**UCCS Institutional Website Project**

# Gathering Baseline Data
For tracking effectiveness and success
January 2013 – March 2013

For the first few months of 2013, University Advancement worked with IT Web Services to gather baseline data, metrics, analytics, existing KPIs and other information about the current UCCS website.

## Analytics
Google Analytics is installed on the homepage pages, but not on the second-level pages, so we cannot currently track how visitors use the homepage (clicks on links to second-level pages are not tracked.)

## Previous Success Metrics / KPIs
None identified by IT Web Services.

## User Feedback
We have data from the May 2012 Website Survey that includes a large amount of feedback and some general numbers. Rated on a scale of 1 - 10, the mean response was 6.35.

44% of our visitors rate the UCCS website a 6 out of 10 (D) or lower. Only 58% of our respondents gave us a "passing grade."

We're also collecting feedback on an on-going basis. Currently our rating on a scale from 1 to 10 is 5.6.

## Google Page Speed
Overall score for www.uccs.edu - 70/100
Overall score for www.uccs.edu/students.html - 54/100
Overall score for www.uccs.edu/facstaff.html - 48/100
Overall score for www.uccs.edu/apply/ - 37/100
Overall score for www.uccs.edu/~futurestudents/about-uccs/request-information.html - 43/100
Overall score for www.uccs.edu/~visit/ - 34/100
Overall score for www.uccs.edu/futurestudents/index.html - 62/100

## HTTP Requests
February 22, 2013

| www.uccs.edu | /students.html | /facstaff.html |
|---|---|---|
| 70 HTTP requests | 63 HTTP requests | 52 HTTP requests |
| 2 Document | 2 Documents | 2 Documents |
| 10 Stylesheets | 9 Stylesheets | 8 Stylesheets |
| 13 Scripts | 13 Scripts | 12 Scripts |
| 45 Images | 37 Images (+2 missing) | 30 Images |

## YSlow

(YSlow(V2) Ruleset)

**www.uccs.edu**
Grade: D
Overall Performance score: 67
81 components
2,254.0KB total
581.3KB in just HTML, JS, and CSS

**www.uccs.edu/students.html**
Grade: D
Overall Performance score: 66
72 components
769.5KB total
491.4KB in just HTML, JS, and CSS

**www.uccs.edu/facstaff.html**
Grade: D
Overall Performance score: 68
62 components
692.6KB total
437.4KB in just HTML, JS, and CSS

## FAE - Functional Accessibility Evaluator

**www.uccs.edu**
Navigation - 70%
Text Equivalents - 50%
Scripting - 50%
Styling - 83%
HTML Standards - 100%

**www.uccs.edu/students.html**
Navigation - 70%
Text Equivalents - 75%
Scripting - 50%
Styling - 83%
HTML Standards - 100%

**www.uccs.edu/facstaff.html**
Navigation - 70%
Text Equivalents - 75%
Scripting - 50%
Styling - 83%
HTML Standards - 100%

## websiteoptimization.com

http://www.websiteoptimization.com/services/analyze/

**www.uccs.edu**
76 HTTP Total Requests
2,135,798 bytes Total Size (2.14MB)

**www.uccs.edu/students.html**
59 HTTP Total Requests
600,183 bytes Total Size (600KB)

**www.uccs.edu/facstaff.html**
58 HTTP Total Requests
582,884 bytes Total Size (583KB)

## W3C Markup Validation Service

**www.uccs.edu**
XHTML 1.0 Strict
88 Errors, 54 Warnings

**www.uccs.edu/students.html**
XHTML 1.0 Strict
46 Errors, 5 Warnings

**www.uccs.edu/facstaff.html**
XHTML 1.0 Strict
36 Errors, 6 Warnings

## WAVE - Web Accessibility Evaluation Tool

**www.uccs.edu**
15 Errors
11 Alerts

**www.uccs.edu/students.html**
8 Errors
25 Alerts

**www.uccs.edu/facstaff.html**
8 Errors
19 Alerts

## Marketing Grader

**www.uccs.edu**
Score – 60/100