

Write your organization's message:

Identify 5 communication methods to disseminate your message:

Takeaways

Branding is less about logos and colors and more about the **message** you send

Don't obsess over control, instead focus on guiding staff to do what can be done today

Make sure your **CMS is flexible** and will support active updating of your website (don't overbuild!)

Tips & Tricks

- 1 Start now and do something
- 2 Do your SEO research, don't guess
- 3 Use Google Adwords to test messages
- 4 Use Google Alerts to see what others are saying
- 5 Know your limitations and staff accordingly
- 6 Think in terms of days not months

Additional Resources

Notes from our January Roundtable for Higher Education

<http://ow.ly/2hcus>

Components of a University Website Diagram

<http://ow.ly/2hcxo>

Agile vs. Procedural Handout

<http://ow.ly/2hcAm>

Evolution vs. Revolution Handout

<http://ow.ly/2hcD0>



gravity switch

Nice people. Award-winning process. Websites done right.