



# Webmasters' User Group

*promoting Web publishing at Western Michigan University since 1999*

## Meeting Notes: 04/29/09

### **In attendance**

Nancy Kroes, OIT; Ken Schaefer, Admissions; Nancy Meister, Student Affairs; Carolyn Fink, Student Affairs; Amy Brimmer, HR; Kevin West, Music; Patricia Pettinga, HHS; Jennifer Farland, International Admissions; Tamarie Tomaski, International Admissions; Matt Newton, EUP; Thomas Westrick, HCOB; Cindy Wagner, HCOB; Deb Withee, COE; Scott Puckett, Enrollment Management; Margaret von Steinen, Haenicke Institute

### **Update on the Gform to PHP Online Form Conversion**

Since 11/2008, the number of accounts with Gforms has gone from 71 to 26 and the number of Gforms has dropped from 504 to 137 (as of April 27). Since the 27<sup>th</sup>, several folks have let NancyK know their forms are now converted and several more folks have let her know they intend to be done by the 1<sup>st</sup>.

### **Update on the WMU Web Initiative**

Nothing new. The Governance Committee has yet to meet for the first time, but hopefully it will, soon.

### **WUG Web Site**

NancyK has added a new feature to the site called Nancy's Notables. These are the items Nancy has been gleaned from the higher education blogs and mailing lists she belongs to and has been e-mailing the past several months. From now on, in addition to being e-mailed, they will be linked on the new page.

### **WMU's Google Search Appliance**

Has become flakey. A new version has been ordered and will be installed as soon as it arrives. Until then, crawls for new information posted may or may not appear in the search results.

### **Search Engine Optimization (SEO)**

From Wikipedia: is the process of improving the volume or quality of traffic to a Web site from search engines via natural search results. Typically, the earlier a site appears in the search results list, the more visitors it will receive from the search engine. It is recommended that all WMU Webmasters check out the below links to see what can be done to improve their search status, especially if their site(s) are involved with student recruitment and retention. It is hoped that ease of SEO will be taken into consideration in the next version of the WMU template.

<http://doteduguru.com/id2687-if-people-cant-find-it-does-it-matter.html>

Ranking Factors:

<http://www.vaughns-1-pagers.com/internet/google-ranking-factors.htm>

<http://www.seomoz.org/article/search-ranking-factors>

Site Submission

Google: <http://www.google.com/submityourcontent/index.html>

Yahoo: <http://www.submitexpress.com/submit.html>

MSN: <http://search.live.com/docs/submit.aspx>

Misc:

[http://www.alltheweb.com/help/webmaster/submit\\_site](http://www.alltheweb.com/help/webmaster/submit_site)

<http://www.freewebsubmission.com/>

### **EDU Site Reviews**

<http://educheckup.com/>. This site is done by Wayne State's Web director. We watched his review of Wooster College and talked about what he found right and wrong with their site. His reviews are very informative and it is highly recommended that we all view them as time permits. NancyK has requested that he review WMU's site and will announce to the group if/when that happens.

### **Attendance Calculator**

Scott Puckett demonstrated the new attendance calculator that he's been working on. This was created in Javascript and is intended to give incoming students, and their parents, some idea of what it costs to attend Western Michigan University. It is hoped to be linked live from the Registrar's site later this week.

Scott did a great job with this and his effort is to be commended!

### **Round Table**

Deb is working with Tom and Cindy from HCOB on duplicating some of the content they use for her sites in COE.

Matt is working on a presentation he is doing for an academic advising conference. Also, having to update all uses of "branch campuses" as that term cannot be used since our regional sites (new terminology) do not offer full campus services (financial aid, etc.). Anyone using the terminology branch campuses on their pages, should update them to refer to regional sites instead.

Patricia has been utilizing Lynda.com for Dreamweaver training but is looking for someone to sit down with her now to give her some one-on-one assistance. Thank you Deb for volunteering.

Kevin reported that the School of Music is updating their pages to use the WMU template.

NancyM is evaluating the sites she manages and restructuring content.

Ken is happy to be able to again attend WUG meetings and very much appreciates the work Scott is doing and the forwarding of the eduguru links (Nancy's Notables).

**Next Meeting** - Wednesday, May 27 in the Stewart Clock Tower.