



School of Education

SED IA Presentation- 2/23/16

Some things to know before we start:

You'll see notes like this every so often. They will explain functionality and some best practices for your site content.

We use IA and wireframes to help plan content and how users get from point A to point B in the site. It's a lot easier to understand them when you see them both, so today, we'll look at a few select wireframes to help understand some decisions behind the IA.

You'll see some example content to help you get an idea for how to plan for content in the new site. None of this will be final content.

We use wireframes to talk about content priority and organization. Fine details, such as size of boxes and final layout and interactions, will be dealt with in the design phase.



School of Education

What's on the docket today?

Full navigation review

Click through wireframes/examples of how users will get through site

Talk about Academics and Research & Outreach naming

Discuss needs for bringing in @SED



School of Education

Resources for you

[Full site map](#)

[Analytics over past year for first and second level pages](#)

[Start interactive wireframe from homepage](#)

[Start interactive wireframe from Research & Outreach](#)

Full Sitemap

Home	Academics	Admissions	Research & Outreach		
	Explore Programs Undergraduate Education Majors {Individual major pages} Minors Graduate Education {Degree Type} {Degree Name} Non-Degree Certificates & Courses {Certificate Name} Student Life Life in Boston Clubs & Activities The Education House Practicum & Fieldwork Opportunities Advice for Student Teachers	Undergraduate Students Graduate Students Application Components Deadlines & Enrollment Information Costs & Tuition Financial Aid Scholarships & Fellowships Grants, Loans, & Work-Study Repayment & Loan Forgiveness Graduate Positions Part-Time Students International Students Request More Information Meet & Contact Us Policies Non-Degree & Certificate Students	Faculty Research (Profiles list by research area) Funded Projects Centers, Labs & Institutes Community Programs Get Involved Join the Consortium Work with Us Attend an Event Support SED		
About Us	Resources	News	Events (formerly Calendar)		
Dean's Welcome History Administration Faculty Job Opportunities Contact Us Directions	Students Faculty & Staff Alumni Licensure Technology	@SED Magazine Dean's Blog {News categories}	{SED Event individual pages}		
Resources (Expanded view)					
Students	Faculty & Staff	Alumni	Research	Licensure	Technology
Admitted Graduate Students Housing International Students Forms {Child pages for each collapsible} Electronic Flyer Submission Form Policies Attendance Grades General Policies Traditions Graduation Graduate Student Reception Graduation RSVP Resources Career Services Research Requirements Scholarships Book Awards	Directory Communications Guide Room Reservations (Google Calendar embeds for each room)	Giving Joan Dee & Boyd Dewey Book Awards The Daniel Davis Memorial Scholarship Fund Alumni Awards Nominations Past Winners @SED Alumni Magazine Submit an Opinion Piece to @SED Class Notes Alumni Services Events Stay Connected	Get started {Research Student Resources pages} {Research Resources pages} {Research Handbook pages} {Funding Opportunities pages}	Steps to Licensure License Types & Tests Approved Programs Fingerprinting Information Applying Outside of Massachusetts No Child Left Behind (NCLB) Sheltered English Instruction (SEI) SEI Background Information FAQs Concerning SEI Endorsement Other SEI and RETELL Resources Employment Resources Contact the DESE	Accounts Backups Computer Deployment Email ePortfolio Request a website update Get help

Content on the Explore Programs and Research & Outreach pages will be organized by topic.

Possible examples: Early Childhood Education, Higher Education

We can list current research projects alongside profiles. If you click a research item and it is linked, it will go to that research.

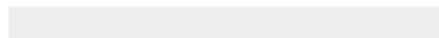
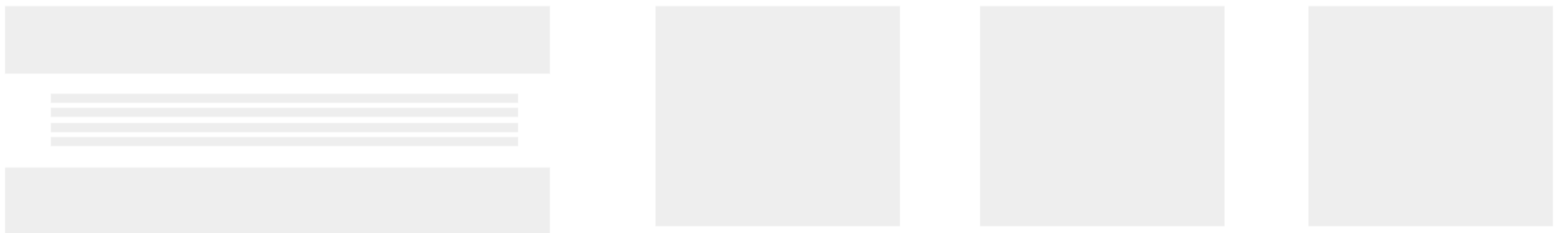
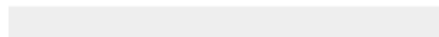
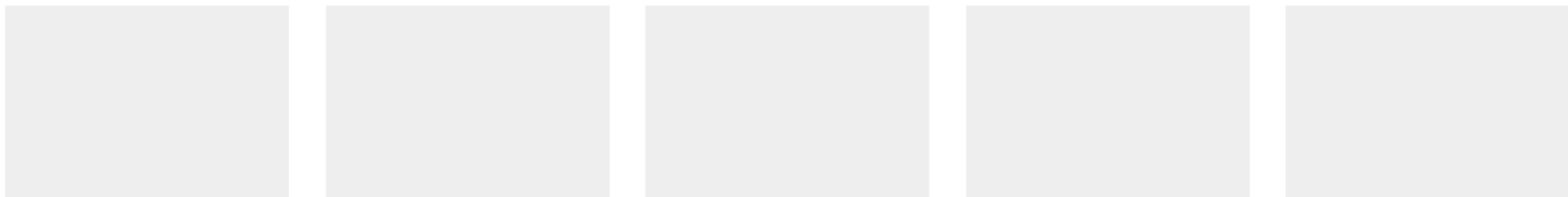
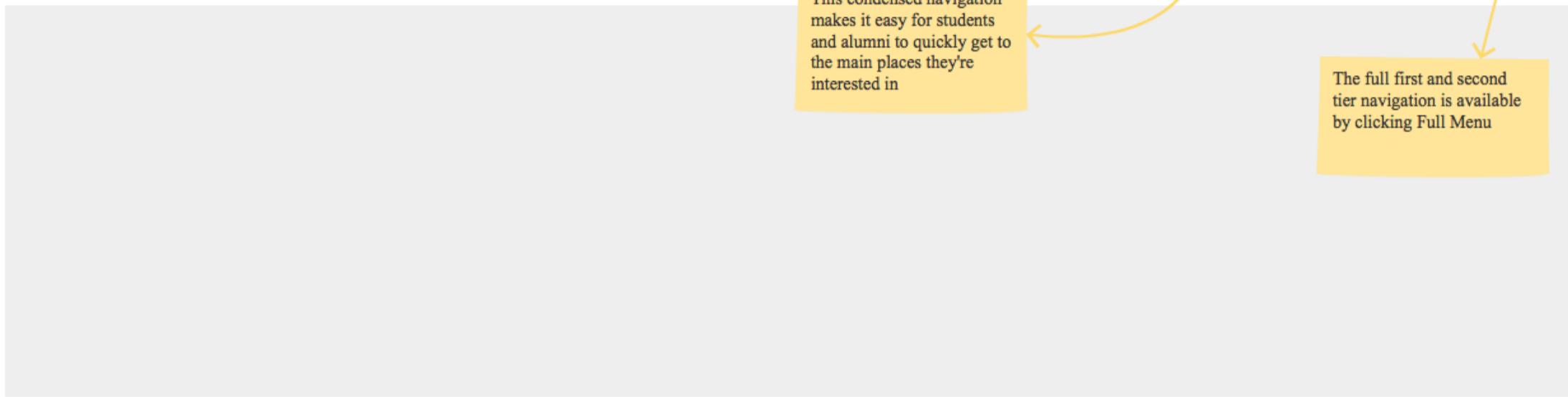
If you click the profile name or picture, it will take you to the full profile in the faculty directory.

This is all in the Resources section - it's just easier to see how things are organized in this view.

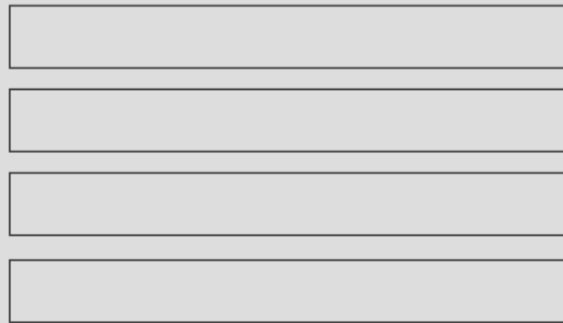
We can link to outside resources or across the site to other resources that may not be in these sections on each landing page.

This condensed navigation makes it easy for students and alumni to quickly get to the main places they're interested in

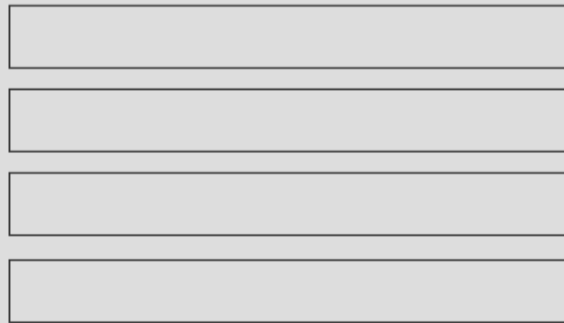
The full first and second tier navigation is available by clicking Full Menu



News



Events



Resources

- Students
- Faculty & Staff
- Alumni
- Licensure
- Research
- Technology

Connect with us

- Facebook
- Twitter
- LinkedIn
- Instagram
- YouTube
- Pinterest

Condensed nav items will animate out so focus stays on full nav →

- About Us
- Dean's Welcome
- History
- Administration
- Faculty
- Job Opportunities
- Contact Us

- Academics
- Explore Programs
- Undergraduate Education
- Graduate Education
- Non-Degree Certificates & Courses
- Student Life
- Practicum & Fieldwork Opportunities

- Admissions
- Undergraduate Students
- Graduate Students
- Non-Degree & Certificate Students

- Research & Outreach
- Faculty Research
- Funded Projects
- Centers, Labs & Institutes
- Community Programs
- Get Involved

- Resources
- Students
- Faculty & Staff
- Alumni
- Research
- Licensure
- Technology

All first and second tier nav items will be listed for easy access

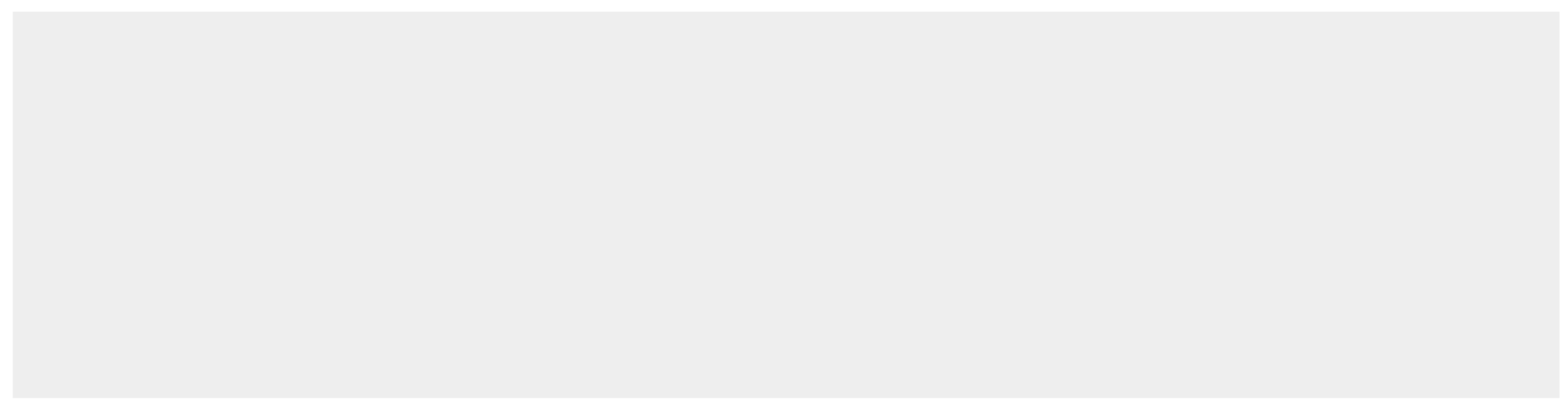
Stay connected: [News](#) | [Events](#) | [@SED Magazine](#)

Social Media Buttons

We can also include items that aren't in first or second tier nav, but are still very important

Q search

Menu will push content down



News

Four horizontal input fields for news items.

Events

Four horizontal input fields for event items.

Resources

- Students
- Faculty & Staff
- Alumni
- Licensure
- Research
- Technology

Connect with us

- Facebook
- Twitter
- LinkedIn
- Instagram
- YouTube
- Pinterest

1

2 Be prepared to change lives.

SED students make differences in the classroom, the community - and even the world.

[Start with yours](#)

The homepage banner will be designed to accept these types of media:

- Photo
- Video (autoplay loop, no sound)

This is not the final layout or design of the banner, but the homepage banner will be larger and have more prominence than other banners on the site.

The homepage will start with a strong call to action. This should change throughout the year based on your admissions and giving cycles.

This shows the content you may see when a student is in the research phase of choosing schools. An example of a call to action during the application phase could be:

Change doesn't wait
Submit your graduate application by XX date to be considered for XXXX program.
Apply now

You don't just make a difference. You are the difference.
A subtitle about how SED students get in the field and make a difference early.

Fact about how teachers are needed

Fact about how many kids SED students work with

Fact about job security and public school growth

Fact about school achievement in America

Fact about how many research and outreach programs are here

[See fieldwork opportunities](#)




In this section, we should explain not only why teachers are needed - but also why highly motivated SED teachers are needed.

To combat inequalities at the highest level, we believe you start on the ground

[Hear Brandon's Story ▶](#)

Choose your best video story - switch regularly throughout year depending on target audience

Prepare for every environment
Learn to teach in the birthplace of modern education.

<p>Placeholder text for student story</p>	 Student Name Student Degree	 Faculty Name Faculty Department	 Alumni Name Current Position
<p>Placeholder text for student story</p>	<p>Placeholder text for student</p>	<p>Placeholder text for faculty</p>	<p>Placeholder text for alumni</p>

[Find your program](#)

It's best to point to Explore Programs here, since undergraduate and graduate students have significantly different application processes. This also gives us a chance to show the range of options and make sure SED is the right choice before a prospective student applies.

<p>News</p> <p>Placeholder for news items</p>	<p>Events</p> <p>Placeholder for event items</p>	<p>Resources</p> <ul style="list-style-type: none"> Students Faculty & Staff Alumni Licensure Research Technology 	<p>Connect with us</p> <ul style="list-style-type: none"> Facebook Twitter LinkedIn Instagram YouTube Pinterest
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This is a landing page template with example content to show you ideas of what is possible with this template type.

The goal with landing page templates is to guide users through specific information that speaks to your message, so we use sections of content to focus on those messages and guide the user towards specific goals.

Users will always have access to items in this section through the main menu at the top, or the "More in..." links at the bottom - so if a user needs something quickly, or they aren't interested in any of the links on this page, they can still choose where they want to go.

Who is SED?

One sentence mission statement about SED here.

[Meet Our Faculty](#)

We are active.

Subtitle describing more here.



We push education forward.



[Research](#)

We give back to Boston.



[Outreach Programs](#)

Title title title



[Student Life](#)

We are driven.

Subtitle describing more and appealing to prospective students here.

123

admissions statistic

456

career placement statistic

789

classroom/practicum statistic

101

outreach program statistic

112

research opportunities statistic

[Explore programs](#)

We are professionals.

Subtitle here.



Student Name
Student Degree



[Academics](#)



Faculty Name
Faculty Department



[Job Openings](#)



Alumni Name
Current Position



[Alumni Events](#)

And we need you.

Subtitle about supporting the future of teaching.

Take action

- Explore degree programs
- Apply to the graduate school
- Join an outreach program
- Support future teachers

More in About Us

- Dean's Welcome
- History
- Administration
- Faculty
- Job Opportunities
- Contact Us

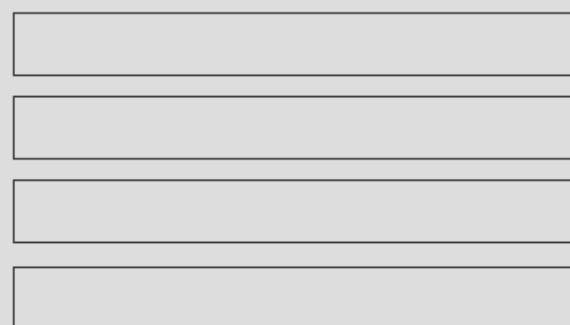
These are custom links that you can pick. Since they're not in the navigation, you can link anywhere - directly to an outside site, a completely different section of your site, or even link to a PDF download (just make it clear in the wording that the user will be downloading a PDF).

Think of these links as "next steps". These should be links that help your audience achieve some goal you want to guide them towards. In this case, we think that potential students and alumni may end up on this page. We give the students resources to find degree programs and apply directly to the graduate school. We give alumni a place to see outreach programs and a giving link.

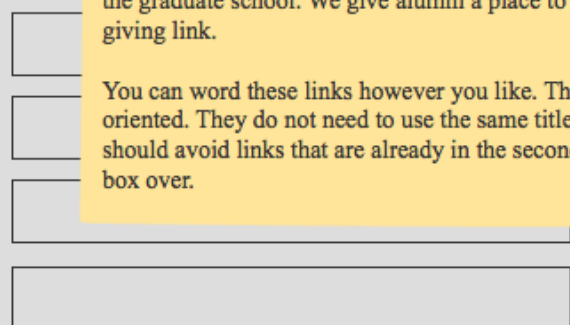
You can word these links however you like. They should be action-oriented. They do not need to use the same title as the navigation. You should avoid links that are already in the secondary navigation in the next box over.

We'll still put in navigation at the bottom of the page so if someone gets through the page and isn't interested in any of the main callouts we've shown them, it's still easy to get to information in this section without going back up to the main menu.

News



Events



Resources

- Staff
- Technology

Connect with us

- Facebook
- Twitter
- LinkedIn
- Instagram
- YouTube
- Pinterest

This is a landing page template with example content to show you ideas of what is possible with this template type.

You can start to see similarities between this page, About Us, and Admissions. That's because they all use the same template. The content inside the template - callouts, video, whether or not you have a paragraph - will always be flexible, so you can change content in and out as needed.

Title about Academics

This subtitle should give context to where the call to action below is going.

Specific Call to Action

Intro section about Academics

Talk about practical fieldwork in this section - it's a huge part of what sets you apart.

[Placeholder text block]

Student quote with fieldwork tie-in

Student quote with outreach program or research tie-in

Student quote with outreach or research tie-in

Title about what students learn here

You can use this section to talk a bit about Boston life or the special housing

[Placeholder text block]

Student interview [Video player interface]

Student life at SED

Title about alumni success in changing the world

Showcase alumni from all kinds of careers that show how SED helped them make a difference

Successful Alumni Here [Profile card]

Successful Alumni Here [Profile card]

Successful Alumni Here [Profile card]

Successful Alumni Here [Profile card]

Successful Alumni Here [Profile card]

Find the right program for you

This can be any five areas of focus you like, and should be rotated throughout the year depending on the degree programs you're seeking applicants for. Depending on where you are in the cycle, this could be undergrad focused, grad focused, certificate/continuing ed focused, or a mix of each.

Each profile/spotlight will have 1 photo, 1-2 sentences, and will link to a degree or certificate program.

A title about how change starts here.

A subtitle which explains the main goal you want the user to accomplish.

- Get ready to apply
- Find the right program for you
- Apply as an undergraduate to BU
- Prepare your graduate application materials
- See costs & tuition information
- Learn about financial aid and loan repayment

- More in this section
- Explore Programs
- Undergraduate Education
- Graduate Education
- Non-Degree Certificates & Courses
- Practicum & Fieldwork Opportunities
- Student Life

News

[Placeholder for news items]

Events

[Placeholder for event items]

Resources

- Students
- Faculty & Staff
- Alumni
- Licensure
- Research
- Technology

Connect with us

- Facebook
- Twitter
- LinkedIn
- Instagram
- YouTube
- Pinterest

1

Consortium callout title

This subtitle should give context to where the call to action below is going.

[Learn more and apply](#)

Academics

- Explore Programs
- Undergraduate Education
- Graduate Education
- Non-Degree Certificates & Courses
- 1** Practicum & Fieldwork Opportunities
- Student Life

Non-landing pages will have the second tier navigation easily accessible in the left sidebar so it's easy to get to related information.

Practicum and Fieldwork Opportunities

[Redacted content]

[Contact button for getting placement here](#)

All pages will have clear indicators of the current active page and section so it is easy to tell where you are in the site.

Who we work with

Public Schools
Universities
Organizations

Consortium

[Redacted content]

[Learn more and apply](#)

News

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

Events

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

Resources

- Students
- Faculty & Staff
- Alumni
- Licensure
- Research
- Technology

Connect with us

- Facebook
- Twitter
- LinkedIn
- Instagram
- YouTube
- Pinterest

This is a landing page template with example content to show you ideas of what is possible with this template type.

Title about Admissions

This subtitle should give context to where the call to action below is going.

Specific Call to Action

This call to action will vary based on where you are in the admissions cycle. The tone here should be authoritative and straightforward, but helpful.

Intro section about Admissions

A brief description that backs up or explains your point further.

[Placeholder text block]

Undergraduate

Graduate

Nondegree

A title about preparing to apply as a graduate student at SED

Make sure important information is readily available to your graduate applicants here.

Prepare your materials

Find your application deadline

Learn about costs & tuition

Financial aid resources

Learn about loan repayment and forgiveness

Start your application

Optional Section Type: Media Focus

Maybe answer some questions here about the type of student that is successful at SED and how to prepare to apply.

[Placeholder text block]

Admissions rep?
[Video player controls]

Button

Required Section: Next Steps

A subtitle which explains the main goal you want the user to accomplish.

- Get ready to apply
 - Apply as an undergraduate to BU
 - Prepare your graduate application materials
 - See costs & tuition information
 - Learn about financial aid and loan repayment

- More in this section
 - Undergraduate Students
 - Graduate Students
 - Non-Degree & Certificate Students

News

- [Placeholder]
- [Placeholder]
- [Placeholder]
- [Placeholder]

Events

- [Placeholder]
- [Placeholder]
- [Placeholder]
- [Placeholder]

Resources

- Students
- Faculty & Staff
- Alumni
- Licensure
- Research
- Technology

Connect with us

- Facebook
- Twitter
- LinkedIn
- Instagram
- YouTube
- Pinterest

This is a Research & Outreach page template. It will gather news, events, research projects, and outreach projects in one easy to find place, organized by topic.

The main goal with pages of this type is to show how SED is pushing forward and making progress in general areas and topics that alumni and students are studying in. We should work together to identify up to 8 areas which will be the areas we highlight in this section. They should be the same as areas you will be grouping programs by in the Explore Programs page.

Featured @SED Story

Dek for featured @SED story

Read More

Featuring research- and outreach-related content from @SED will be a smart move to get alumni more involved, as well as show prospective students more of what they can be proud of if they come here.

Title about research & outreach programs at SED

Use this top section to showcase how all of SED - students, researchers, and alumni - participate.



Researcher Profile

Student Profile

Alum Profile

Showing profiles and real examples of people motivates students and alumni to join in - either by participating in a program or supporting SED.

Making a difference in Boston - and beyond

This section brings together top news, events, statistics, and research/outreach programs to drive this point home

Featured Outreach Program
Participate

123 people helped in this program
Link to program

Research
Link to research

of kids in this program go on to do something
Link to program

Showing a mixture of the top different types of content by areas of study/interest gives us a chance to quickly relay the top things SED does to push education forward - great for anyone who may apply or support SED.

Research Conference
Reserve your spot

@SED headline
Link to story

Featured Researcher
See their research

Journal of Education Headline
Read More

I noticed while looking through your analytics that the Journal of Education is a popular resource. There's some great stuff in there we can tease in your regular news posts, and point back to the issue PDF to read more.

Featured Volunteer
Participate

Outreach Event
Reserve your spot

Why I help
Join in

@SED headline
Link to story

Research Conference
Reserve your spot

123 people helped in this program
Link to program

See how we're making even more progress in:

Early Childhood & Development | Higher Education | {topic} | {topic} | {topic} | {topic} | {topic}

To help alumni and students find out how SED pushes education forward in their focus area, we will have landing pages for each focus area.

Help us shape the future of education.

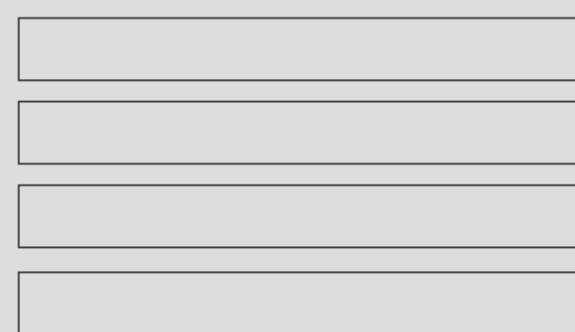
A subtitle which explains the main goal you want the user to accomplish.

- Participate
 - Support the School of Education
 - Learn about proposals and funding
 - Browse student research opportunities
 - Connect with fellow alumni
 - Attend an event
 - Contact us

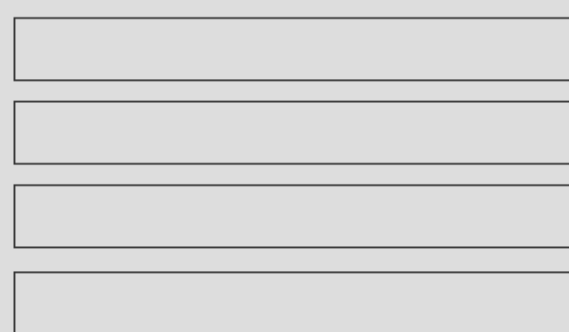
- More in Research
 - Faculty Research
 - Funded Projects
 - Centers, Labs & Institutes
 - Community Programs
 - Get Involved

These are suggestions. Final topics of interest are TBD. These should be the same as those used in Explore Programs.

News



Events



Resources

- Students
- Faculty & Staff
- Alumni
- Licensure
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Connect with us

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Featured Early Childhood and Development story

Subtitle for story

[Read More](#)

Title about Early Childhood and Development programs at SED

Use this top section to showcase how all of SED - students, researchers, and alumni - participate.



Researcher Profile

Student Profile

Alum Profile

Make a difference in Early Childhood and Development

This section brings together top news, events, statistics, and research/outreach programs to drive this point home

Featured Outreach Program
Participate

123 people helped in this program
[Link to program](#)

Research
[Link to research](#)

of kids in this program go on to do something
[Link to program](#)

Research Conference
[Reserve your spot](#)

@SED headline
[Link to story](#)

Featured Researcher
[See their research](#)

Journal of Education Headline
[Read More](#)

Featured Volunteer
[Participate](#)

Outreach Event
[Reserve your spot](#)

Why I help
[Join in](#)

@SED headline
[Link to story](#)

Research Conference
[Reserve your spot](#)

123 people helped in this program
[Link to program](#)

[Show more](#)

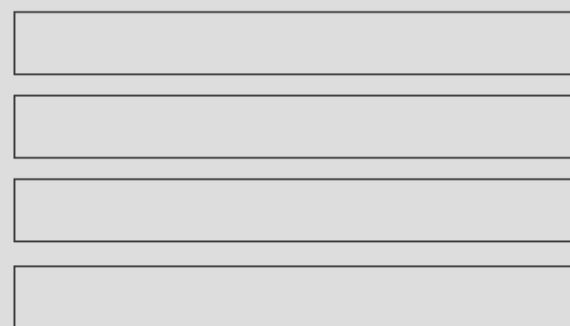
Help us shape the future of Early Childhood and Development.

A subtitle which explains the main goal you want the user to accomplish.

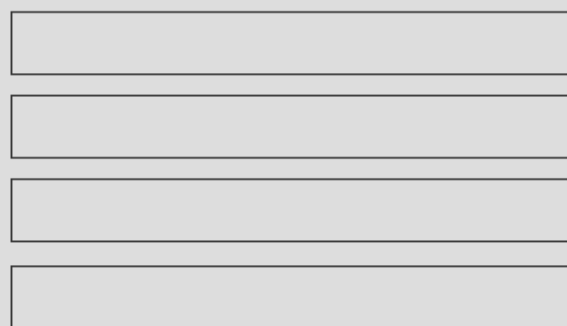
- Participate
- Support the School of Education
- Learn about proposals and funding
- Browse student research opportunities
- Connect with fellow alumni
- Attend an event
- Contact us

- More in Research & Outreach
- Faculty Research
- Funded Projects
- Centers, Labs & Institutes
- Community Programs
- Get Involved

News



Events



Resources

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Featured Higher Education story

Subtitle for story

[Read More](#)

Title about Higher Education programs at SED

Use this top section to showcase how all of SED - students, researchers, and alumni - participate.



Researcher Profile

Student Profile

Alum Profile

Make a difference in Higher Education

This section brings together top news, events, statistics, and research/outreach programs to drive this point home

Featured Outreach Program

[Image placeholder]

[Participate](#)

123
people helped
in this program

[Link to program](#)

[Image placeholder]

Research

[Image placeholder]

[Link to research](#)

[Pie chart]

of kids in this
program go on
to do something

[Link to program](#)

Research Conference

[Image placeholder]

[Reserve your spot](#)

[Image placeholder]

@SED headline

[Image placeholder]

[Link to story](#)

[Image placeholder]

Featured Researcher

[Image placeholder]

[See their research](#)

Journal of Education Headline

[Image placeholder]

[Read More](#)

Why I help

[Image placeholder]

[Join in](#)

[Image placeholder]

Featured Volunteer

[Image placeholder]

[Participate](#)

Outreach Event

[Image placeholder]

[Reserve your spot](#)

123
people helped
in this program

[Link to program](#)

[Image placeholder]

@SED headline

[Image placeholder]

[Link to story](#)

Research Conference

[Image placeholder]

[Reserve your spot](#)

[Show more](#)

Help us shape the future of Higher Education.

A subtitle which explains the main goal you want the user to accomplish.

- Participate
- Support the School of Education
 - Learn about proposals and funding
 - Browse student research opportunities
 - Connect with fellow alumni
 - Attend an event
 - Contact us

- More in Research & Outreach
- Faculty Research
 - Funded Projects
 - Centers, Labs & Institutes
 - Community Programs
 - Get Involved

News

- [Image placeholder]
- [Image placeholder]
- [Image placeholder]
- [Image placeholder]

Events

- [Image placeholder]
- [Image placeholder]
- [Image placeholder]
- [Image placeholder]

Resources

- Students
- Faculty & Staff
- Alumni
- Licensure
- Research
- Technology

Connect with us

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- LinkedIn
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- YouTube
- Pinterest

This is the default Resources template, which will display links to resources depending on the resource type.
If the sitemap linked you to this page, it means I am planning to use this page template for that page. The main focus on this page should be links, but we can accommodate text if necessary.
This template is currently in progress.

Resources

Intro section about Resources subtitle

[Placeholder for introductory text]

callout

callout

callout

You may have an optional intro section above your resource links if you would like to introduce them or add details.

Resources section name

- | | | |
|----------------------------|----------------------------|----------------------------|
| Small section title | Small section title | Small section title |
| Link | Link | Link |
| Link | Link | Link |
| Link | Link | Link |
| Link | Link | Link |
| Link | Link | Link |
| Link | Link | Link |

Lists of links, sorted by sections, will make it easy to scan and find a resource on the site.

Resources section name

- | | | |
|----------------------------|----------------------------|----------------------------|
| Small section title | Small section title | Small section title |
| Link | Link | Link |
| Link | Link | Link |
| Link | Link | Link |
| Link | Link | Link |
| Link | Link | Link |
| Link | Link | Link |

Because we are using links in the content area, we can link anywhere in or outside the site without confusing the user. Moving to this format will eliminate confusing crosslinking and outbound linking in the site, creating a better experience for all.

News

[Four placeholder boxes for news items]

Events

[Four placeholder boxes for event items]

Resources

- Students
- Faculty & Staff
- Alumni
- Licensure
- Research
- Technology

Connect with us

- Facebook
- Twitter
- LinkedIn
- Instagram
- YouTube
- Pinterest

Analytics - Top and second level pages

Page Title	Pageviews	Unique Pageviews	Entrances	Bounce Rate	% Exit
About Us	8646	6943	262	0.00%	10.61%
Dean's Welcome	786	524	131	0.00%	16.67%
History	262	262	0	0.00%	50.00%
Administration	524	262	0	0.00%	0.00%
Faculty	11397	2882	262	0.00%	1.15%
Job Opportunities	2489	2358	655	80.00%	47.37%
Contact Us	4192	3013	655	40.00%	28.13%
Directions	917	917	393	33.33%	42.86%
Academics	19913	15590	131	0.00%	5.26%
Explore Programs					
Undergraduate Education	7336	5764	131	100.00%	8.93%
Graduate Education	32751	23581	3537	48.15%	10.40%
Non-Degree Certificates & Courses	6419	4585	786	33.33%	10.20%
Student Life	1310	917	0	0.00%	10.00%
Practicum & Fieldwork Opportunities	1179	1179	262	50.00%	33.33%
Admissions	16638	13231	524	25.00%	3.94%
Undergraduate Students	3144	2358	393	0.00%	8.33%
Graduate Students	35633	25153	2751	19.05%	8.46%
Request More Information	1048	786	0	0.00%	12.50%
Meet & Contact Us	1965	1572	262	100.00%	20.00%
Policies	1048	1048	0	0.00%	0.00%
Non-Degree & Certificate Students	1310	786	262	0.00%	0.00%
Research & Outreach	4454	3275	262	0.00%	5.88%
Journal of Education	4585	3275	2358	33.33%	25.71%
Research Projects	524	524	131	100.00%	50.00%
Centers & Institutes					
Outreach Projects & Programs	4978	2489	131	0.00%	5.26%
Resources					
Students	1703	1179	0	0.00%	7.69%
Faculty & Staff	4716	3144	1310	10.00%	5.56%
Alumni	393	393	0	0.00%	33.33%
Licensure	1179	655	393	66.67%	33.33%

Alumni is the second-worst performing page in this category. Of the first and second level pages, only History does worse.

Keep in mind that Alumni has the benefit of being easily accessible at all times in the current site using the utility navigation. The low page views, combined with no entrances, suggest very low interest in general alumni information. Items that do well in this section (but aren't included here) tend to be either @SED or resources-type items.

These numbers are from the past year's analytics.

Definitions:

Pageviews - all pageviews for that page over the past year.

Unique pageviews - this is a good rough indicator of the unique people who came to that page. It won't count the same person twice. If this number is significantly lower than the pageviews, it suggests people come back regularly and use the page as a resource later on. If it's the same as pageviews, it suggests people come once and then don't come back.

Entrances - the number of pageviews where people started at this page. These are the people who Googled for this page, bookmarked it, or were pointed at the page from Facebook, Twitter, or other social media.

Bounce Rate - the percentage of people who leave the page without interacting with anything. This isn't always a bad thing for information-heavy pages with few interactive elements. You should look at this metric along with the exit rate metric and the intention of the page.

Exit Rate - the percentage of people who left the site from this page. You always need to take into account the intention of the page before making a judgement on this. For example, an apply page should have a high exit rate to be successful, because you are directing people to an outside application. A regular text page like History that has a high exit rate is a cause for concern, because it means people read that page and left the site without completing your goals.