

SWAT February 21, 2018

Conducting: Nathan Gerber

Minutes: Savannah Olson

Welcome & Introductions

Brady Ashby: Student Affairs

Nick – UC

Follow Up Items

Audit

Site Audit due March 9th

Division Audits due March 16th

URL Request www.uvu.edu/cas

-Council on Academic Standards

Save the Date for SWAT Annual Retreat May 18th, 2018 9-4pm

Alt tags on photos

Modified date does not change in OU Campus

New marketing landing page protocol and template

Please see Landing page protocol.

Guidelines: must follow certain guidelines to be put into place.

Approvals, will sit in subfolder, WDS will create page and give access to site manager, “no follow” so search and crawler cannot find it, once published the direct URL can be shared to direct targeting only.

New Templates Rules:

Sending unique IRL to certain pages??

UVU URL Shortner – Branding with UVU – “UVU.ME”, UVU.EDU – L.UVU.EDU”

keeping the trust with .edu -

Could it include a QR code? Yes

Site Review – WSB , Professional

New SEO efforts and focus

General overview of concepts

Recap of Jan Web Community Meeting

NOT page ranking, IS Search Engine Optimization

Its to make your stuff easily finable

SEO is for both internal and external searches

UVU #1 focus is SEO internal

Be Mobile Friendly, optimize for speed.

On Page SEO

-- See SEO presentation from Web Community

myUVU adjustment discussion

Project update

Received updated project discussion

WSB – projects not showing up – why are they not on the list. Check with Bonnie and Jason

Priority number – the system doesnt allow us to set it up to make sense. 1-10 is institutional level. 11-23 is one of the developers that is working on the project. 100- has not been prioritized yet.

1-23 means its being working on in one way or another. 24-50 has been started but postpones, 100 – not started yet.