



HELLO!

Ru Jurow

Assistant Creative Director
Farmingdale State College



I AM SURVIVING

A COLLEGE WEBSITE REDESIGN



GUIDING PRINCIPLES

Let's start from the beginning

**One of the principles of being a marketer is to take a marketing tool
and use it in a way that is most effective for your business**



DIGGING DOWN



SIZE MATTERS

150,000 pages
100,000 pages
75,000 pages
50,000 pages
25,000 pages
10,000 pages
5,000 pages
2,500 pages
1,000 pages
500 pages
250 pages
100 pages
50 pages
25 pages
10 pages
5 pages
2 pages
1 page





TAKE AWAYS

BEFORE YOU START

Research other sites

Audit your current site

Develop guidelines

WHILE YOU ARE REDESIGNING

Communicate

**Reserve the right
to change your mind**

LAUNCHING

There will always be more.

Plan for stage 1, 2 or even 3 tasks.

Soft launch on a Friday



THANKS!

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ru.jurow@farmingdale.edu

