

Content Strategy Report

Theory of Perfection

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Executive summary

Goal

This content strategy guide aims to improve the UC Davis University Writing Program (UWP) website.

How

We aim to increase user engagement and attract more traffic to the UC Davis UWP website.

Status Quo

The current UWP website offers basic and necessary information, but does not have a fully functional or intuitive user interface.

Research

We conducted an in-depth analysis of each feature of the UWP website and found that some information was outdated, unused, or repetitive. The website also contains many outdated social media accounts.

Solution

The UWP website needs a significant design overhaul. Though the content that is provided is relevant to UC Davis specific users, it does not do much to attract users outside of UC Davis.

Conclusion

Our strategy guide will discuss which components to consolidate and suggest new features and design templates to increase user engagement and traffic.

Content Marketing Goals

Overall marketing goals for the UWP website:

1. Drive more foot traffic to the website from external UCD links or search results
2. Enhance user engagement

Metrics to Determine Success of Goals

1. Click rate for different features of website
2. Likes, upvotes, comments on social media accounts
3. Number of unique visits to the website
4. Amount of time spent on website

Specific Goals

Goal 1: Increase foot traffic to the website and media links

- ❖ **Objective 1:** Increase website views per month by 10%
- ❖ **Objective 2:** Increase social media presence to be active every week
- ❖ **Objective 3:** Be featured in 5 outside publications every month

Goal 2: Increase user engagement

- ❖ **Objective 1:** Increase time retention per user visit by 15%
- ❖ **Objective 2:** Increase user interaction on social media (likes, upvotes, comments) by 25%
- ❖ **Objective 3:** Increase feed of UWP activities and events on homepage by 25%

Competitive Analysis

We analyzed UC Davis and 12 other university writing programs. Each school was analyzed based on the following criteria and scored on a scale of 0-3:

(0 = DNE | 1 = Poor | 2 = Average | 3 = Excellent)

1. Social media activity
2. Website design and style
3. Website usability
4. Content quality (user-specific: student and faculty member)
5. Frequency of updated content

The total number of points possible is 42. The maximum score given was 35 to University of Utah. The average score amongst the 12 schools was 18 points. **UC Davis was reviewed at 13 points.**

University Writing Program Score

School	Score
UC Davis	13
Michigan State University	25
UC Berkeley	17
UC San Diego	19
University of Utah	35
UC Irvine	9
UC Santa Barbara	18
University of Kentucky	30
University of Minnesota - Duluth	7
University of North Carolina	17
University of San Francisco	8
George Washington University	19

For a more in-depth inventory, see the **Appendix: A-1** for "Competitive Analysis".

Interviews

We interviewed two webmasters. We summarize the main takeaways below.

Interviewer #1: Elliott Pollard

Title: Webmaster of UWP/DHI programs

Takeaways:

- ❖ Webmasters are independent from other departments.
- ❖ Little to no communication or resources from other web teams.
- ❖ Webmaster is solely in charge of the design, backend, and frontend of their website.
- ❖ UWP website was redesigned a year ago.
- ❖ No workflow or defined process for when new updates or features are requested.

Interviewer #2: Bohan Xiao

Title: Web specialist of CNPRC (California National Primate Research Center)

Takeaways:

- ❖ Most university websites are still using really old technologies
- ❖ It is hard to redesign websites on top of existing websites.
- ❖ Web specialists have limited access to servers.
- ❖ Web specialists are only responsible for websites. Twitter and other social media accounts are managed by different people.
- ❖ A lot of work can be automated.

*For the complete interview, see the **Appendix: A-2** for "Interviews"*

Content Inventory

Social Media Accounts of UWP

Twitter - [@writingprogram](#) (since November, 2010)

- ❖ 366 followers
- ❖ 288 tweets
- ❖ 7 photos and videos
- ❖ Most recent post: December 2014

Facebook - [UC Davis University Writing Program \(UWP\)](#) (since January 2012)

- ❖ 171 followers
- ❖ 170 likes
- ❖ Most recent post: January 2016

Tumblr - <http://uwp-ucdavis.tumblr.com/> (since May 2013)

- ❖ Most recent post: 2015

Bi-Annual Subscription Publication - [Writing on the Edge](#)

- ❖ \$10 ebook subscription
- ❖ \$29 hard copy subscription

Outline of Current Topics on UWP Website

Topics under Navigation Bar	Sub-features under topic
Home	<ul style="list-style-type: none"> ❖ General ❖ Quick Links ❖ Title/Logo ❖ Search Bar ❖ Social Media - Facebook, Twitter ❖ Contact Information
About	<ul style="list-style-type: none"> ❖ Contact Information/Directions ❖ Position Announcements

	<ul style="list-style-type: none"> ❖ Program History ❖ Program History Document Archive ❖ University Writing Requirements (by college)
Academics	<ul style="list-style-type: none"> ❖ Course Schedules ❖ Course Descriptions ❖ Internships ❖ Student Learning Objectives ❖ Writing Minor ❖ WRaCs DE Graduate Courses
People	<ul style="list-style-type: none"> ❖ Faculty ❖ Faculty Administrators ❖ Graduate Student Instructors ❖ PhD Students ❖ Staff ❖ Committee List ❖ Office Hours
Publications	<ul style="list-style-type: none"> ❖ Prized Writing ❖ Writing on the edge ❖ Recent Publications by Faculty ❖ Reading about Writing
Programs and Services	<ul style="list-style-type: none"> ❖ Area 3 Writing Project ❖ Entry Level Writing ❖ Quarter/Summer Abroad ❖ Graduate Writing Consultations ❖ Upper Division Composition Exam Information ❖ Writing Across the Curriculum ❖ English Language Placement Examination and ESL Campus Resources

For a more in-depth inventory, see the **Appendix: A-3** for "Content Audit."

Evaluation of Existing Content

We did an in-depth analysis and evaluation of the UWP website. We explored all aspects of the navigation bar and its subtopics. For each feature defined below, we gave a rating from 1-10 (1= worst, 10=best) for its completeness, accessibility, and legibility.

Feature	Completeness	Accessibility	Legibility
Homepage	10	5	5
About	10	8	8
Academics	4	10	9
People	10	8	5
Publications	7	9	8
Programs & Services	10	10	8

What should we fix?

We determined that each section with a rank of 5 or lower should be modified.

How should we fix it?

Accessibility of Homepage

- ❖ Log in feature is too small and difficult to find. Create a enlarged box to showcase the login feature.
- ❖ The search engine should either get rid of their existing advanced filter UI or create a more robust one.

Legibility of Homepage

- ❖ Put contact information to the bottom of the page where the footer should be.

- ❖ There is too much left and right margin spacing and is made more apparent when window size enlarges. Have the content scale as window scales.
- ❖ UWP logo shown on top left corner is too large compared to other text, it should match the scale of the other text in the upper half of the website.

Legibility of People

- ❖ The directory section has too much text and is redundant information. This section can be deleted as there are sub-sections under People that have the same information.
- ❖ PhD students page has too much text and each student bio is inconsistent. Some students have pictures and have very long bios, others don't. Making all PhD student bios follow same format and word count is important.

Completeness of Academics

- ❖ "lower division courses" and "UC Davis Online Learning Readiness Questionnaire" are links to a null page.
- ❖ Website for ICC shown in "Internships" is wrong and not found.
- ❖ There is no objectives section listed for graduate courses, so could include a section for this or specify that this section is for undergraduates.

News Article Links

- ❖ Home: If screen size is too small the "View all news and event features" link becomes unclickable behind home splash.
- ❖ News articles show the incorrect breadcrumb link to "News Features" which is an empty page.

New Content Suggestion

Announcements

- ❖ **Suggestion:** Put position announcements on the first page as an article.
- ❖ **Reasoning:** Since position announcements are important, but not frequent enough to have their own page, they should be put on the home page. This way, if there is an announcement it is very visible.

Tutoring

- ❖ **Suggestion:** Under programs and services, put another tab of different places that offer tutoring on campus for undergraduates and graduates.
- ❖ **Reasoning:** Tutoring is important to all students, and for some, it is necessary to do well in classes.

Search Engine

- ❖ **Suggestion:** Add an advanced filter to the search engine to optimize searching.
- ❖ **Reasoning:** If someone would like to look through the site quickly and find something, then they should be able to find it.

Course Description

- ❖ **Suggestion:** In the course description, if there is a course website, then add it as a link under the description.
- ❖ **Reasoning:** Users will be able to get a better feel as to what the class will be about and maybe even what the assignments for the class might be.

Closing Statement

The writing department has the unique responsibility of adhering to all majors at UC Davis. All students are required to fulfill a writing requirement and look to the UWP website for resources and information. It is important that the UWP website is up-to-date, user-friendly, and informative.

Our content strategy report aims to address the inherent value of the UWP website by conducting an in-depth analysis of its content and users. Our suggested improvements aim to increase user engagement through a cleaner user interface. The increased functionality and usability of the website will make it more accessible and alluring to all internal and external users of the UC Davis network.

Appendix

A-1: Competitive Analysis

[Google Doc Link to view School Ratings](#)

A-2: Interviews

Interview with Elliott Pollard (UWP Webmaster)

Q: What are your responsibilities?

A: I'm the webmaster for UWP and DHI. I do all the maintenance, design, and updating for UWP website and the humanities website.

Q: When was the UWP website last redesigned?

A: It was redesigned just last year.

Q: What template do you follow for designing the website?

A: I try to keep the UC Davis colors on there and follow a similar template amongst the UWP site and the other humanities websites. Usually I mockup a design and show it to them before implementing it.

Q: Who provides the content?

A: Director or program manager for content updates or requests. They can either drop by in person or send an email.

Q: What are your day to day responsibilities?

A: It changes based on the projects I'm working on. Right now I'm making interactive forms and working on the backend to set up a database. I do more developing than content managing.

Q: What is the workflow?

A: There is no workflow, it's all independent. I manage and develop it all myself.

Q: Who is in charge of social media on UWP website?

A: Someone else is in charge of social media accounts. I have access, but it's not my responsibility. There's one person who's in charge of press releases and he puts in on the website to be viewed and updated.

Q: How many feature requests or updates do you have to do?

A: It depends. It's usually busiest during beginning of the quarter and dies down throughout the year.

Q: How come UC Davis doesn't encourage all departments to follow the same template?

A: There's no real communication or dependency from the UC Davis main web team. We all work independently and have free range to design how we feel. That also means that we don't have the same resources as them.

Interview with Bohan Xiao (CNPRC Web Specialist)

Q: What is the name of your center?

A: California National Primate Research Center. We call it CNPRC (<http://www.cnprc.ucdavis.edu>).

Q: What information does your website contain?

A: News, current research, about, and price of our service.

Q: What do you usually do?

A: I need to update the website to reflect latest information of our center. Like news, new faculty members, etc. Also sometimes I need to fix website bugs.

Q: Where does the information come from?

A: HR will send me information about new scientists. My manager (public information officer) will send me news and other information and ask me to update them on the website. Different departments will contact me if they have department specific requests.

Q: Can you tell me your workflow?

A: So faulties report issues to me and I fix them.

Q: All through email?

A: Yes. All through email.

Q: You don't need to do anything if they didn't report any issue?

A: Yes.

Q: How many requests do you have? How long does each request take?

A: It depends. Maximum 4 to 5 requests per day. Sometimes no request in a week. Average 3 to 4 requests per week. I need to spend usually 10 mins for each request.

Q: It's pretty fast.

A: Because I can automate most tasks. For example I have scripts to batch upload news.

Q: Anything you think that can be improved?

A: In simple words, we are using really old technology and legacy code often bugs us. We should migrate to a newer tech stack. Also I need more server permission to fix some bugs.

Q: Do you have social media?

A: We have Facebook, Twitter, Instagram and Youtube channel. My manager manages them.

A-3: Content Audit

[Google Doc link to view Content Audit](#)