

# Engineering Custom Single Page Sites: Research Themes

Project Background, Analysis and  
Plan overview

# Background

- Research “areas of expertise” web page was just a text list
  - no ability to convert users
  - no gateway to further content
  - no proof of expertise/strengths
  - no lead capture mechanism

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# Background

- Faculty profiles project 2015
- Research categories taxonomy review
  - Industry Canada, Tri Council, OUAC, Thomson Reuters

# Analysis

- Web analytics (Sept 1 – Dec 1):
  - 20 % click traffic on [uwaterloo.ca/engineering-research](http://uwaterloo.ca/engineering-research) go to “areas of expertise” page next
  - Average time on page is 01:33 (high for no conversion options)
  - 22% opt to exit
  - 17% went back to research entry page
  - 16% navigate back and exit to centres/institutes
  - 13% navigate back and exit to departments

# Challenges & opportunities

- Information about research strengths exists, but is scattered among many sources
- Need to avoid duplicating content
- Need to point to & leverage source content
- Need to provide conversion options and lead capture

# Solution: Custom WCMS Single Page

- Why?
  - Capture leads and nurture (salesforce)
  - Direct user to critical content
  - Encourage users to complete a task/take action (registration, form completion, use search tool)
  - Easy to optimize and promote with digital marketing campaigns

# Next Steps: Project Plan

- Consultation with Graduate Recruitment, Engineering Research and Dean
- Budget: \$20,000
- Itemize and prioritize development requirements
- Hire external Drupal Developer
- Engineering Computing support for OFIS integration



# Dev Requirements

- Web form block
- OFIS search and results block
- Video banner
- Dynamic anchoring for CTA panel  
(provide more app like/game interaction on mobile)
- Salesforce integration

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# Search portal



Engineering Research Office

Waterloo Engineering research experts



Submit

## Welcome to "Find a Research Expert"

"Find a Research Expert" is a service designed to assist industry, faculty, staff and the community at large in quickly finding a Waterloo Engineering expert in a particular field of research.

The service is easy to use. Simply type a keyword, researcher's name or department in the box and press Enter or click on one of the suggested matches that pop-up. A list of researchers that best match your query will be displayed. Click on the name for more information.

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Website created by Engineering Research Office

[https://ofis.uwaterloo.ca/eng\\_research/expert\\_page.php](https://ofis.uwaterloo.ca/eng_research/expert_page.php)

# Post-mortem

- Consultation critical
- Timeline needed adjustment
- Under budget!
- Tighten review process
- Need ongoing visibility of project timeline and status for all team members

# Questions?

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