Things To Consider When Creating District Website Content

- When viewing web content, it takes people less than two-tenths of a second to form a first impression. People spend about 2.6 seconds scanning a website before focusing on a particular section. (cxl.com)

- Low-income households have lower rates of in-home Internet connectivity. Connectivity rates are particularly low among HUD-assisted renter households, who are also more likely to depend exclusively on smartphones and other handheld devices to access the Internet in the home. (U.S. Department of Housing and Urban Development)

- 3% of mobile site visits are abandoned if pages take longer than 3 seconds to load. (thinkwithgoogle.com)

- 50 percent of BSD website traffic is from a mobile device. That number grows up to 58 percent in the evenings (2021 Google Analytics).

Things To Consider When Creating District Website Content

- Keep a majority of the important information on each home page "above the fold," meaning that a user would not have to scroll down for most information on a 1024 x 768 resolution screen. (2021 NSPRA Communication Audit Report)

- Carousels allow multiple pieces of content to occupy a single, coveted space. This may placate corporate infighting, but on large or small viewports, people often scroll past carousels. A static hero or integrating content in the UI may be better solutions. (Nielsen Norman Group)

- The average American is considered to have a readability level equivalent to a 7th or 8th grader. By not addressing the readability of your content, you could be actively discriminating against users with varying levels of reading ability. (Center for Plain Language)

- Does the content align with the core mission of the district? -- "To serve each and every student..." -- To support that mission, content should strive to be accessible by each and every family and community member (Equity, Language Access, etc.).

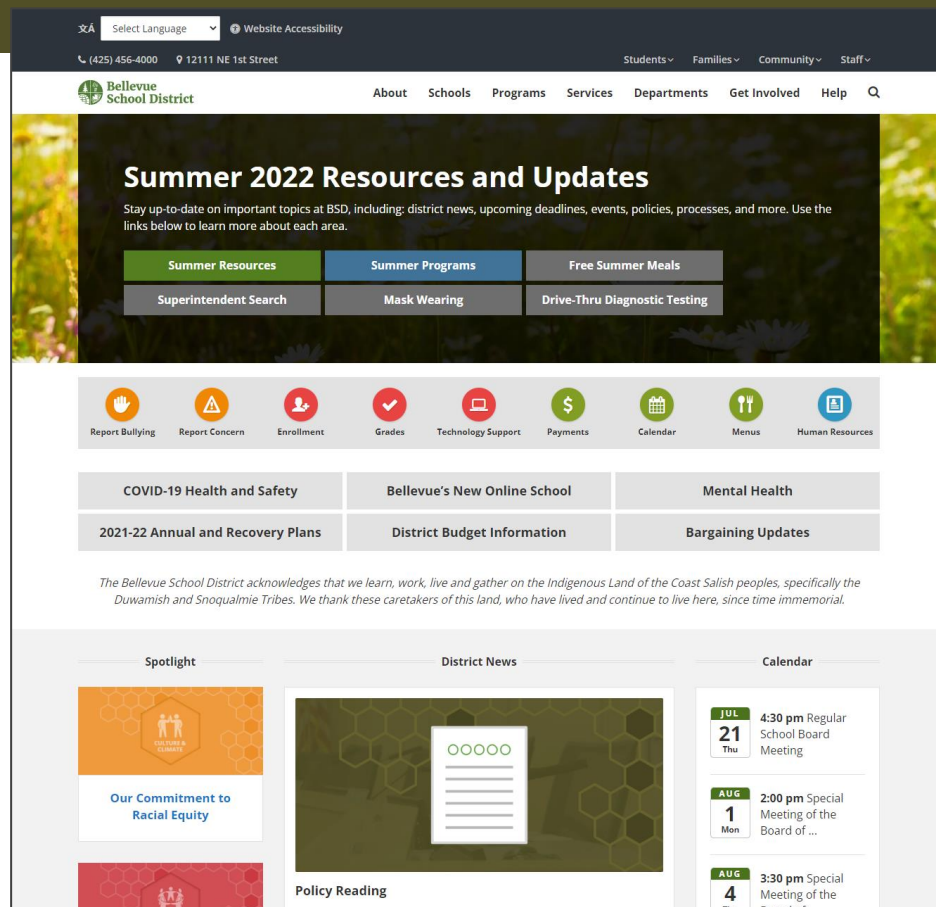# The Current Bellevue School District Website Homepage

Above the Fold:

- Banner Buttons
- Icon Quick Link Bar
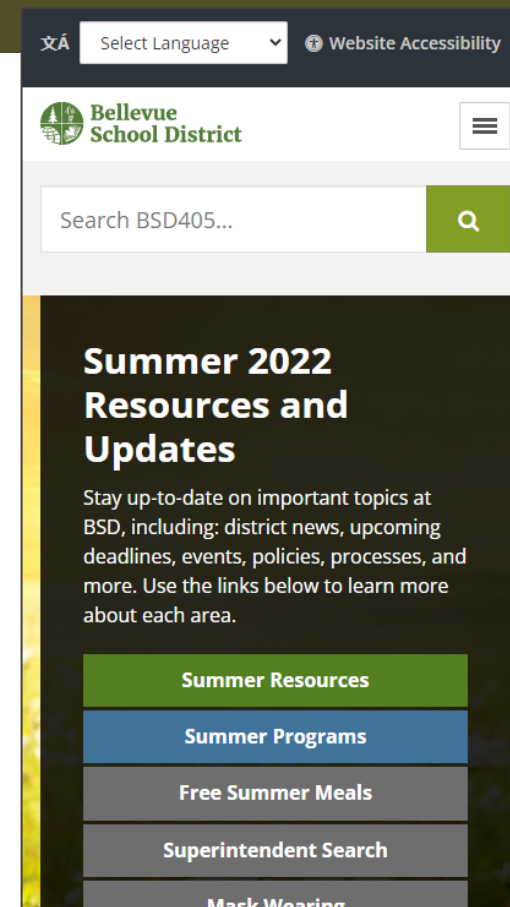- Gray Buttons

Below the Fold:

- Spotlight
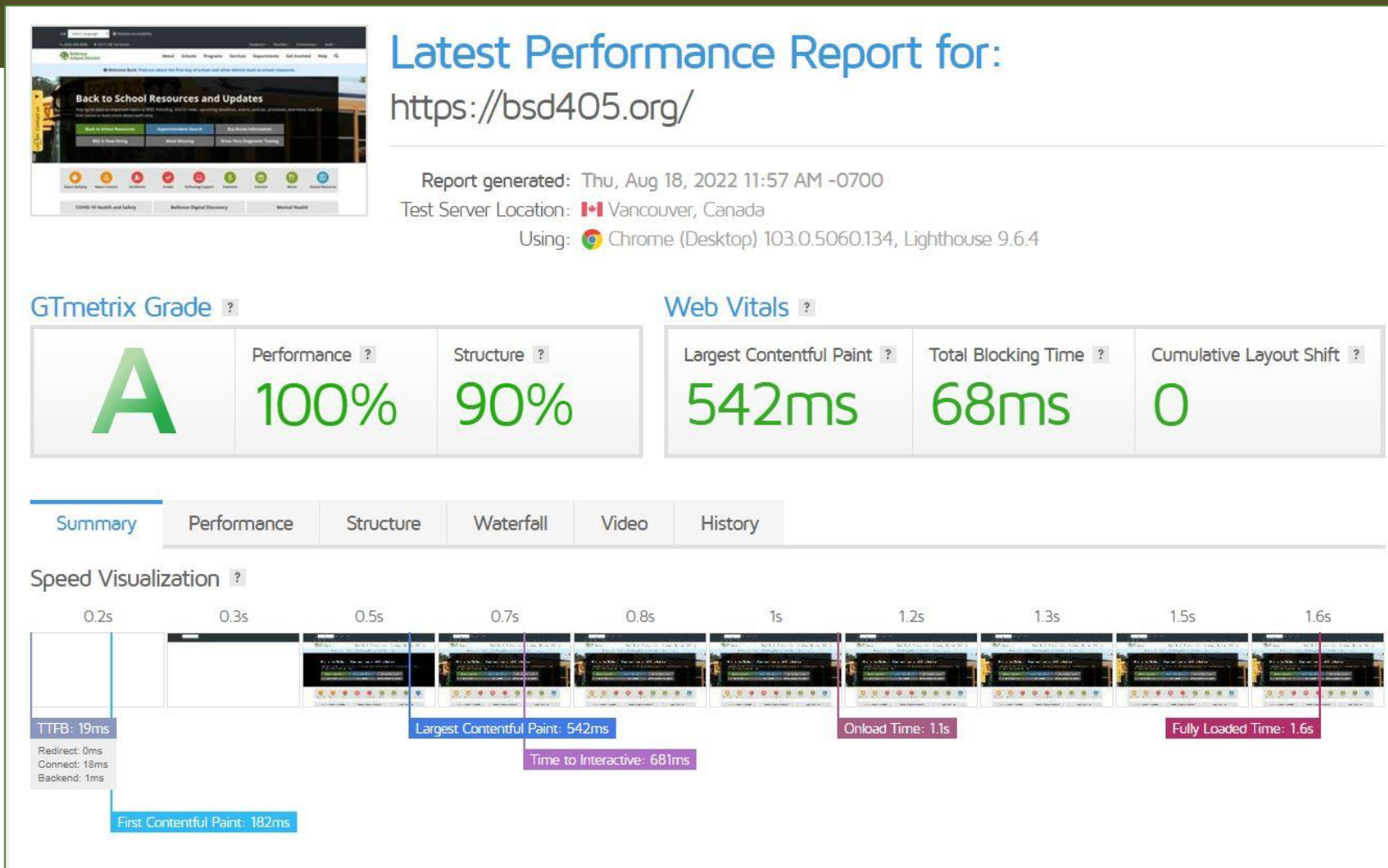- District News
- Calendar

Analytics:

- Most Visited Page

desktop

mobile

VISION: TO AFFIRM AND INSPIRE EACH AND EVERY STUDENT TO LEARN AND THRIVE AS CREATORS OF THEIR FUTURE WORLD.

What the District Homepage is Doing Right: Performance

Latest Performance Report for:
https://bsd405.org/

Report generated: Thu, Aug 18, 2022 11:57 AM -0700
Test Server Location: Vancouver, Canada
Using: Chrome (Desktop) 103.0.5060.134, Lighthouse 9.6.4

GTmetrix Grade

A

Performance	Structure
100%	90%

Web Vitals

Largest Contentful Paint	Total Blocking Time	Cumulative Layout Shift
542ms	68ms	0

Summary · Performance · Structure · Waterfall · Video · History

Speed Visualization

0.2s | 0.3s | 0.5s | 0.7s | 0.8s | 1s | 1.2s | 1.3s | 1.5s | 1.6s

TTFB: 19ms
Redirect: 0ms
Connect: 18ms
Backend: 1ms

First Contentful Paint: 182ms

Largest Contentful Paint: 542ms

Time to Interactive: 681ms

Onload Time: 1.1s

Fully Loaded Time: 1.6s

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Compare Our Results to Neighboring Districts: Performance

	Northshore	Lake Washington	Issaquah	Renton
	https://www.nsd.org/	https://www.lwsd.org/	https://www.isd411.org/	https://www.rentonschools.us/
GTmetrix Grade	D (67%)	D (65%)	F (49%)	C (71%)
Performance Score	64%	65% +1%	40% -24%	66% +2%
Structure Score	74%	66% -8%	70% -4%	83% +9%
Largest Contentful Paint	1.4s	2.1s +695ms	2.1s +687ms	2.2s +870ms
Total Blocking Time	404ms	523ms +118ms	918ms +514ms	37ms -366ms
Cumulative Layout Shift	0.14	0.05 -0.09	0.08 -0.06	0 -0.14
Total Page Size	4.13MB	5.79MB +1.67MB	6.05MB +1.92MB	3.59MB -555KB
Total # of Requests	129	95 -34	163 +34	93 -36
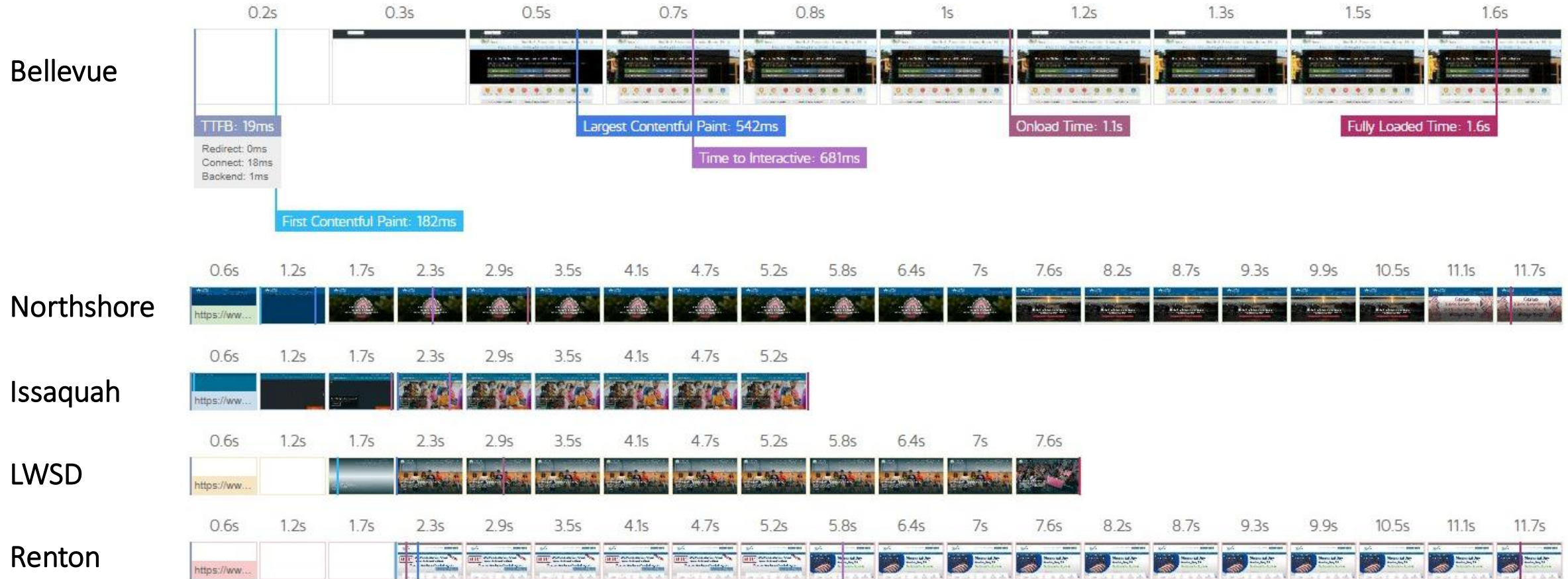
VISION: TO AFFIRM AND INSPIRE EACH AND EVERY STUDENT TO LEARN AND THRIVE AS CREATORS OF THEIR FUTURE WORLD.

Compare Our Results to Neighboring Districts: Performance

Bellevue

0.2s	0.3s	0.5s	0.7s	0.8s	1s	1.2s	1.3s	1.5s	1.6s	

TTFB: 19ms
Redirect: 0ms
Connect: 18ms
Backend: 1ms

Largest Contentful Paint: 542ms

Time to Interactive: 681ms

Onload Time: 1.1s

Fully Loaded Time: 1.6s

First Contentful Paint: 182ms

Northshore

0.6s 1.2s 1.7s 2.3s 2.9s 3.5s 4.1s 4.7s 5.2s 5.8s 6.4s 7s 7.6s 8.2s 8.7s 9.3s 9.9s 10.5s 11.1s 11.7s

Issaquah

0.6s 1.2s 1.7s 2.3s 2.9s 3.5s 4.1s 4.7s 5.2s

LWSD

0.6s 1.2s 1.7s 2.3s 2.9s 3.5s 4.1s 4.7s 5.2s 5.8s 6.4s 7s 7.6s

Renton

0.6s 1.2s 1.7s 2.3s 2.9s 3.5s 4.1s 4.7s 5.2s 5.8s 6.4s 7s 7.6s 8.2s 8.7s 9.3s 9.9s 10.5s 11.1s 11.7s

What the District Homepage is Doing Right: Accessibility

Compare Our Results to Other Districts: Accessibility

Northshore

WAVE
web accessibility evaluation tool
powered by WebAIM

Styles: OFF ⬤ ON

Summary

Summary | Details | Reference | Order | Structure | Contrast

- ❌ **116** Errors
- ⭕⚫ **26** Contrast Errors
- ⚠️ **20** Alerts
- ✅ **31** Features
- **227** Structural Elements
- 🟪 **762** ARIA

View details ›

Lake Washington

WAVE
web accessibility evaluation tool
powered by WebAIM

Styles: OFF ⬤ ON

Summary

Summary | Details | Reference | Order | Structure | Contrast

- ❌ **14** Errors
- ⭕⚫ **14** Contrast Errors
- ⚠️ **48** Alerts
- ✅ **29** Features
- **115** Structural Elements
- 🟪 **759** ARIA

View details ›

Issaquah

WAVE
web accessibility evaluation tool
powered by WebAIM

Styles: OFF ⬤ ON

Summary

Summary | Details | Reference | Order | Structure | Contrast

- ❌ **1** Errors
- ⭕⚫ **16** Contrast Errors
- ⚠️ **146** Alerts
- ✅ **154** Features
- **232** Structural Elements
- 🟪 **1253** ARIA

View details ›

Renton

WAVE
web accessibility evaluation tool
powered by WebAIM

Styles: OFF ⬤ ON

Summary

Summary | Details | Reference | Order | Structure | Contrast

- ❌ **11** Errors
- ⭕⚫ **3** Contrast Errors
- ⚠️ **24** Alerts
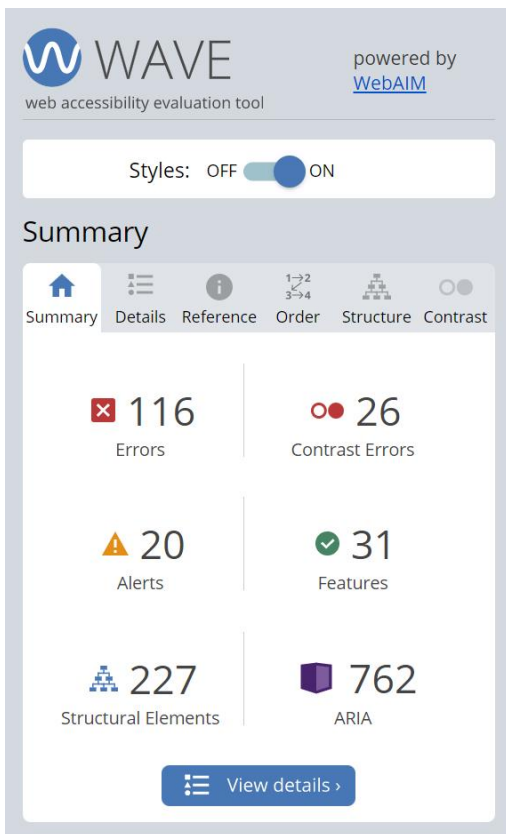- ✅ **63** Features
- **127** Structural Elements
- 🟪 **648** ARIA

View details ›

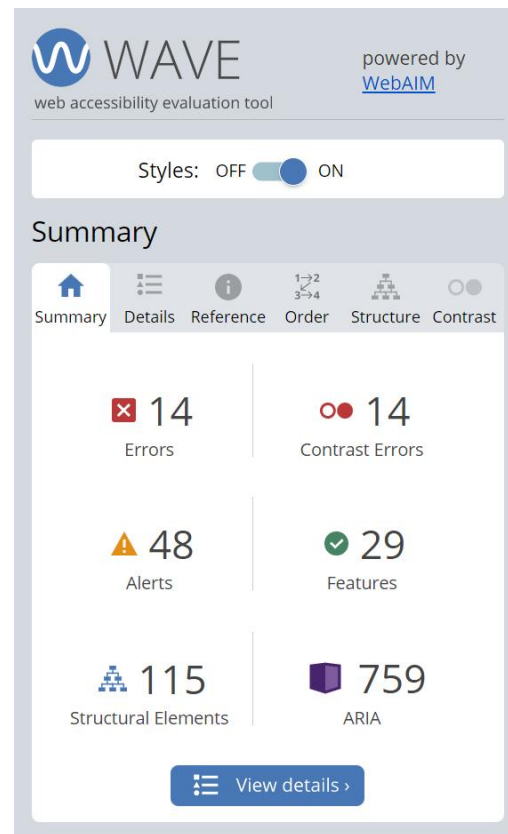VISION: TO AFFIRM AND INSPIRE EACH AND EVERY STUDENT TO LEARN AND THRIVE AS CREATORS OF THEIR FUTURE WORLD.
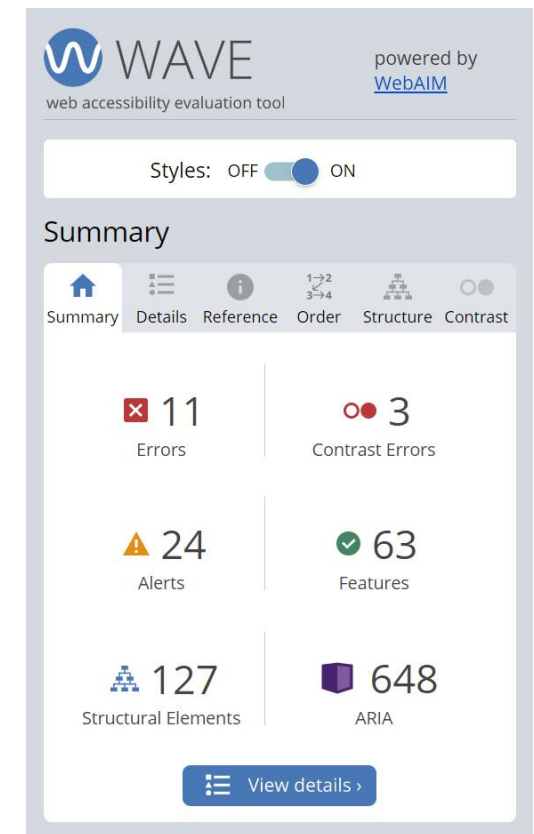
Homepage Analytics: Heat Map

75% of community members reach this point

50% of community members reach this point

25% of community members reach this point

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Homepage Analytics: Links

Most Visited Homepage Links

- Dropdown Menus

- Banner Section

- Icon Bar

- Gray Buttons

- Spotlight Section

- District News Posts

[View the complete spreadsheet](#)

Link Type	Next Page Path (from district homepage)	Pageviews	% Pageviews
banner button	/services/health/covid-19-health-and-safety/covid-19-testing-in-bellevue-sc	4,306	1.44%
banner button	/departments/hr/jobs/	3,926	1.31%
banner button	/2021/12/district-winter-break-schedule-and-resources/	2,520	0.84%
banner button	/departments/student-placement/apply-choice-schools-programs/	1,563	0.52%
banner button	/departments/student-placement/open-transfer/	1,469	0.49%
banner button	/2021/12/is-your-student-entering-kindergarten-sixth-grade-or-ninth-grade-	1,437	0.48%
banner button	/fall-2021-resources-updates/	1,070	0.36%
banner button	/services/health/covid-19-health-and-safety/domestic-and-international-tra	755	0.25%
banner button	/services/health/covid-19-health-and-safety/covid-19-cases-in-schools-dash	638	0.21%
banner button	/schools/back-to-school-curriculum-nights/	627	0.21%
banner button	/2021/08/back-to-school-events/	560	0.19%
banner button	/about/school-levies/	463	0.16%
banner button	/about/initiatives/college/college-conference/	400	0.13%
banner button	/2021/10/bsd-to-seek-renewal-of-two-critical-school-funding-measures-in-t	256	0.09%
banner button	/departments/transportation/bus-routes/	228	0.08%
icon bar	/about/calendar/	27,924	9.35%
icon bar	/services/nutrition-services/lunch/	19,800	6.63%
icon bar	/departments/district-technology/grades-attendance/	19,230	6.44%
icon bar	/departments/hr/	13,793	4.62%
icon bar	/schools/enrollment/	7,096	2.38%
icon bar	/departments/district-technology/tech-support-students-families/	1,442	0.48%
icon bar	/about/initiatives/bullying-prevention/	896	0.30%
icon bar	/help/report/	703	0.24%
gray button	/services/health/covid-19-health-and-safety/	24,713	8.28%
gray button	/programs/bsd-virtual-academy/	2,385	0.80%
gray button	/departments/hr/cba/labor-relations-updates/	1,109	0.37%
gray button	/2021/05/recovery-plan-2021-22-school-year/	1,100	0.37%
gray button	/2020/12/mental-health-resources-for-students-and-families/	988	0.33%
gray button	/departments/finance/budget/	391	0.13%
gray button	/services/nutrition-services/meals2go/	297	0.10%
spotlight	/our-commitment-to-equity/	360	0.12%

How Can the District Homepage Improve

Compared to our surrounding districts, these are the things we get right:

- We Keep most of the important information on the home page "above the fold."

- Our content is optimized for the best user experience in desktop and mobile viewing.

- The performance of the homepage is optimized for varying rates of in-home Internet connectivity.

- Homepage content aligns with Web Content Accessibility Guidelines (WCAG).

How can we improve the district homepage?

Let's look to our neighboring districts to inform what occurs "below the fold."

Research Neighboring Homepages: Northshore

Above the Fold:

- Banner Carousel

- (3) News Stories

Below the Fold:

- New to Northshore Section

- News & Events Section

- Superintendent's Blog

- Spotlight Section

- Demographics at a Glance

- Featured Offerings

- Search

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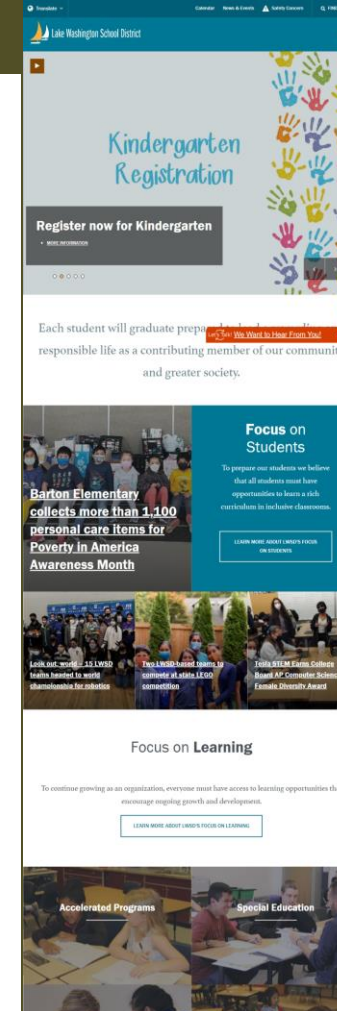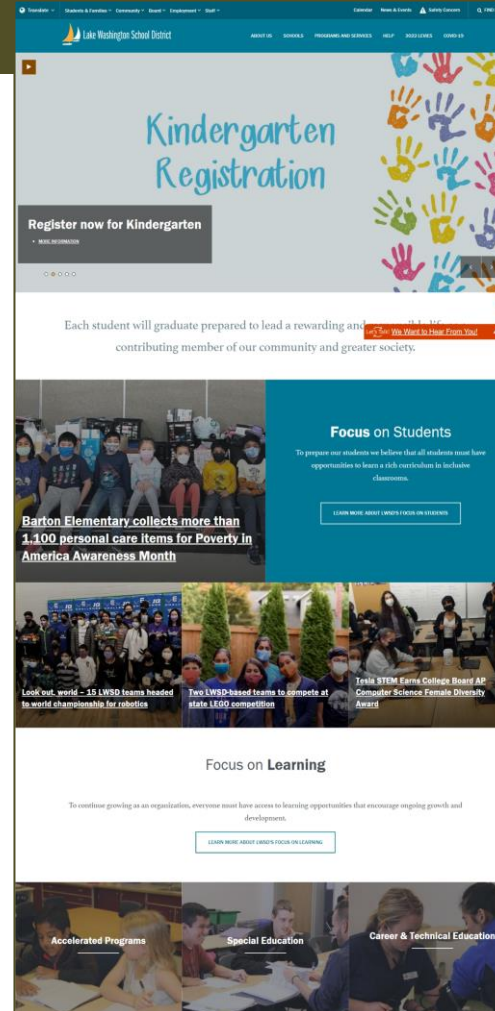
Research Neighboring Homepages: Lake Washington

Above the Fold:

- Banner Carousel

Below the Fold:

- Focus on Students Carousel

- (3) District News Stories

- Focus on Learning Section

- Focus on Results Section

- Demographics at a Glance

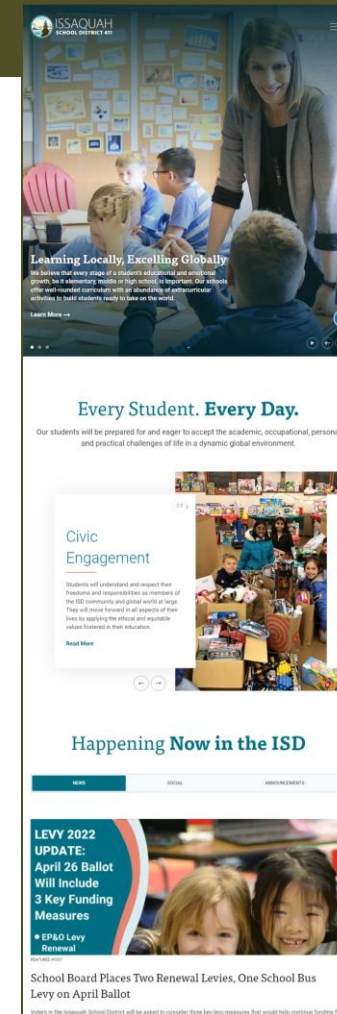- Focus on Connections Section

- Search

Research Neighboring Homepages: Issaquah

Above the Fold:

- Banner Carousel

Below the Fold:

- Every Student. Every Day. Carousel

- Happening Now in the ISD Section

- Explore Issaquah School District

- Demographics at a Glance

- Upcoming Events

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Research Neighboring Homepages: Renton

Above the Fold:

- Banner Carousel

- Icon Quick Link Bar

Below the Fold:

- (3) District News Stories

- Social Media Posts

- Upcoming Events

- Footer

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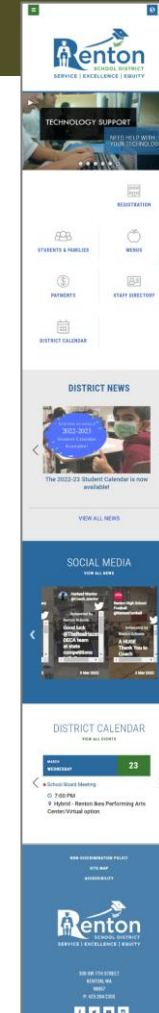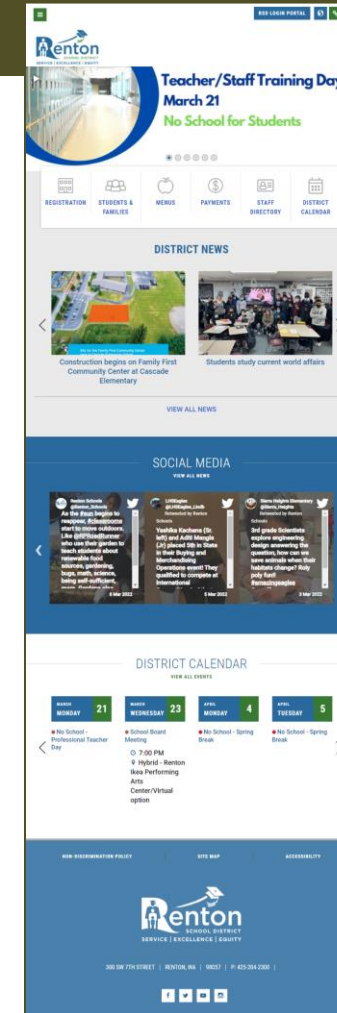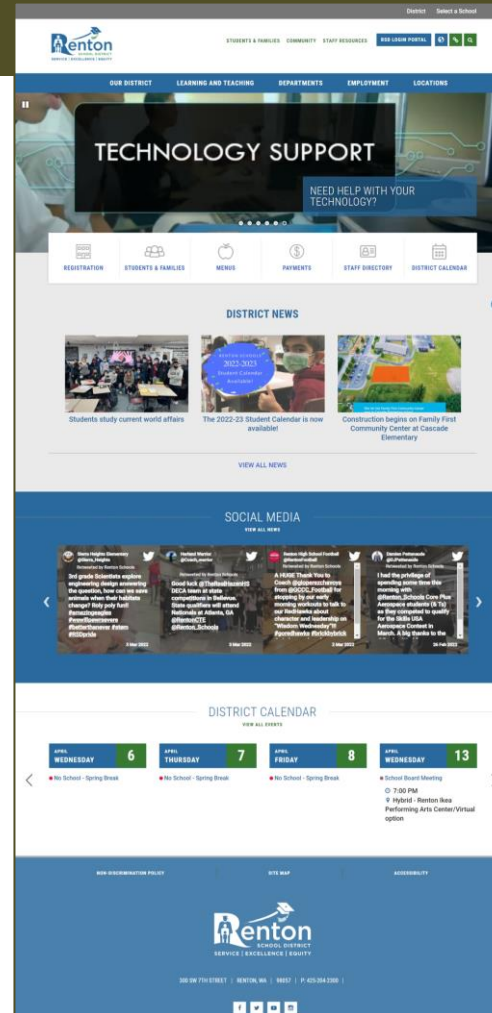
Proposed New Homepage Design
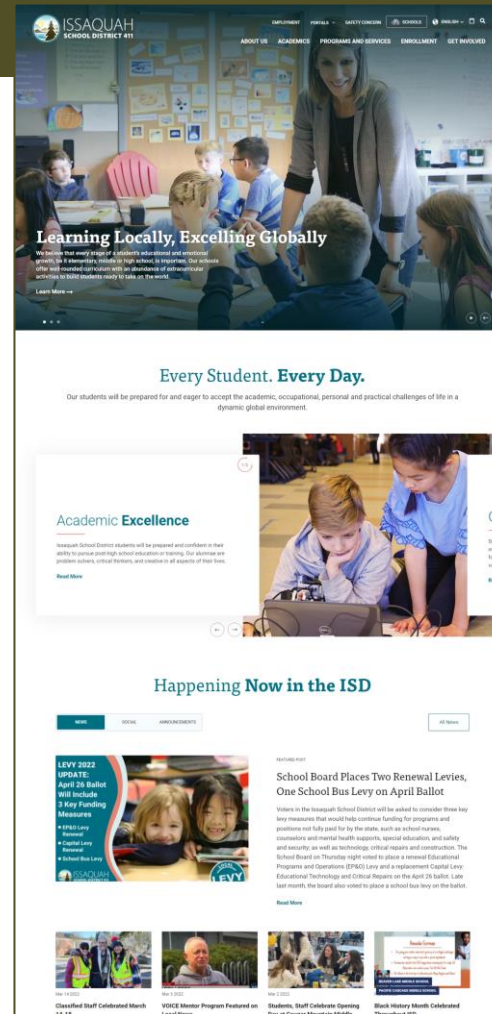
Goal: Instead of a news feed below the fold, break content into (8) sections that advertise what is great about the district. Below the fold will behave more like a brochure for the district. Where possible, align the sections to priorities in the district's strategic plan.

1. BSD News and Events (New Page)

2. About the District (New Section)

3. Family & Community (New Section)

4. High-Quality Instruction (New Section)

5. Exceptional Staff (New Section)

6. Student Well-Being (New Section)

7. Culture & Climate (New Section)

8. Organizational Alignment (New Section)

What This Could Look Like (mockup for illustration purposes only)

Would link to:

- District About Page
- Enrollment Resources
- Kindergarten Resources
- Other pages that might be relevant to new families

Mobile layout (below the fold) will align better with the desktop layout
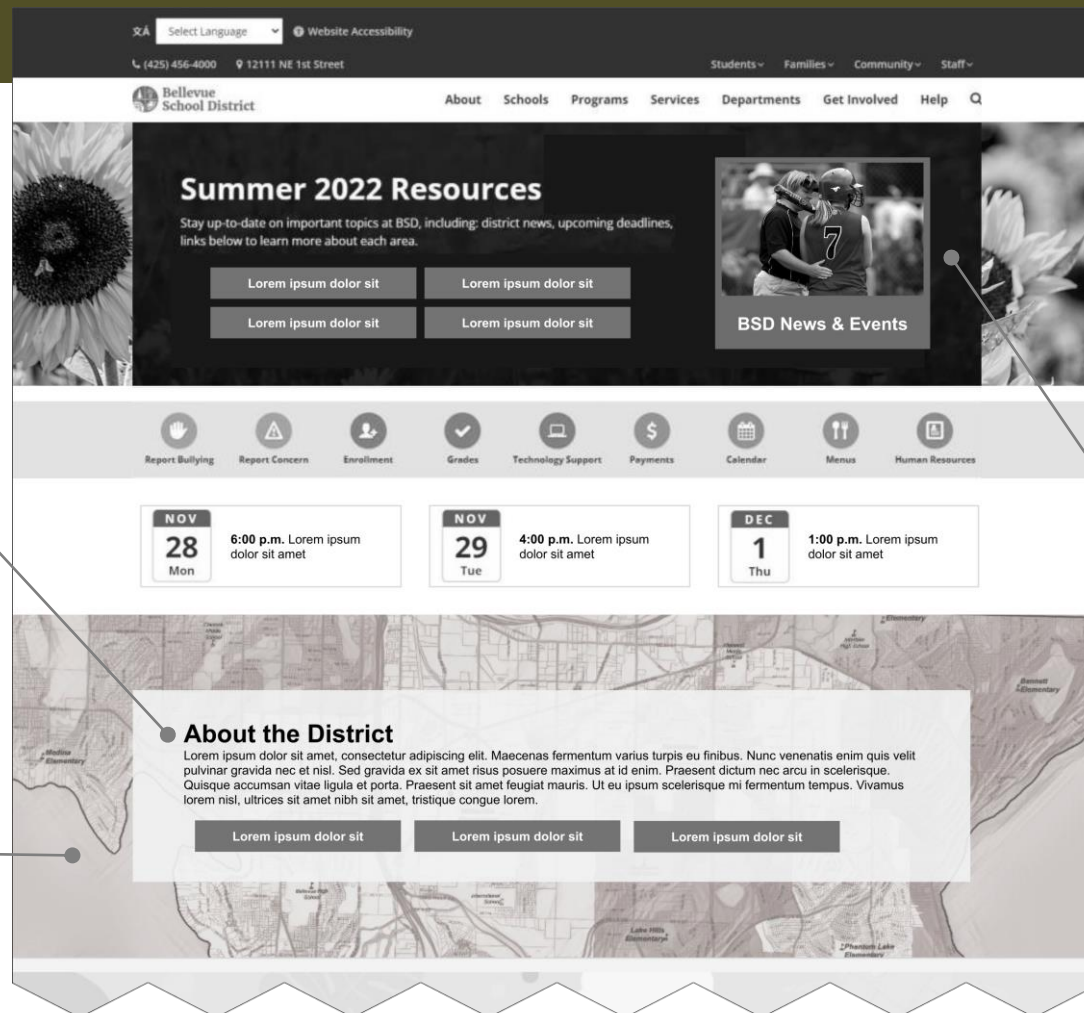
Would link to:

- New page titled BSD News & Events
- Page would include content from all district news channels (news posts, calendar events, social media, etc.)

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What This Could Look Like (mockup for illustration purposes only)

Would link to:

- New page like current homepage layout (Banner content, quick links, news stories, etc.)
- All content relates to connecting families and community members to district resources and services

Would link to:

- Teaching and Learning department pages
- Other instruction related content that highlights the excellence in district educators and curriculum

Family & Community

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High-Quality Instruction

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Exceptional Staff

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What This Could Look Like (mockup for illustration purposes only)

Would link to:

- Human Resources content
- Other staff related content that highlights educator certifications and employee satisfaction

Exceptional Staff

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Student Well-Being

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Culture & Climate

Would link to:

- Mental health resources
- Other student related content that highlights how students thrive in the district

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What This Could Look Like (mockup for illustration purposes only)

Would link to:

- Equity related content
- Other content that highlights the district's efforts in creating equitable / inclusive practices and positive learning environments

Would link to content that highlights:

- Data dashboard work that informs resource allocation and prioritization
- Continuous improvement planning cycles for schools and departments

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THANK YOU

AFFIRM. INSPIRE. THRIVE.