BENGKEL LAMAN WEB

Prof. Madya Dr. Azman bin Ismail
Unit Komunikasi Web
Pejabat Hal Ehwal Korporat
Universiti Teknologi Malaysia

Tentative

8.00 - 8.30  Introduction to the workshop, webometrics ranking and social media
8.30 - 9.00  Breakfast
9.00 - 10.00 Current and future UTM web Initiatives (e.g cloud and CICT server)
10.00 - 11.30 Group Discussion and Presentation of SWOT Analysis and PTJ Initiative
11.30 - 12.00 Conclusion and remarks
12.00    Lunch

Part I
The Web Branding

Our Web Branding

WHAT?
identify the online design elements that should be consistent across all official websites. These include the UTM logo, typography, color palette and other elements

WHY?
To provide a cohesive look and feel across the university web.
Our Web Branding

How we do it?

- Use of standardize branding bar on top of every website under utm.my domain
- Use of standardize footer with sitemap on the bottom part of every website
- Rules of URL naming
- Web design color (maroon, gold, sand, grey, white)
- Setting up policies and guidelines

Our Web Theme and Template

http://corporateaffairs.utm.my/webteam/

Our Support and Services

http://corporateaffairs.utm.my/webteam/

Part II

The Web Ranking

Webometrics Ranking Web of Universities

Webometrics log-normalize these variables before combining according to a ratio 1:1:1 between activity/presence and visibility/impact groups of indicators

Visibility (50%)

IMPACT. The link visibility data is collected from the two most important providers of this information: Majestic SEO and ahrefs.

Activity (50%)

PRESENCE (1/3). The total number of webpages hosted in the main webdomain (including all the subdomains and directories) as indexed by the largest commercial search engine Google.

OPENNESS (1/3). The global effort to set up institutional research repositories published in dedicated websites according to the academic search engine Scopus Scholar.

EXCELLENCE (1/3). The academic papers published in high impact international journals - Scimago.
UTM in Webometrics

Malaysian Top 10 (July 2013 Webo)

UTM PTJ Webometrics Ranking

How do we calculate?

4ICU Web Ranking

Based upon an algorithm including five unbiased and independent web metrics extracted from three different search engines:

- Google Page Rank
- Alexa Traffic Rank
- Majestic SEO Referring Domains
- Majestic SEO Citation Flow
- Majestic SEO Trust Flow
Part III

The Academic Website

What should we have in our academic websites?

- Site Map
- Student-oriented Guided Tour
- Image Map (Campus/Buildings)
- Web-site Last Update Indicator
- Addresses Directory
  - E-Mail Directory
  - Phone-Fax Directory
  - Post mail Directory
- Form-based Feedback
- Foreign Language Support
- What’s New Feature
- Search Mechanism (Global, Course, People)
- Navigability (Indicator)
  - Link Title (link with explanatory help)
- Student-oriented Domain Features
  - Academic Unit Info, Index, Sub-Sites
  - Enrollment Information
    - Entry Requirement Information
- Degree Plan/Course Offering
- Course Description (Syllabus, Scheduling)
- Scholarship Information
- Laboratory Information

Part IV

Social Media in University

We need a great Teamwork and strategies to improve and sustain or Web Ranking

Does your current websites reflect your professional identity?

Whether you run a research lab, an academic program, a department, or an entire college, it is essential to have a strong web presence.

http://www.academicwebpages.com
Social Media Branding

1. Choosing the right platforms
2. Be active!
3. Respond
4. Deliver consistent messaging
   (maintain a professional voice, and second, to be consistent)
5. Do the cleaning!

Word of Mouth is the Most Influential Driver
→ Now, Word of Mouth via the Social Media

6 Best Practices for Universities Embracing Social Media

1. Develop a Strategy and Set Goals
   Before diving head-first into social media, take the time to establish a strategy. What type of content will you deliver? How often will you post content, and where will it come from? What populations will you aim to engage? Consider resources, too, such as budget and staffing. Who will be responsible for posting content and engaging the community?
   Define your goals, as well. What do you hope to accomplish with your social media activity?

Why Facebook? Who use FB?

facebook users in MALAYSIA

Get your FB content to your website

Social Media Marketing

To boost up each post views in Facebook, use the Boost Post function. You will have to pay.

6 Best Practices for Universities Embracing Social Media

2. Pick and Choose Your Platforms
   a platform with the functionality to accomplish your goals. If you’re going to post lots of campus videos, maybe a YouTube or Vimeo channel would be worthwhile.
3. Empower and Support Individual Departments

Within a university, there are many departments and academic units, all with unique messages and distinct audiences. It doesn’t make sense to have just one social media entity to represent the entire university; departments should be able to establish their own accounts.

4. Put Guidelines in Place

University-wide guidelines in place to ensure consistency and appropriateness of all social media activity.

5. Communicate Across Campus

What is your brand all about?

6. Communicate Across Campus

As universities expand their social media endeavors, strategy, training and cross-campus collaboration will be critical.

What’s Next?
SWOT Analysis

Strengths
- Better overall layout
- A lot of student materials can be uploaded online
- Research university status

Weaknesses
- Internal staff andyg mastering
- Budget constraints
- Web content is out of date, un-focused
- Hackers

Opportunities
- UTM Facebook page
- Research university status

Threats
- Security issues
- Spam

Next... after SWOT

First, select the five or six items in each category that are most critical — that is, most likely to have the biggest impact on your online web presence situation.

Then answer the following questions:

• How can we use our Strengths to take advantage of our biggest Opportunities?
• How can we use our Strengths to overcome our biggest Threats?
• What do we need to do in order to overcome our Weaknesses, so that we are better able to take advantage of our Opportunities?
• How can we minimize our Weaknesses, so that we are better positioned to overcome our Threats?

Next... after SWOT

First, select the five or six items in each category that are most critical — that is, most likely to have the biggest impact on your online web presence situation.

Then answer the following questions:

• How can we use our Strengths to take advantage of our biggest Opportunities?
• How can we use our Strengths to overcome our biggest Threats?
• What do we need to do in order to overcome our Weaknesses, so that we are better able to take advantage of our Opportunities?
• How can we minimize our Weaknesses, so that we are better positioned to overcome our Threats?