Take Your Website Mobile with OmniUpdate

Creating a mobile website and managing it properly is imperative for every institution. Mobile site visitors want quick and easy access to relevant information.

Let OmniUpdate get your mobile site up and running hassle-free. You choose the style and OmniUpdate mobile experts will provide an easy method for you to select or add content to your mobile site. It couldn't be easier. Best of all, as an OmniUpdate customer, your staff is already trained to update and add new content using your existing OU Campus™ web content management system implementation.

Why Go Mobile?

"71 percent of [high school] seniors and 45 percent of parents have looked at college websites on their mobile devices."

— 2014 E-Expectations Report

"If your site isn't fully optimized for mobile devices, you will likely see a hit to your ranking on mobile searches."

— HubSpot on Mobilegeddon

"Nearly two-thirds of Americans are now smartphone owners, and for many these devices are a key entry point to the online world."

— Pew Research Center

Benefits

Built on Open Standards — Your mobile site is built on powerful HTML5 standards using the latest jQuery mobile framework

Mobile Site Design Options — OmniUpdate offers you design choices and implements your mobile website

Customized User Interface — Select an icon or list view and control color, fonts, and branding

Reduced Development Time — OmniUpdate does the development work so your resources can be used elsewhere

Automated Device Detection — Your mobile site will work on virtually every device for an optimized visitor experience

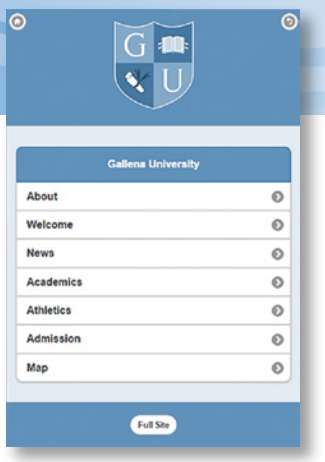
Simple Content Management — Content updated on your website is simultaneously updated on your mobile site

Optimized for SEO — Your mobile site will pass Google's mobile-friendly test

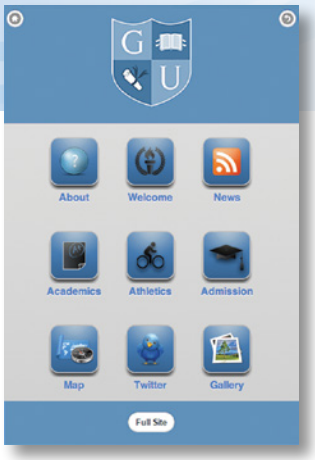
OmniUpdate®

Mobile Options

Mobile websites employ a different set of rules due to screen size and limited web browser capabilities. OmniUpdate experts use best practices to develop customizable templates for your mobile site. These templates display static and dynamic content to create a mobile experience that will benefit your site visitors as they enjoy on-the-go access. You can choose to create all new mobile pages or synchronize pages from your full site. OmniUpdate will help you select the pages to include on your mobile site based on analytics from your full site.

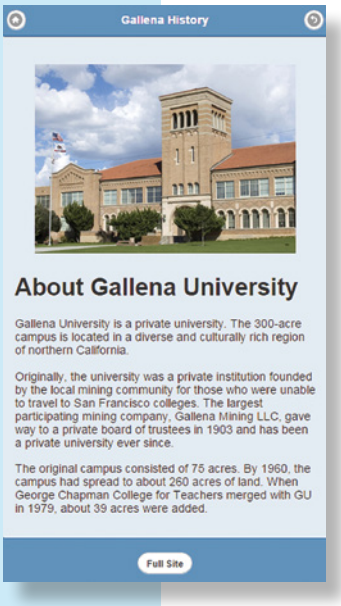


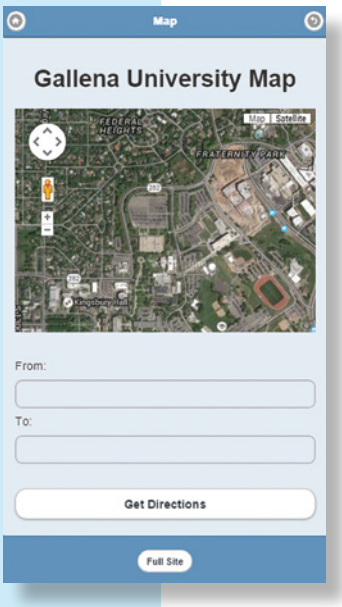
Home Page List View



Home Page Icon View

Your mobile site's home page can be displayed in either a list or icon view. In addition, there are two core styles from which your mobile internal pages are developed: standard pages and modules. Examples of each are listed below.





Standard Pages

Users of any technical skill can do quick text changes or image edits to mobile pages within the OU Campus WYSIWYG Editor. After the initial development of your standard pages, you can create an unlimited number of pages that will further enhance your mobile site.

About – Share your institution's history, purpose, and more
Admissions – Detail your admissions process, admissions contact info, and more
Food – Tempt taste buds with the local eateries available on campus
Library – Promote your brick and mortar; list hours, location, and additional resources
Tour – Drive on-site visits with simple campus tour requests using OU Campus Forms

Modules

OmniUpdate helps you provide up-to-the-minute information with server-side scripting and develops pages that incorporate web applications such as Google Maps, YouTube, social media, and more.

Calendar[1] **–** Display a calendar of upcoming events around campus
Clubs/Organizations – Get students involved through an extensive list of organizations
Course Catalog[2] **–** Feature your current courses in a simple, effective interface
Directory[3] **–** Include searchable lists and contact info for faculty, staff, and students
Image Gallery – Share photos using OU Campus Image Galleries or integrate with Flickr
Map – Locate a current position and find directions to your campus with Google Maps
News – Share news using the OU Campus What's New Live™ feature
Social Media – Stay relevant with tweets and a link to your Facebook Page
Videos – Connect to your YouTube channel and insert videos via the YouTube Gadget

[1]Available for customers using OmniUpdate's OU Calendar™ solution
[2]Available for customers using OmniUpdate's course catalog solution
[3]Available for customers using OmniUpdate's faculty directory solution

For more information and a customized price quote, please contact your Sales Director or email sales@omniupdate.com