Benefits of the Macquarie University Web Transformation Project
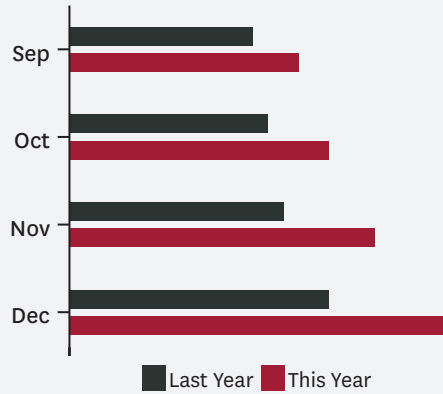
Consistency
A single CMS will give our website better visual and navigational consistency

Our website will be the same on mobile and desktop

Satisfaction survey
We expect user satisfaction to increase once the project is complete

Sep
Oct
Nov
Dec

■ Last Year ■ This Year

Audience
A Future students, partners, researchers
B Staff, students, alumni

User experience
Visitors can easily find what they want to know

Search & navigation
Better organisation means content is easier to find

Volume of visits
Information is accurate and relevant

Reputation
Accuracy and consistency helps improve our reputation

A single CMS
Squiz Matrix across the whole university offers:

| Integrated mobile capability | A range of flexible templates | Better results for less effort | Less maintenance | Secure, reliable, fast hosting | Reduced duplication | Reduced cost of operation |