Four simple steps to maximize your digital assets
Laura Rees
Director of Brand and Marketing
Licensing, compliance, and accreditation consulting
Curriculum licensing and development
Software licensing and development
Brand and marketing
Who’s your site working for?

Step one: DETERMINE YOUR AUDIENCE.

Students and families
Alumni and friends
Schools
Your organization

Each has different needs.
Who’s your site working for?

Your site must meet people where they are.

✓ Your audience is made up of all ages and levels of technical experience.

✓ Your site should work on multiple screen sizes.

✓ Your site must engage in multiple ways and on multiple platforms.
What’s important?

Step two: REVIEW WHAT YOUR AUDIENCE NEEDS TO KNOW.

Audit your current site - What should go? What should stay? Could it be organized more efficiently?

Pay attention - What do people call to ask about? What topics get social media engagement? What are common problems students or schools have?

Run some tests - Ask users to find something. Can they do it?
How will we share info?

Step three: CONSIDER HOW TO DELIVER.

✓ How should organize your site? By topic? By audience?
✓ Cut content and edit for clarity
✓ Content doesn’t have to be words (videos, pictures, infographics)
✓ Add hierarchy (headlines and bullets make things more readable)
✓ Integrations can help (search function, social feeds, database queries, form submissions)
Now take a break.

Step four: MAKE IT EASY ON YOURSELF

Use a content management system if possible (Wordpress)

How much is too much? Do you really need to update Facebook and Twitter and Instagram and your blog? Would just one work?
Let’s keep in touch.

LAURA.REES@CYANNA.COM