



# Webmasters' User Group

*promoting Web publishing at Western Michigan University since 1999*

## Meeting 7/29/09

### In Attendance

Nancy Kroes, OIT; Rob Buelke, Haenicke Inst.; John Brown, Haenicke Inst.; Lina Hussein, Haenicke Inst.; Nancy Meister, Student Affairs; Carolyn Fink, Student Affairs; Gary Barton, Aux. Ent.; Nicole Crocker, Aux. Ent.; Madeline McAuley, College of Eng.; Thomas Westrick, HCOB; Deb Withee, COE; Joe Fee, TEC; Tanya Bellamy, Walker Inst.; Susan Kamman, Campus Mgmt.

### Web conferences

Matt Newton attended the EduWeb 2009 conference just held in Chicago. He said it was excellent and Matt will speak briefly about it next WUG meeting he's able to make.

### Update on the WMU Web Initiative

The Web content focus group has been formed and will hold its first meeting on August 6. Group is chaired by Thom Myers and is comprised of: Tonya Durlach, Nancy Kroes, Lisa Knutson, Nancy Meister, Amy Routhier and Deb Withee.

### Google Search Engine Optimization

Utilizing On-page SEO - The Google Way, <http://www.sitepoint.com/blogs/2009/07/08/google-onsite-seo/> And Google's Search Engine Optimization Starter Guide, <http://www.google.com/webmasters/docs/search-engine-optimization-starter-guide.pdf> we talked about what we, as WMU Webmasters can do to give our pages a higher ranking in Google searches.

- o Create unique, accurate page titles.
- o Make use of the "description" meta tag
- o Improve the structure of your URLs (remember your file names become part of the URL – don't use spaces, use all small case, don't use underscores, etc., more information on what's appropriate at WMU found on University Relations Web Naming Conventions page: <http://www.wmich.edu/ur/web/naming-conventions.html>
- o Use the free SEO tool, Website Grader at <http://www.websitegrader.com/>, it gives a lot of useful tips to increase your SEO ranking.

### Round Table

**Nancy Kroes** has been working on some Postgresql databases and using php for the reporting of them.

**Rob Buelke** has been working on a student database application for celsis and also regearing the celsis site to more like a student portal design. They are also moving to an online application.

**John Brown** is working on tracking internationalization across campus using a Google maps interface. Still two to three months out on the release of it. He'll share it with WUG when it is released.

**Lina Hussein** is assisting with online international GA training.

**Nancy Meister** has been holding on Web awaiting the new template. Working with dining services employee online training which is utilizing a lot of video and has been a challenge.

**Carolyn Fink** has been cleaning up files, assuring they are accessible and converting some .asp forms to .php.

**Tanya Bellamy** is new to Web at WMU and is learning Dreamweaver

**Gary Barton** is finishing a new design for West Hills. Utilizing flickr to they can do their own images – hopes to have the site released by the end of the month.

**Nicole Crocker** worked on West Hills and is now working on a redesign for Fetzer utilizing a database backend and Pilot Plant, Recycling/Global Green, and Miller Auditorium.

**Madeline McAuley** working on the Industrial Engineering site, the STEP program site, and learning php.

**Susan Kamman** is learning to use a new CMS (Concrete) for the newly merged Campus Management area.

**Thomas Westrick** is working on a new online inventory system for students to purchase items from the Business College. Also an international database to keep track of faculty members' languages, countries, etc. And, php forms.

**Deb Withee** worked with Thomas for the new faculty and staff database in the College of Education. Thomas has already implemented it for HCOB.

**Joe Fee** is busy doing hardware refreshes.

**Next Meeting** - Wednesday, August 26 in the Stewart Tower conference room.