #3	Framework #4
Marketing						
Availability & Integration with Web Analytics	Does the product measure mobile service usage? Can metric or analytical tools be integrated and used to measure usage/traffic? If so, which ones?					
Native Application Deployment	Does this product/service include native apps? If so, which native mobile platforms are supported?					
Marketing Total						
Modules & Add-ons						
Out of the Box Modules	What modules or functionality does this product offer out of the box that can easily display institution's data, i.e. directory listing, maps, news, tours, shuttles, calendars, etc?					
Community Code & Repository	Does this product offer a repository of additional modules/tools either built by third party vendors or the community?					
Application Sharing Environment	Does this product offer an environment to contribute modules/tools and add ons?					
Modules & Add-ons Total						
Other						
Add Criteria						
Add Criteria						
Add Criteria						
Other Total						
GRAND TOTAL						

Mobile Analytics

- Google Analytics Integration Guide
- Desktop, Mobile, and Tablet KPIs

Google Analytics Integration Guide

Performance monitoring is an ongoing process and for many COE units, Google Analytics is the performance monitoring tool of choice. Google Analytics offers a wide range of tools and options to integrate data from other Google products.

Introduction to Google Business Performance Products

Google Tool	Description	Target Audience	Cost
Analytics	Perhaps the most widely used website statistics services available, Google Analytics generates detailed statistics about a website's traffic and traffic sources and measures conversions and sales. Google Analytics can track visitors from all referrers, including search engines, social networks, direct visits, and referring sites.	Marketers	Basic service is free of charge; a premium version is available for a fee
Adwords	An online advertising service that places advertising copy adjacent to Google search results. The choice and placement of the ads is based in part on a proprietary determination of the relevance of the search query to the advertising copy. AdWords offers cost-per-click (CPC) advertising; cost-per-thousand-impressions or cost-per-mille (CPM) advertising; and site-targeted advertising for text, banner, and rich-media ads. The AdWords program includes local, national, and international distribution. Google's text advertisements are short, consisting of one headline of 25 characters and two additional text lines of 35 characters each. Image ads can be one of several different Interactive Advertising Bureau (IAB) standard sizes.	Marketers	Varies from $0.05 up (for the pay-per-click model) based on keywords to which you attach ads
Webmasters	Google Webmaster Tools tracks how many people are arriving at a site through Google queries, from what part of the world site traffic is arriving, and how many visitors landed on every page. It also logs the total number of individual URLs on a site that have been indexed by Google and which search keywords drive the most traffic.	Webmasters	Free
YouTube	A video-sharing website on which users can upload, view, and share videos. Google Analytics automatically measures traffic from YouTube channels; with some additional coding, it can also measure the popularity of embedded videos on an institution’s website.	Marketers	Free

Google Analytics Integration Guide, Cont.

Integrating Google Analytics with Other Google Products

Adwords

Most businesses use Google AdWords to drive targeted traffic to their websites. Viewing AdWords metrics in Google Analytics only requires a few steps. The following comes from Google's support page.

> Linking a Google Analytics property to your AdWords account can help you analyze customer activity on your website. This information can shed light on how much of your website traffic or sales comes from AdWords and help you improve your ads and website.
>
> **Why link AdWords to Google Analytics**
> After linking Google Analytics and AdWords, you can do the following:
> - Import Google Analytics goals and transactions into AdWords as conversions
> - View Google Analytics site engagement data in AdWords
> - Create remarketing lists in Analytics to use in AdWords for targeting specific audiences
> - Automatically view your AdWords click and cost data alongside your Analytics site engagement data
>
> Before you start, make sure that you're using a Google Account that has Edit permission for the Analytics property and Administrative access for the AdWords account(s).
>
> Note: These permissions are only required for the linking process itself. After you've created the link, the permissions can be modified or removed entirely.

For step-by-step instructions outlining how to link Google Analytics and Adwords, as well as other resources, check out:
- Link Google Analytics and Adwords
- See what Adwords reports will show after linking

Webmaster

Integrating Google Webmaster with Google Analytics adds a helpful trio of reports to the standard Analytics output. These reports convey website statistics related to queries (e.g., impressions, clicks, position, and CTR info for the top 1,000 daily queries), landing pages (e.g., impressions, clicks, position, and CTR info for the top 1,000 daily landing pages), and the location of visitors (e.g., impressions, clicks, and CTR by country).

For step-by-step instructions outlining how to link Google Analytics and Google Webmaster as well as other resources, visit:

- Access Webmaster data in Google Analytics
- Linking Webmaster and Analytics
- The Google Webmaster Toolkit

Google Analytics Integration Guide, Cont.

YouTube

Traffic from YouTube channels themselves is automatically measured in Google Analytics. However, monitoring and optimizing embedded video activity on a website requires extra coding.

Videos are typically embedded via an iframe. Iframes and Google Analytics might sound like a daunting combination, but understanding how embedded videos are performing can shed light on the topics resonating most—and least—with visitors.

For a script you can add to your code to measure YouTube activity in Google Analytics, read this blog post on integrating YouTube and Google Analytics.

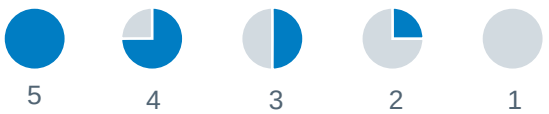
Desktop, Mobile, and Tablet KPIs

Picking strong key performance indicators (KPIs) is crucial in determining if your website sufficiently serves an audience. A web presence that caters to visitors coming from desktop computers, tablets, and mobile devices requires a diverse set of KPIs. Each modality tends to accommodate specific user behaviors—desktops are good for in-depth browsing while mobile devices are appropriate for in-the-moment searches. The KPIs cultivated for a desktop site may not be helpful when monitoring your mobile presence and vice-versa.

This tool lists a host of common COE-specific KPIs and grades each according to appropriateness for monitoring desktop, mobile, and tablet performance.

KPI	Desktop	Tablet	Mobile
General			
Visits			
Bounce rate			
Time on site			
Pages per visit			
Leads			
Share of (key term-specific) search			
Conversions			
Call-to-Action			
Visitor Loyalty			
Unique visits			
Time since previous visit			
Number of visits in past [time interval]			
Task Completion			
Request information (leads)			
Apply/Enroll (conversions)			

KPI Appropriateness



Desktop, Mobile, and Tablet KPIs, Cont.

KPI	Desktop	Tablet	Mobile
Task Completion, continued			
Call			
Click to maps			
Click to email			
Connect via social media			
Find a location			
Other:			
Other:			
Transactional Page Traffic (intermediate conversion events)			
Tuition			
Application			
Financial aid			
Directory			
Start dates			
Event calendar			
Event registration			
Other:			
Other:			

KPI Appropriateness

5 — Well suited to modality

4

3 — Moderately suited to modality

2

1 — Inappropriate for modality

Additional Resources

- Directory of Mobile Optimization Resources

Directory of Mobile Optimization Resources

This tool, adapted from web design blogger Julia Larson, highlights the must-have resources for any web developer who wants to stay on top of evolving technologies and user expectations. Add to and subtract from it as desired. Share it with colleagues in the web design field. Use items from it to train new team members and collaborators from other units and departments on campus.

Mobile Web Layout Tools

1. SCSS (Consider SCSS (Sass CSS) to streamline code.)

2. RequireJS & UglifyJS (Reduce the size (and loading time) of mobile websites.)

3. CSS Flexible Box Layout Module (Optimize responsive web content for all devices.)

4. Bootstrap (Build and prototype a site.)

5. "12 Flexible Grid Tools for Responsive Websites" by Creative Overflow

6. "20 Exceptional CSS Boilerplates and Frameworks" by Grace Smith

7. "A Look at Responsive CSS Frameworks" by Ben Gremillion

8. Responsive Grid System (A quick way to create a responsive website.)

9. Rock Hammer (A toolkit and template for creating a responsive layout.)

10. Google Chrome Developer Tools: User Agent Override (Emulate any device's experience from a desktop.)

11. Google Webmaster Tools' emulator rundown

12. More Emulators for Testing A Site

13. 20 More Emulators

14. Adobe Edge Inspect (Navigate a site while all connected devices stay in sync.)

15. The Real Devices (Tips for collecting a variety of devices for site testing.)

Mobile Web Layout Resources

16. "20 Responsive Web Design Examples for Inspiration" by Manish Salunke

17. "UI inspiration May 2013" by Awwwards

18. "Let it Flow – 26 Awesome Examples of Responsive Web Design" by Josh Chan

19. "40 Examples of Brilliant Responsive Website Layouts" by Jake Rocheleau

20. "Top 25 Responsive Sites of 2012" by .net magazine

Directory of Mobile Optimization Resources, Cont.

21. **Built With Bootstrap** (See how other sites have used Twitter Bootstrap.)
22. **"5 Really Useful Responsive Web Design Patterns" by Joshua Johnson**
23. **"Introduction to Mobile Prototyping with HTML, CSS, and JavaScript" by Abduzeedo**
24. **"30 jQuery Responsive Layout Plugins" by Sam Deering**
25. **"Popular Design Trends for Responsive Navigation" by Jake Rocheleau**
26. **"Responsive Navigation Patterns" by Brad Frost**
27. **"The State of Responsive Design" by Stéphanie Walter**
28. **Implementing Responsive Design by Tim Kadlec**
29. **"Strategies for Choosing Test Devices" by Stephanie Rieger**
30. **"Adapting to a Responsive Design (Case Study)" by Matt Gibson**

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