

HOW TO MAKE YOUR WEBSITE EXPERIENCE GREAT

LIVING SMALLER
SMARTER

HERE ARE 4 TIPS YOU AND YOUR TEAM MEMBERS CAN USE TODAY TO START DELIVERING AMAZING CUSTOMER SERVICE.

1 DISCOVER THE CONTENT PEOPLE NEED

Put yourself in your customers shoes and think about what they need from your office. Your goal is to help people help themselves. Feel free to get a group together to collaborate, talk to your customer, or learn from frequently asked questions. The first step is to get the processes, policies, events, step-by-step instructions, and more down on paper.

2 DELIVER THE CONTENT ON THE WEB

This is the part where you take everything you wrote down during step 1 and put it on your website. Everything your office does should be on the web. Don't forget about the information resources you already had. Do you have an info flyer at your front desk? Put it on your website. Are there important reminders in your department's pamphlet or brochure? Put it on your website.

3 DEFINE THE CONTENT CLEARLY

Make sure your content is clear and understandable to someone who doesn't know anything about higher education or Texas Wesleyan. Cut down your use of industry jargon and internal acronyms. Take out extra words and keep your content short. Make your content more digestible by breaking it down in to paragraphs, using subheadings, and adding bulleted lists where possible.

4 MEASURE IT

Measuring can be quantitative (numbers, data, etc.) or qualitative (verbal feedback). It doesn't matter *how* you get feedback, as long as you're getting it. Ask your users questions or work with the marketing office to get a website traffic report. Then, make improvements. Measurements don't matter unless you do something with them.

