

# Applying and Improving the Basics

## Usability/ Accessibility

Making sure people can use your site is just as important as having one.

## Search Engine Optimisation - SEO

We need to ensure that people can find your site when they want too.

## Design and Development

The process of creating a “Structural Identity” so people can recognize the site.

## Content, Content, Content

This is the main reason people come to any website. Make it consistent and targeted.

## Off-Site Marketing

Making a website popular doesn't stop online. Try branching out.

# Usability/Accessibility

## Navigation

Ensuring the user can navigate through the site with no difficulty. Regular users and new comers alike should have no trouble flowing through your site content.

## Searching the Site

Search boxes and other tools should be visible and available incase anyone is having trouble finding what they need.

## Clear Instruction

Avoid phrases like “Click Here” as they don’t instruct the user well. Be specific with such things like “You can download our brochure for more information.” It’s clear that this call to action will give them what they want.

## Consistency

Links should be visible and eye catching. Having hidden or different links can be off-putting to the user. Same window browsing and elimination of pop-up windows.

# Search Engine Optimisation - SEO

## Titles

Add consistent, relevant but different titles to every page in your site, as well as checking that they are short and describe the content of the page properly.

## Internal Linking

Internal links to your pages are just as important as external links. This will increase usability and put your page titling to good use.

## Keyword Strength

Highlight some keywords and phrases the site will focus on and import them properly throughout the content and meta tags.

## Practice Good SEO Manners

Stay away from dodgy SEO practices like mislabeling pages to reflect content it doesn't have. It will only end up biting you in the end.

# Design and Development

## Strong Images

Eye-popping and related imagery is important in all websites. The combination of readable content and related images helps keep the site in people's minds.

## Contrast vs. Consistency

A fine line to walk but an important one. A site must remain consistent but must also draw in users with contrasting elements like text sizes and colors. Don't be bland but don't get crazy either.

## Cross-Browser Testing

Check the site under as many conditions as possible. Have many people check the site in other browsers, computers and conditions. Make sure it works on all counts.

## Optimization

Make sure that the design of the site is not too heavy or overloading. When a site doesn't load people just click away from it.

# Content, Content, Content

## Audience Awareness

Write for your audience! Can people understand your text? Think about your audience and reword any confusing sentences or terminology.

## Objectives

Each page has a goal. Make sure each page meets the goal that is set before it by creating the page content according to that goal.

## Avoid Cramming Text

More text in a single area isn't a good thing. It can make it harder and less enjoyable to read the content. Make use of "White Space" and spread that text out.

## Dynamic Content

Audio, Video Flash Java. The Web 2.0 atmosphere of today almost **REQUIRES** a site to make it's content vast and dynamic in this fast paced online world.

# Off-Site Marketing

## Promote the Site

Word of mouth is still one of the most powerful marketing tools out there. Get the word out about the site. What it does, how it works, etc. Even encouraging viral marketing can be very beneficial to getting your name out there.

## Learn

Whether it be listening to colleagues, competition or potential clients you are bound to learn more by seeing other people's actions and reactions to the site and content.

## Don't Spam!

Spamming brings bad karma and adds disrespect to your company and web presence.

# The Delphi Center Website Project



Applying these rules to the new Delphi Website

# Defining the Delphi Name

- Delphi refers to many things including a sacred and ancient city of Greece dedicated to the Oracle of the Greek God Apollo.
- Today Delphi names not only a modern city of Greece, but an archaeological site as well.
- The word also defines a process of obtaining consensus or forecasting from a panel of experts and peers.

It symbolizes the ancient, the modern and also the future.

**Wisdom**

**Revelation**

**Promise**

# Delphi in its Current Form

The screenshot shows a Mozilla Firefox browser window displaying the Delphi Center for Teaching & Learning website. The browser's address bar shows the URL <http://loUISVILLE.edu/delphi/>. The website header features the University of Louisville logo and a search bar. The main content area includes a banner with the text "Delphi Center for Teaching & Learning" and "Teaching and Learning. It's Happening Here." Below the banner, there is a call to action: "Attention UofL Students -- [Nominate your favorite faculty member now!](#)". The website is organized into several columns of links under various headings: "FACULTY DEVELOPMENT", "BLACKBOARD", "CONFERENCE SERVICES", "LIFELONG LEARNING", "IDEAS TO ACTION", "ONLINE LEARNING", "PROFESSIONAL DEVELOPMENT", and "TEACHING WITH TECHNOLOGY". At the bottom, there is an "ANNOUNCEMENTS" section and a paragraph describing the center's mission.

Delphi Center for Teaching & Learning  
Delphi Center for Teaching & Learning  
Delphi Center for Teaching & Learning

Teaching and Learning. It's Happening Here.

Attention UofL Students -- [Nominate your favorite faculty member now!](#)

**FACULTY DEVELOPMENT**  
Programs & Events  
Paul Weber Application Workshop  
Faculty Awards & Grants  
Oracle Newsletter  
Instructional Resources  
Copyright Resources

**BLACKBOARD**  
Blackboard 9.1 Upgrade  
Training  
Help  
Requests  
Current News  
Emergency Readiness

**CONFERENCE SERVICES**  
Facility Rental  
Event Planning Services  
Catering

**LIFELONG LEARNING**  
Food & Wine  
Web Technologies  
Recreation & Fitness  
Hobbies & Crafts  
Arts, Sciences & Humanities  
Test Preparation  
Home & Garden  
Mind, Body & Spirit  
Foreign Languages  
Environmental Sustainability

**IDEAS TO ACTION**  
What is it?  
Programs & Services  
Resources  
Meet the ias Team

**ONLINE LEARNING**  
Degree Programs  
Admissions  
Tuition & Financial Aid  
International Students  
Schedule & Registration  
Academic Calendar

**PROFESSIONAL DEVELOPMENT**  
Seminars  
Certificate Programs  
Customized Programs  
Corporate Discounts  
UofL Staff Only

**TEACHING WITH TECHNOLOGY**  
Delphi U Faculty Learning Community  
Training  
Multi-Media Services

**ANNOUNCEMENTS:**

- New website provides copyright guidelines

The Delphi Center promotes excellence in teaching and learning. Our numerous program areas serve a diverse audience with one common goal: to promote academic and professional growth through education.



## Delphi Center for Teaching and Learning



[Faculty Development](#) | [Blackboard](#) | [Move to Action](#) | [Online Learning](#) | [Conference Services](#) | [Professional Development](#) | [Lifelong Learning](#)

The Delphi Center promotes excellence in teaching and learning. Our numerous programs and services serve a diverse audience with one common goal: to promote academic and professional growth through education.

Focused on the University's central mission of teaching and learning, the Delphi Center offers:

- ▶ Campus-wide activities designed to enhance instruction and student engagement
- ▶ Support to faculty utilizing face-to-face and technology-based instruction
- ▶ Professional development seminars, certifications and customized learning programs for Louisville's business community
- ▶ Online and distance-education classes and degree programs
- ▶ Personal enrichment and adult education classes
- ▶ Corporate meeting space and event-management services

The Delphi Center is dedicated to serving the students, faculty and community members that depend on us for their educational and service-oriented needs. Each year, thousands of individuals and businesses trust the Delphi Center to deliver high-quality results and impeccable customer service.

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#### Faculty Development

- Programs & Events
- Post-Webster Application Workshops
- Faculty Awards & Grants
- Oracle Newsletter
- Instructional Resources
- Copyright Resources

#### Move to Action

- What is i2e?
- Programs & Services
- Resources

#### Blackboard

- Blackboard 9.1 Upgrade
- Training
- Help
- Reports
- Current News
- Emergency Readiness

#### Online Learning

- Degree Programs
- Admissions
- Tuition & Financial Aid
- International Students

#### Conference Services

- Facility Rental
- Event Planning Services
- Catering

#### Professional Development

- Seminars
- Certificate Programs
- Customized Programs
- Corporate Educators
- Co-Ed. Staff Only

#### Teaching with Technology


- EdUpU Faculty Learning Community
- Training
- Multi-Media Services


#### Lifelong Learning

- Food & Wine
- Web Technologies
- Recreation & Fitness
- Hobbies & Crafts
- Art, Sciences & Humanities
- Test Preparation
- Home & Garden
- Mind, Body & Spirit
- Foreign Languages
- Environmental Sustainability

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Teaching and Learning. It's Happening Here.

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<p><b>Faculty Development</b></p> <ul style="list-style-type: none"> <li>- Programs &amp; Events</li> <li>- Post-Webster Application Workshop</li> <li>- Faculty Awards &amp; Grants</li> <li>- Oracle Newsletter</li> <li>- Instructional Resources</li> <li>- Copyright Resources</li> </ul>	<p><b>Blackboard</b></p> <ul style="list-style-type: none"> <li>- Blackboard 9.1 Upgrade</li> <li>- Training</li> <li>- Help</li> <li>- Reports</li> <li>- Current News</li> <li>- Emergency Resiliance</li> </ul>	<p><b>Conference Services</b></p> <ul style="list-style-type: none"> <li>- Facility Rental</li> <li>- Event Planning Services</li> <li>- Catering</li> </ul>	<p><b>Lifelong Learning</b></p> <ul style="list-style-type: none"> <li>- Food &amp; Wine</li> <li>- Web Technologies</li> <li>- Recreation &amp; Fitness</li> <li>- Hobbies &amp; Crafts</li> <li>- Art, Sciences &amp; Humanities</li> <li>- Test Preparation</li> <li>- Home &amp; Garden</li> <li>- Mind, Body &amp; Spirit</li> <li>- Foreign Languages</li> <li>- Environmental Sustainability</li> </ul>
<p><b>Mean to Action</b></p> <ul style="list-style-type: none"> <li>- What is i2a?</li> <li>- Programs &amp; Services</li> <li>- Resources</li> </ul>	<p><b>Online Learning</b></p> <ul style="list-style-type: none"> <li>- Degree Programs</li> <li>- Admissions</li> <li>- Tutor &amp; Financial Aid</li> <li>- International Students</li> </ul>	<p><b>Professional Development</b></p> <ul style="list-style-type: none"> <li>- Seminars</li> <li>- Certificate Programs</li> <li>- Customized Programs</li> <li>- Corporate Education</li> <li>- Coll. Staff Only</li> </ul>	
		<p><b>Teaching with Technology</b></p> <ul style="list-style-type: none"> <li>- Delphi U Family Learning Community</li> <li>- Training</li> <li>- Multi-Media Services</li> </ul>	


To start off the site should state its purpose immediately upon meeting the eye of the viewer.

Impart Wisdom

UNIVERSITY OF LOUISVILLE

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 Delphi Center for Teaching and Learning



Teaching and Learning. It's Happening Here.

[Faculty Development](#) | [Blackboard](#) | [Means to Action](#) | [Online Learning](#) | [Conference Services](#) | [Professional Development](#) | [Lifelong Learning](#)

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The site should motivate the user to seek more information.

## Learning and Revaluation

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Teaching and Learning. It's Happening Here.

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The site's content should deliver service and support to the user's needs.

Give Promise

# The Header



Delphi Center for Teaching and Learning



Faculty Development | Blackboard | Ideas to Action | Online Learning | Conference Services | Professional Development | Lifelong Learning

Clear and concise Header Text telling everyone what site they are looking at

Splash area states the website tagline or flavor text to let people know briefly what the site is about.

Splash image. Maybe rotating or flash element showcasing each Delphi Department.

The Navigation bar captures all the clunky information in a small easy to read area.

# The Navigation Bar

The screenshot shows a website header with the title "Teaching and Learning. It's Happening Here." Below the title is a dark red navigation bar containing links: Faculty Development | Blackboard | Ideas to Action | Online Learning | Conference Services | Professional Development | Lifelong Learning. A dropdown menu is open on the left, listing: Programs & Events, Paul Weber Application Workshop, Faculty Awards & Grants (highlighted), Oracle Newsletter, Instructional Resources, and Copyright Resources. The main content area features a light gray background with text: "excellence in teaching and learning. Our numerous program areas serve a diverse audience with one academic and professional growth through education." and "University's central mission of teaching and learning, the Delphi Center offers:". Below this is a list of activities: "e activities designed to enhance instruction and student engagement" and "Support to faculty utilizing face-to-face and technology-based instruction".

The menu allows for easy mouse-over expansion on the categories and sections

It displays the content evenly at the top of the menu without taking up too much space.

It allows the user to rollover the area of interest they wish to embark rather than seeing all info upfront.

It shows less but presents more in an interactive fashion that helps the user focus.

# The Content Area

The Delphi Center promotes excellence in teaching and learning. Our numerous program areas serve a diverse audience with one common goal: to promote academic and professional growth through education.

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The content area is easy to view and at the top of the page. No scrolling to view the mission statement.

The main areas the Delphi Center offers are clear and easy to read to help people navigate the information.

# The Footer Splash

Black Bar footer containing copyright language and easy accessible links to important areas of site.

Link Splash area at the bottom offers a webmap of all the content for easy clicking for users

Link splash / Site map at the bottom of all pages adds to the SEO strength of the site. In-bound link strength

Color and logo splash adds flair to an otherwise drab and boring content area.

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## Faculty Development

- Programs & Events
- Paul Weber Application Workshop
- Faculty Awards & Grants
- Oracle Newsletter
- Instructional Resources
- Copyright Resources

## Ideas to Action

- What is i2a?
- Programs & Services
- Resources

## Blackboard

- Blackboard 9.1 Upgrade
- Training
- Help
- Requests
- Current News
- Emergency Readiness

## Online Learning

- Degree Programs
- Admissions
- Tuition & Financial Aid
- International Students

## Conference Services

- Facility Rental
- Event Planning Services
- Catering

## Professional Development

- Seminars
- Certificate Programs
- Customized Programs
- Corporate Discounts
- UofL Staff Only

## Teaching with Technology

- Delphi U Faculty Learning Community
- Training
- Multi-Media Services

## Lifelong Learning

- Food & Wine
- Web Technologies
- Recreation & Fitness
- Hobbies & Crafts
- Arts, Sciences & Humanities
- Test Preparation
- Home & Garden
- Mind, Body & Spirit
- Foreign Languages
- Environmental Sustainability

# Delphi Consensus

“Delphi also defines a process of obtaining consensus or forecasting from a panel of experts and peers.”