New Website

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2-06-2017
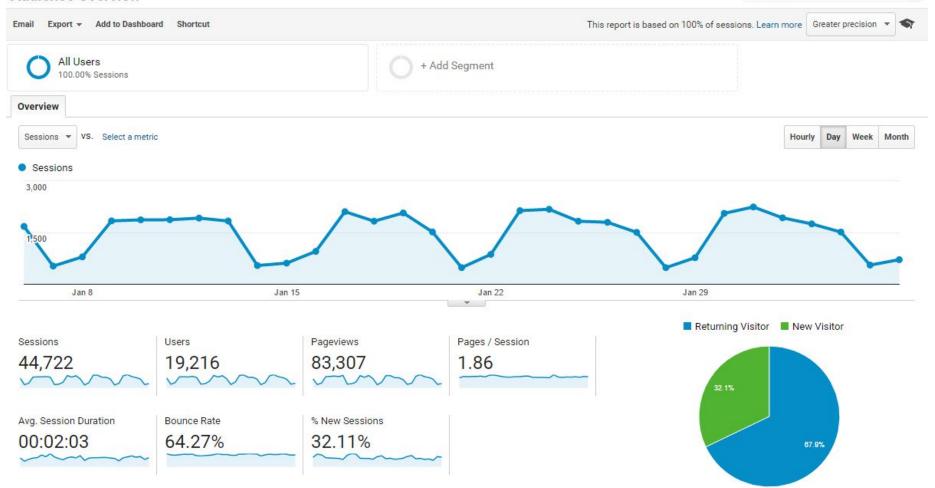
Background

- Our former website Content Management System (CMS) - SchoolFusion has been purchased by Blackboard and development stopped a few years ago.
- Website Committee has selected SchoolMessenger as a new CMS provider.
- We worked with a design team to create a custom Ridgewood template.
- Information was migrated from the old system
- Cleanup and reorganization of information was done to match the functionality of a new system and improve the end user experience.
- New website went live in December, 2016.

Meet our new website

- Modern new look
- Responsive design (adjusts to the screen size)
- Homepage designed to showcase district/school brand, highlight news and upcoming events, and be a portal to the rest of the information.
- Streamlined navigation:
  - "Mega" menu - 3 levels of subpage choices presented to user right away.
  - Site menu always stays at the top of the page even when user scrolls the content.
  - Quicklinks - shortcuts to the most visited pages
  - Side menu & Breadcrumbs on all the subpages
- Reorganizing pages and eliminating duplication.

www.ridgewood.k12.nj.us

Audience Overview

Email   Export ▾   Add to Dashboard   Shortcut

This report is based on 100% of sessions. Learn more   Greater precision ▾

All Users
100.00% Sessions

+ Add Segment

Overview

Sessions ▾   vs.   Select a metric

Hourly | **Day** | Week | Month

● Sessions

3,000

1,500

Jan 8   Jan 15   Jan 22   Jan 29

Sessions	Users	Pageviews	Pages / Session
44,722	19,216	83,307	1.86

Avg. Session Duration	Bounce Rate	% New Sessions
00:02:03	64.27%	32.11%

■ Returning Visitor   ■ New Visitor

32.1%

67.9%

Most visited pages

	Page		Pageviews	% Pageviews
1.	/		45,869	55.06%
2.	/calendar/		3,281	3.94%
3.	/our_district/board_of_education/board_business/		2,810	3.37%
4.	/for_staff/employee_resources/employee_portal/		1,700	2.04%
5.	/our_district/		1,477	1.77%
6.	/our_district/office_of_the_superintendent/school_calendars/		1,314	1.58%
7.	/for_parents/		1,116	1.34%
8.	/for_parents/information/residency__enrollment_and_health_forms/		1,033	1.24%
9.	/for_students/resources/typing_pal/		1,023	1.23%
10.	/for_staff/		1,018	1.22%

What's next?

- We continue working with schools and departments to improve the information and its organization on the website.
- Coming soon - District Mobile App.

Please send us an email if you see any issues or have suggestions on our website

webmaster@ridgewood.k12.nj.us