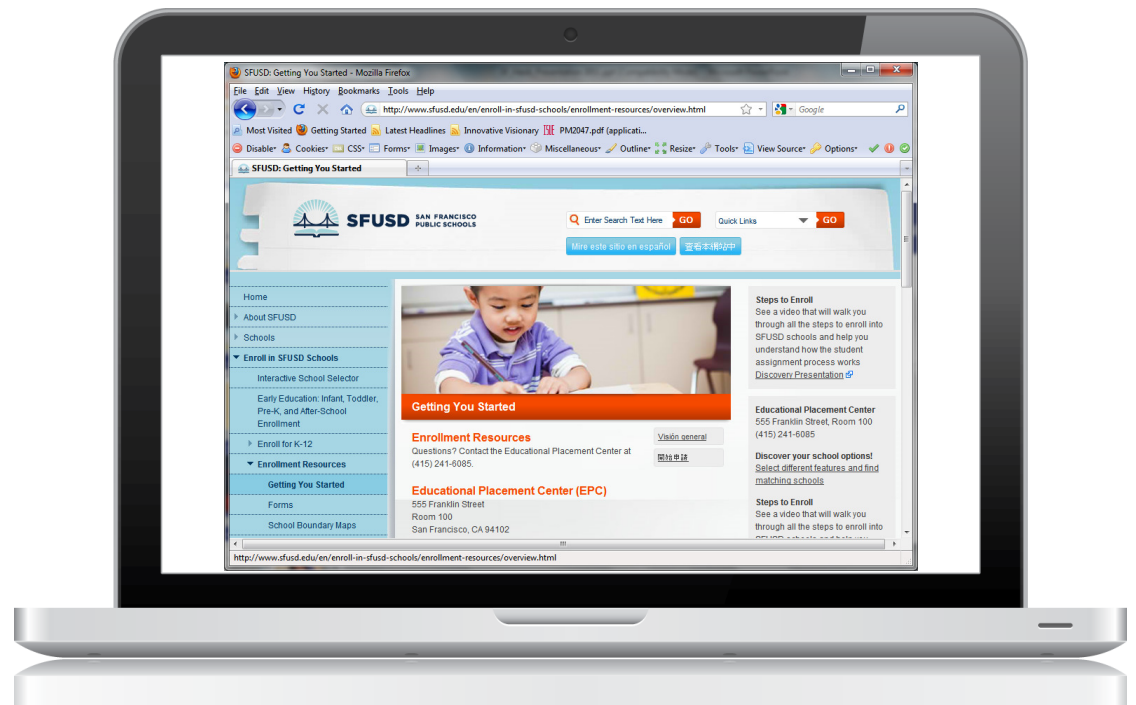# How to Make the District Web Site More Effective
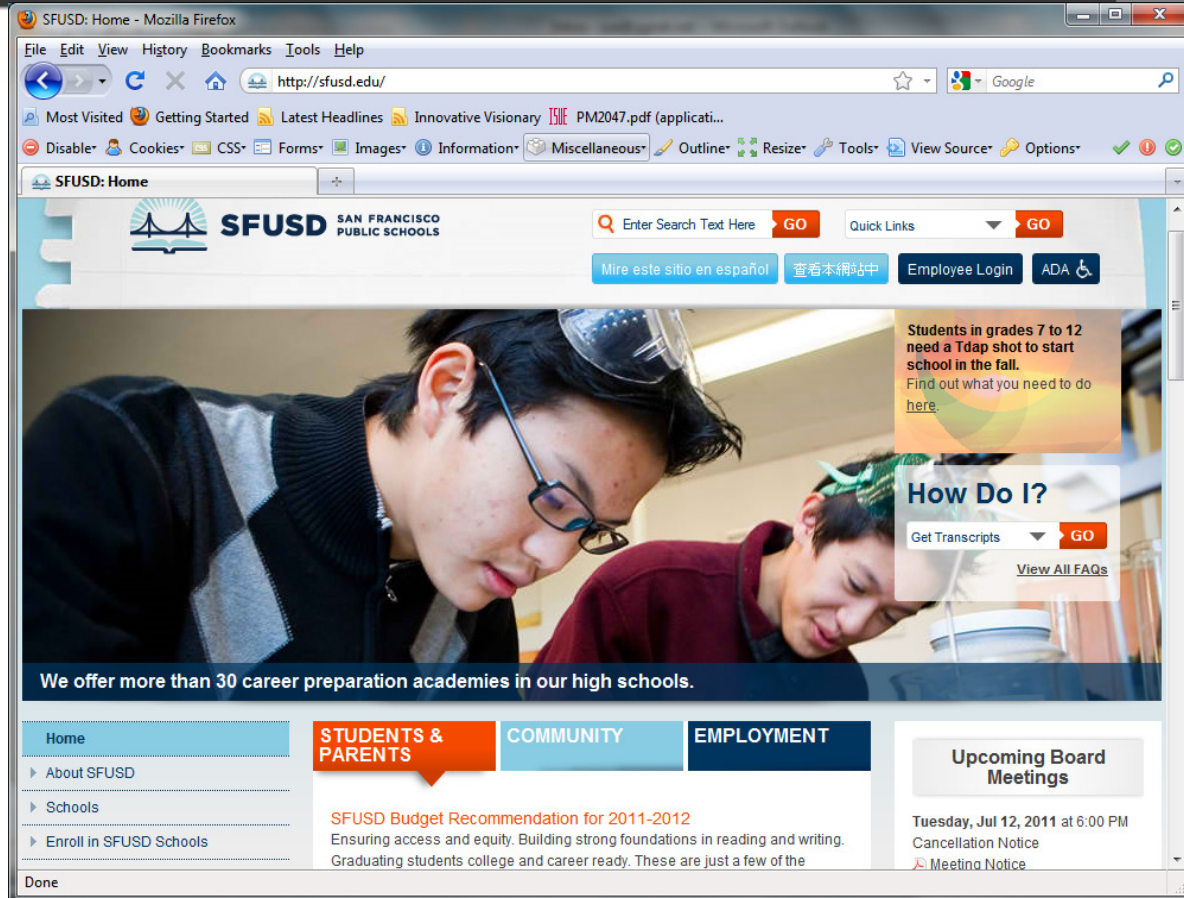
(*Or: I just want to know what's for lunch today*)

SFUSD Website Presentation
Council of Great City Schools
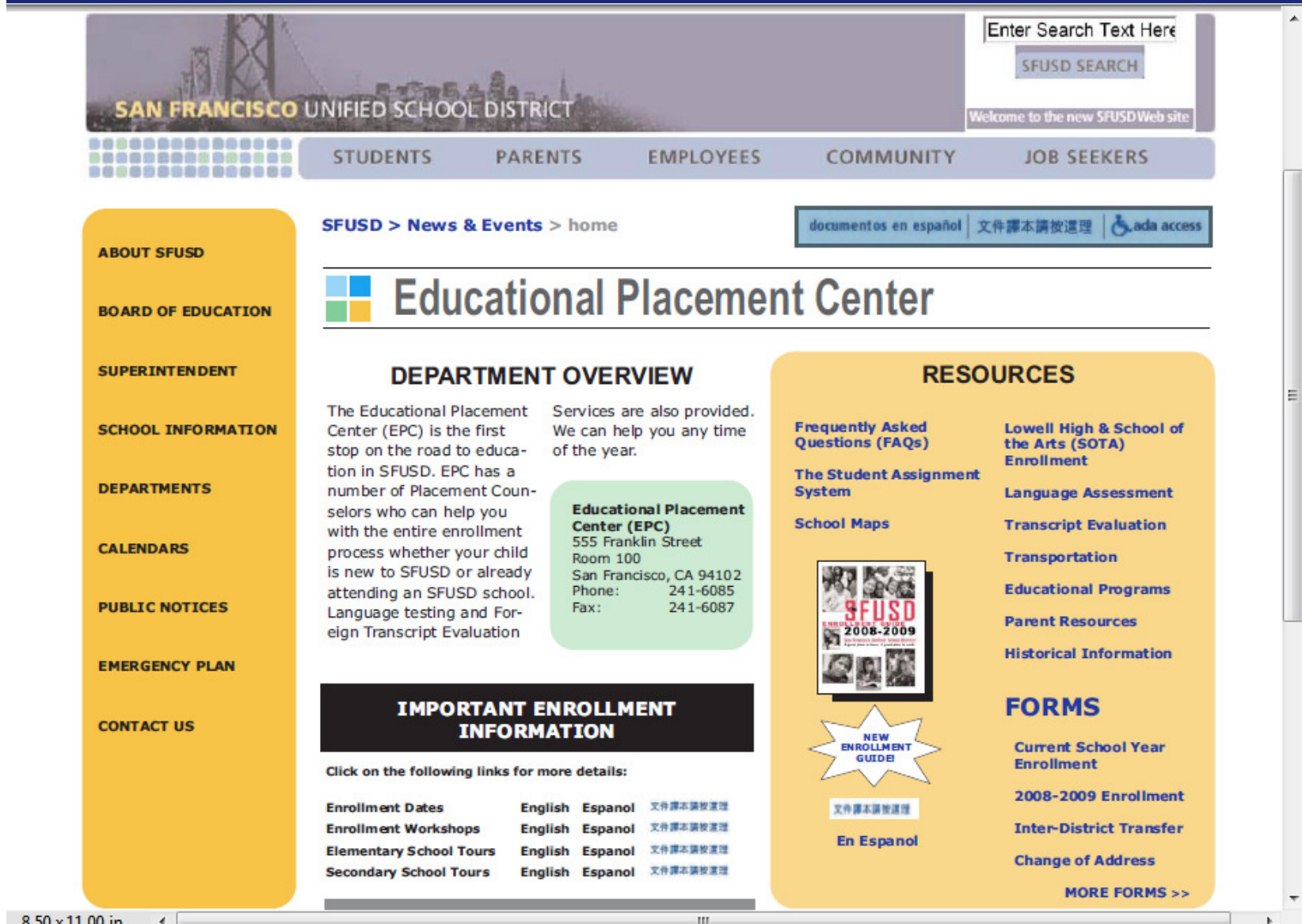
Heidi Anderson
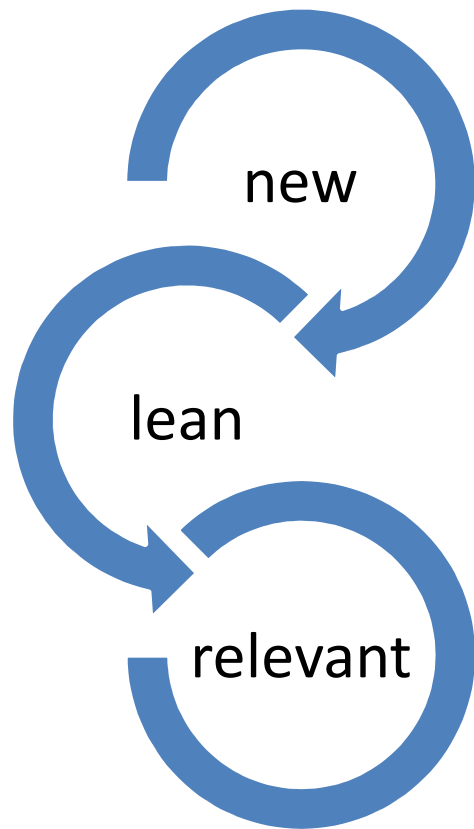SFUSD Public Relations Coordinator
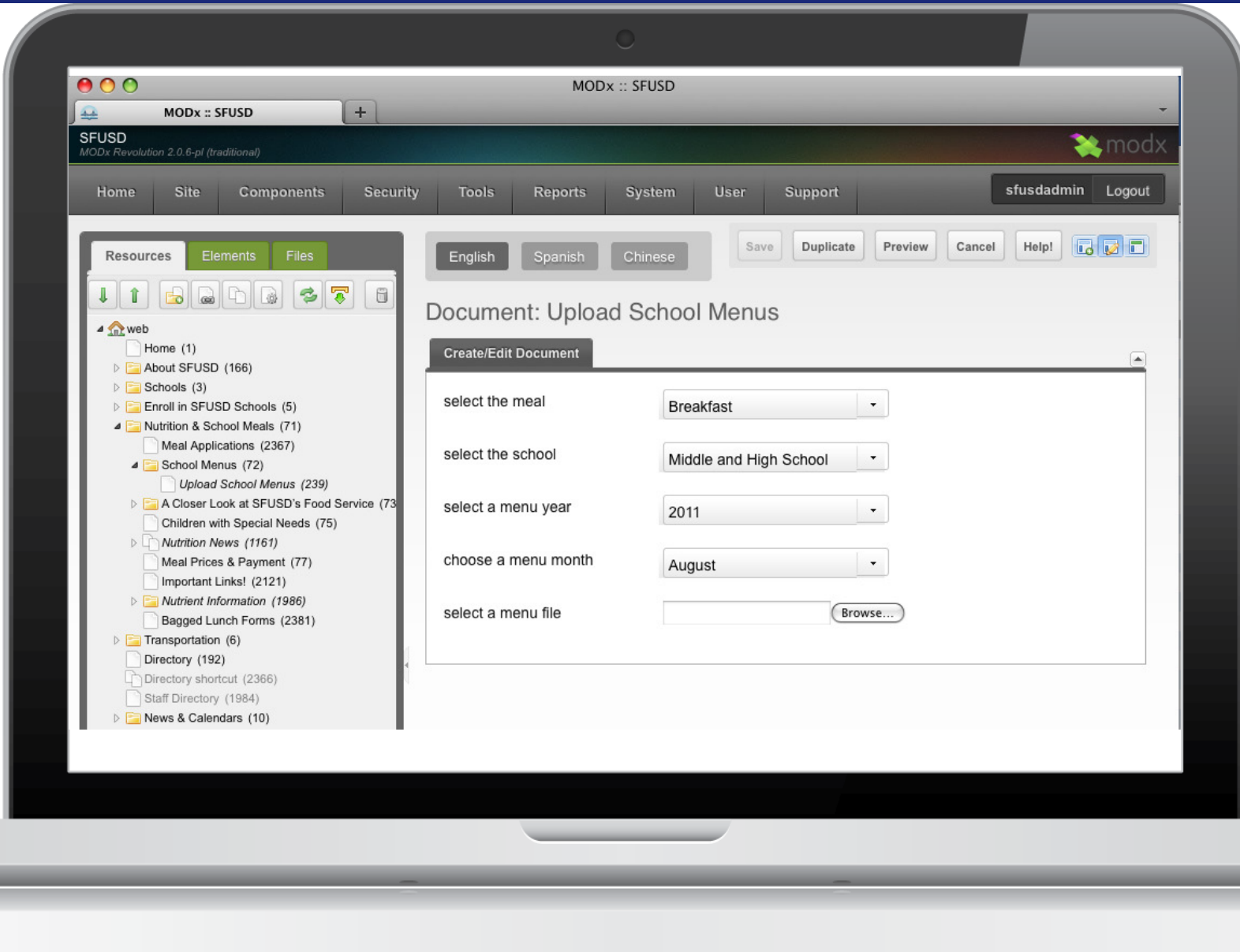
SFUSD.edu

Former Web Site

What's out there that really works … and how do we do *that*?
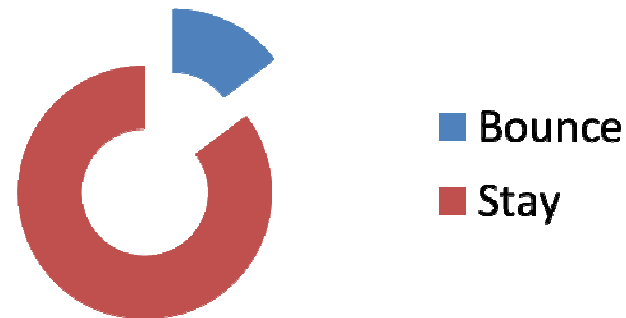
Pack up kids, we're moving!

new

lean

relevant

Content Management System (CMS)
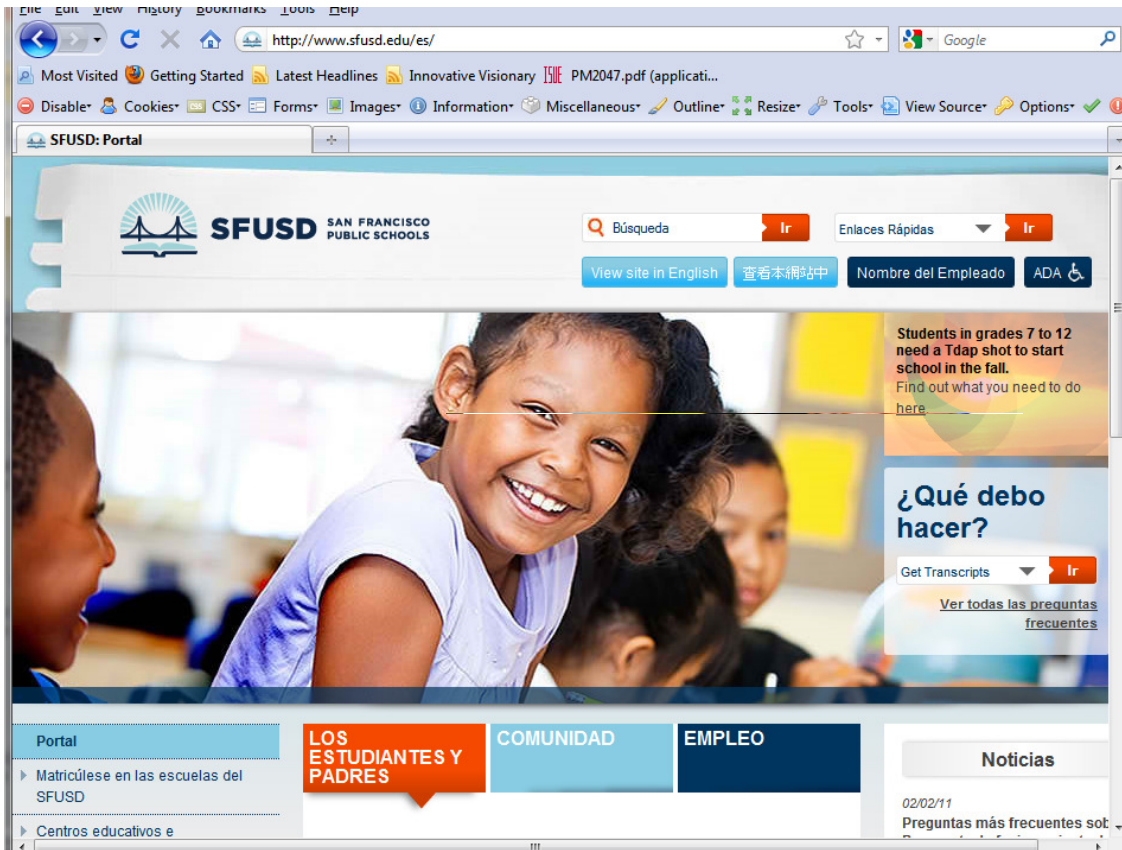
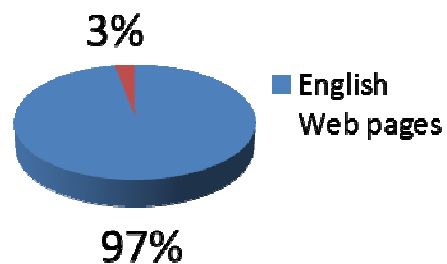# What've we got now, and is it doing what we expected?

Traffic Source

- Organic search
- Other

Bounce Rate

- Bounce
- Stay

Multilingual Content Delivery

Chinese and Spanish-speaking survey

Traffic Profile

3%

97%

■ English
Web pages

Preschool parent user testing

➢ 21/30 tasks
➢ Enrollment process "looked easy"
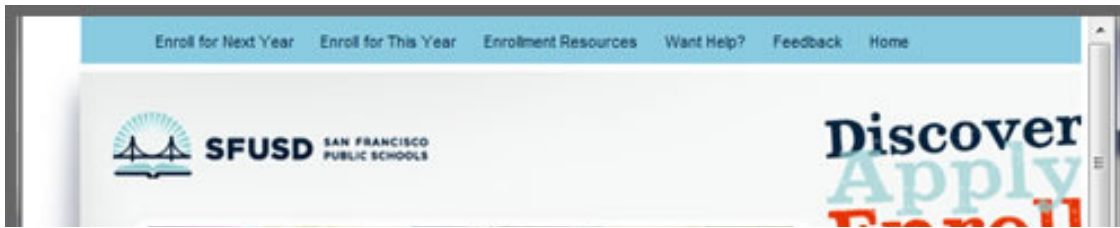
```
ERROR: undefined
OFFENDING COMMAND: f'~

STACK:
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