Wharton County Junior College

Date of Board Meeting: November 15, 2022

Subject: Additional Services Related to the Website Redesign Project

Recommendation: Approve $148,975 from the Plant MIS Fund to support additional services for the website redesign project to include a Site Preview, a SEO & Analytics Audit with Keyword Research package, a Google Analytics 4 package, Writing Support Built into Omni CMS, and a Governance Charter package.

Background and Rationale: The college is currently in the process of redesigning it website. In addition to the redesign of the website, there is a need for additional services to provide a site reveal with employees to build enthusiasm for the official launch of the new site, record baseline analytics data, develop keywords for driving traffic, and prepare the site for Google Analytics 4, the new format coming in 2023 to support analytics reporting. Good analytics data will help the college to track data and enhance the site's marketing effectiveness. Recommended services include:

- **Site Preview ($2,700):** An online meeting in which iFactory presents information on research, findings, best practices that were considered for the website redesign, along with a preview of the new website to build enthusiasm for the launch of the new site.
- **SEO & Analytics Audit with Keyword Research ($6,200):** This service provides baseline metrics prior to the redesign. This will capture of baseline data to show improvements and the value of website investments post-launch and to identify opportunities for ongoing improvement. A keyword audit will be conducted, analysis of the website's traffic, and recommendation for improvements to SEO, including recommendation for 20 of the most strategic keywords to use moving forward.
- **Google Analytics 4 Package ($12,000):** Google will discontinue Universal Analytics in 2023 and move to Google Analytics 4. This service supports the installation and/or conversion to the Google Analytics 4 environment. This package includes and audit of current analytics with recommendations, setup and events installation.
- **Writing Support Built into Omni CMS ($119,875):** Writing support for 120 pages to include keyword research, two drafts, research from earlier project deliverables, alignment with the information architecture structure, and built into Omni CMS.
- **Governance Charter Package ($8,200):** Governance support to include a group of documents, each focused on a different element of page planning, creation, and execution, to serve as a toolkit for any web user to reference to easily add or edit content.

Cost and Budgetary Support: $148,975 Plant MIS Fund

Strategic Priority Alignment: ☑ Student Success   ☑ Community Impact
                                       ☑ Resource Optimization   ☑ Institutional Excellence

Resource Person(s):
Zina Carter, Director of Marketing, Communications, and Advancement

Signatures:

_____   11-04-2022
Originator   Date

_____   11-04-2022
Cabinet-Level Supervisor   Date

President's Approval:

_____   11-9-22
President   Date

POLICY
DB (LOCAL)
08/01/2020