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Laurier launches new website focused on future students

WATERLOO – Wilfrid Laurier University has launched a new visually rich website designed to appeal to prospective undergraduate and graduate students. Along with its state-of-the-art design and functionality, the new wlu.ca boasts an intuitive and engaging experience that is also mobile-optimized for smartphones and tablets.

Filled with the information prospective students need to make an informed decision about their post-secondary education, as well as compelling stories, photos and videos that reflect life at Laurier, the website is a key strategic tool in the university's recruitment efforts.

"The concept and design of the new website appeals to a new generation of students and better reflects the premier university experience, quality teaching and wide range of programs we offer at Laurier," said Joel Peters, assistant vice-president, External Relations. "The website is often our first point of contact with our audience, and as such our new site will play a key role in our enrolment and reputational strategies."

The homepage mega-menu features easy access to Laurier's admission toolkits, as well as links for university visitors, media, alumni and community members. An Instagram feed gives visitors a glimpse into life at Laurier from the eyes of current students. The site is also fully responsive, meaning it adjusts for optimum viewing on smartphones and tablets.

Reaction from prospective students testing the site has been overwhelmingly positive, with new users noting the easy navigation, great visual design and highly relevant information. As one student tester said, "This feels like Laurier."

The new site is the first phase of a complete redesign of Laurier's web presence. The second phase will include an intranet for current students, faculty and staff. In the meantime, access to existing information for these audiences has been built into the new navigation.

Laurier's new website meets the Accessibility for Ontarians with Disabilities Act WCAG 2.0 Level A guidelines. Teams from Laurier's Information Communications Technology department and the office of Communications, Public Affairs and Marketing led the development and implementation process. The site was designed by mStoner consultants using Hannon Hill's Cascade Server as the new content management system.

To learn more about the process of creating Laurier's new website, email webteam@wlu.ca.

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