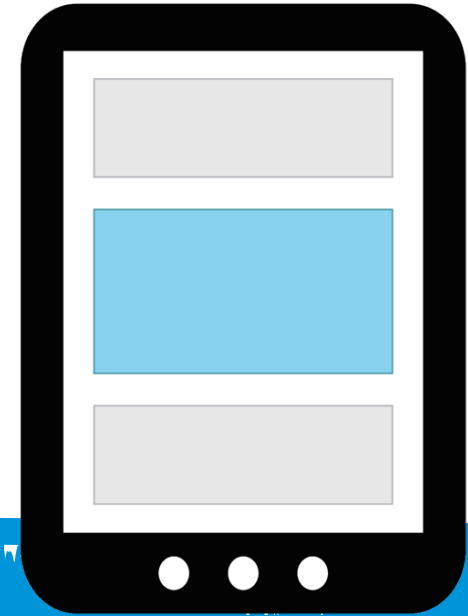
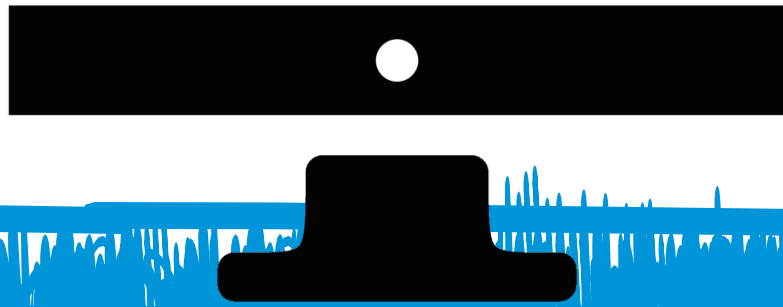


Is Your Continuing
Education Web Page
Set-up to Maximize
Enrollments?



AGENDA

- Importance of a User Friendly Website
- Easy Navigation Suggestions
- What should your Continuing Education Website Include
- Working with IT to Make Website Changes

Importance of a User Friendly Website



Limited amount of time to engage a visitor

- You have 7 seconds to grab a visitor's attention during their skimming test
- Make sure they can navigate and find what they are looking for quickly.



Any marketing promotions you run will be directing traffic to your Continuing Education web page

- You put a lot of time and resources into getting people to your website. You want to make sure they can find what they are looking for.



Treat your website as an e-commerce site

- Make it as easy and clear as possible to enroll and purchase your courses
- Try to eliminate clutter and distractions.

Easy Navigation Suggestions

Our most effective partners have a clear and easy navigation from their institution's main homepage to their Continuing Education website.



[MyLamarPA](#)

[Class Schedule](#)

[Calendars](#)

[Directories](#)

[Jobs@LSCPA](#)

[Contact Us](#)

Search LSCPA



Quick Links

[About LSCPA](#)

[Future Students](#)

[Current Students](#)

[Degrees & Certificates](#)

[Workforce & Continuing Ed.](#)

[Faculty & Staff](#)

[Athletics](#)



Seahawk Landing Coming To Life!

LSCPA's student housing facility, Seahawk Landing, is quickly becoming a reality. Watch for regular updates as the newest addition to our campus grows and expands!

[Read More](#)



Easy Navigation Suggestions

Our most effective partners have a clear and easy navigation from their institution's main homepage to their Continuing Education website.



**Bright Future
UNIVERSITY**

About

Students

Academics

Campus Life

- Academic Calendars
- Class Schedule
- Continuing Education
- Course Catalog
- Degrees & Certificates
- Graduate Studies



Main Continuing Education Page



BOLD Title



Brief Description of Continuing Education



Links to Continuing Education Options



**Bright Future
UNIVERSITY**

[About](#)

[Students](#)

[Academics](#)

[Campus Life](#)



Developing programs that are as diverse as our community is important and rewarding work. It's also what we in the Continuing Education department do best. We're pleased to offer to our community a wide array of exciting continuing education and training opportunities. Whether you want to strengthen your professional readiness, enhance the skills of your workforce, or engage in personal enrichment, Extended Learning has a course or program for you.





Online continuing education classes are an easy, affordable way for you to get the training you need to take your career to the next level. We partner with national leaders in online education to offer comprehensive library of practical, career enhancing classes available at your convenience. Our online classes are non-credit and in many cases can lead to a professional certificate in a number of areas.

ONLINE CLASSES

Instructor Led Courses (ILC)

<http://www.ed2go.com/lupace>

Instructor Led Courses are affordable, fun, fast, convenient, easy to use, and lead by an expert instructor. New sessions start monthly and are in six week formats with lessons released on the third Wednesday of each month.

- Comprehensive online course in a convenient six-week format
- Expert instructors lead each course
- Engaging student discussion areas
- New sessions starting monthly
- Confirmation of completion awarded with passing score

[Click Here to Learn More](#)

Career Training Programs (CTP)

<http://careertraining.ed2go.com/lupace>

Our Career Training Programs are designed by a team of professionals from each respective field and are aligned with in-demand, fast-growing careers.

- Learn in-demand skills recognized by employers
- Many courses prepare student for a national certification
- Start anytime - work at your own pace and complete in 3 to 6 months and up to a year
- Textbooks and learning materials are included
- Expert instructor assistance provided
- You'll be teamed up with an amazing Student Advisor who will support you from start to finish
- Academic Counselors will guide you through the enrollment process

[Click Here to Learn More](#)

For more information email us at bright.future@university.edu or call us at 800-123-4567.



BOLD Title



Headline for each type of Online Continuing Education Program



Brief Description of Program



Link to Catalog of Courses



Contact Information



Call to Action

We have posted a universal template of ed2go content you can use to create a successful online Continuing Education page. Just cut and paste the content, add in links, update contact information and format to match your website.

Get it here:

[partner.ed2go.com/
continuing-education-
content/](http://partner.ed2go.com/continuing-education-content/)



Online continuing education classes are an easy, affordable way for you to get the training you need to take your career to the next level. We partner with national leaders in online education to offer comprehensive library of practical, career enhancing classes available at your convenience. Our online classes are non-credit and in many cases can lead to a professional certificate in a number of areas.

ONLINE CLASSES

Instructor Led Courses (ILC)

<http://www.ed2go.com/lupace>

Instructor Led Courses are affordable, fun, fast, convenient, easy to use, and lead by an expert instructor. New sessions start monthly and are in six week formats with lessons released on the third Wednesday of each month.

- Comprehensive online course in a convenient six-week format
- Expert instructors lead each course
- Engaging student discussion areas
- New sessions starting monthly
- Confirmation of completion awarded with passing score

[Click Here to Learn More](#)

Career Training Programs (CTP)

<http://careertraining.ed2go.com/lupace>

Our Career Training Programs are designed by a team of professionals from each respective field and are aligned with in-demand, fast-growing careers.

- Learn in-demand skills recognized by employers
- Many courses prepare student for a national certification
- Start anytime - work at your own pace and complete in 3 to 6 months and up to a year
- Textbooks and learning materials are included
- Expert instructor assistance provided
- You'll be teamed up with an amazing Student Advisor who will support you from start to finish
- Academic Counselors will guide you through the enrollment process

[Click Here to Learn More](#)

For more information email us at bright.future@university.edu or call us at 800-123-4567.

Catalog of Courses



Your Schedule • Your Budget • Your Future...Today!

Lamar State College Port Arthur, in partnership with **ed2go**, offers online open enrollment programs designed to provide the skills necessary to acquire professional level positions for many in-demand occupations.

Our programs are designed by a team of professionals from each respective field, providing you with effective web-based learning programs. Instructors/mentors are actively involved in your online learning experience, responding to any questions or concerns, as well as encouraging and motivating you to succeed.

Live Chat With An Admissions Counselor 

Contact Us Today!
877.221.5151

Our Program Catalog



Healthcare and Fitness

Certificate programs in Medical Coding, Transcription, Pharmacy, and other popular fields.

35 Programs



Business and Professional

Offers eBusiness, Six Sigma Black Belt Certification, and others to increase your success in the business world.

123 Programs



IT and Software Development

Hands-on courses give the experience you need in the ever-expanding world of technology.

130 Programs



Please note: Once the program curriculum is accessed online or through submission of a material shipment confirmation, refunds cannot be issued.

Catalog of Courses

[My Classroom](#)[About Us](#)[Help](#)[Sign In](#)[My Cart \(0\)](#)

University College at Bath/Brunswick

12 Sewall Street Orion Hall, Brunswick, ME 04011

[Home](#)[View Catalog](#)Search for Courses: [< back](#)

Browse:

Start Your Own Business**Browse Catalog**[Featured](#)[Popular](#)[New](#)[Accounting and Finance](#)[Business](#)[College Readiness](#)[Computer Applications](#)[Design and Composition](#)[Healthcare and Medical](#)[Language and Arts](#)[Law and Legal](#)[Personal Development](#)[Teaching and Education](#)[Technology](#)[Writing and Publishing](#)Sort by: **Relevance**[Name A-Z](#)**Featured Bundle!****Entrepreneurship Suite**

Ready to start your own business? Let this discounted set of online courses hone your entrepreneurial spirit and help get your business going.

[Learn More>>](#)**\$261** USD

Save \$9 USD

[Add To Cart](#)

Bundle ⌚ 72 hours

**Start Your Own Small Business**

Stop dreaming and learn how to start your own successful small business.

[Learn More>>](#)**\$90** USD[Add To Cart](#)

Course ⌚ 24 hours

Start Date: **Aug 17** | **Sep 14** | **Oct 12** | **Nov 09****Real Estate Investing**

Build and protect your wealth by investing in real estate.

[Learn More>>](#)**\$90** USD[Add To Cart](#)

Course ⌚ 24 hours

Start Date: **Aug 17** | **Sep 14** | **Oct 12** | **Nov 09****Wow, What a Great Event!**

Looking for a fun new career coordinating special events? Learn proven techniques from a master event planner.

[Learn More>>](#)**\$90** USD[Add To Cart](#)

Course ⌚ 24 hours

Start Date: **Aug 17** | **Sep 14** | **Oct 12** | **Nov 09**

Catalog of Courses

University College
University of Maine System

Get Started About Us Courses & Programs Center Services Library News & Events

University College > Bath / Brunswick > Courses & Programs

BATH / BRUNSWICK

COURSES & PROGRAMS

Fall 2016
Summer 2016
Program Listing
Student Financial Responsibility Statement
Non-Credit Online Courses
UMS Academic Calendar

Upcoming Events
Read our [Newsletter](#)
Access the [UCBB Event Calendar](#)
Watch our live [Digital Sign](#)
Follow us on [Facebook](#)
Tweet us on [Twitter](#)
Pin us on [Pinterest](#)

Sign up for UCBB newsletter

Email Address*

First Name

Last Name

* = required field

Preferred Format
 HTML
 Text

powered by MailChimp!

Non-Credit Online Courses
University College offers an array of non-credit online courses.

Here is a small sample of the offerings:

Career Training Programs

Healthcare & Fitness

- [Pharmacy Technician](#)
- [Veterinary Assistant](#)
- [Admin Medical Specialist](#)

Business & Professional

- [Certified Bookkeeper](#)
- [Project Management](#)
- [Non-Profit Management](#)

IT & Software Development

- [AutoCAD & AutoCAD 3D](#)
- [Microsoft Certified Training](#)
- [Forensic Computer Examiner](#)

Management & Corporate

- [Entrepreneurship](#)
- [Event Management & Design](#)
- [Patrol Practice & Management](#)

Media & Design

- [Digital Arts Certificate](#)
- [Video Game Development](#)
- [Webmaster](#)

Hospitality & Service Industry

- [Fitness Business Management](#)
- [Certified Global Business Professional](#)

Skilled Trades & Industrial

- [Principles of Green Buildings](#)
- [Home Inspection Certificate](#)
- [Wind Energy Professional](#)

[Learn about MORE non-credit Professional and Career Certificate Programs.](#)

Continuing Education & Enrichment

- [Start Your Own Business](#)
- [Law & Legal Careers](#)
- [Career & Personal Development](#)
- [Database Management & Programming](#)
- [Sales & Marketing](#)
- [Accounting](#)
- [Business Administration](#)
- [PC Networking & Security](#)
- [Computer Applications](#)
- [Writing & Publishing](#)
- [Art, History, & Literature](#)
- [Genealogy](#)
- [Courses for Teaching Professionals](#)
- [Health Care, Nutrition & Fitness](#)
- [Child Care & Parenting](#)

[The Entertainment Industry Languages Certification Prep & Test Prep](#)

[Learn about MORE 3-week Continuing Education and Enrichment courses.](#)

University College at Bath/Brunswick
University of Maine System

Back to: Home > Catalog > Healthcare and Fitness

Veterinary Assistant

HOURS: 170
CODE: GES118
TYPE: Career Training Program
FEES: \$1995.00 USD

[Contact Me](#)

Overview DETAILS OUTLINE REQUIREMENTS INSTRUCTOR REVIEWS FAQs

Overview

This online program will prepare you to become a productive member of a veterinary team. You'll learn about every aspect of veterinary assisting, including anatomy and physiology, animal restraint, laboratory sample collection, assisting in surgery and dentistry, prescription preparation, and taking radiographs. You'll also learn how to interact professionally with clients and gain the expertise you need to educate them about key topics in pet care, such as nutrition, vaccinations, and administering medication. This program is designed for people who want to work at a veterinary hospital and those who are already employed in positions in which they look after animals.

Objectives

Upon completion of the ed2go Veterinary Assistant Program, you'll:

- Understand the duties of the veterinary assistant.
- Learn the anatomy and physiology of the major organ systems.
- Master office communication skills and see how to handle medical records.
- Learn how to determine age and gender of animals.
- Find out how to restrain animals seen at the hospital.
- Discover how to take vital signs such as temperature, pulse, and respiration rate.
- Learn how to trim nails, empty anal sacs, and properly bathe animals.
- Identify the hazards you'll face in a veterinary hospital from anesthetics, infections, and X-rays.
- Explore the reproductive cycles, diseases, and sterility procedures in cats and dogs.

ed2go EXTERNSHIP PROGRAMS
[learn more](#)

THE VIRTUAL CAREER CENTER IS NOW OPEN

Marketing Your Continuing Ed Web Page

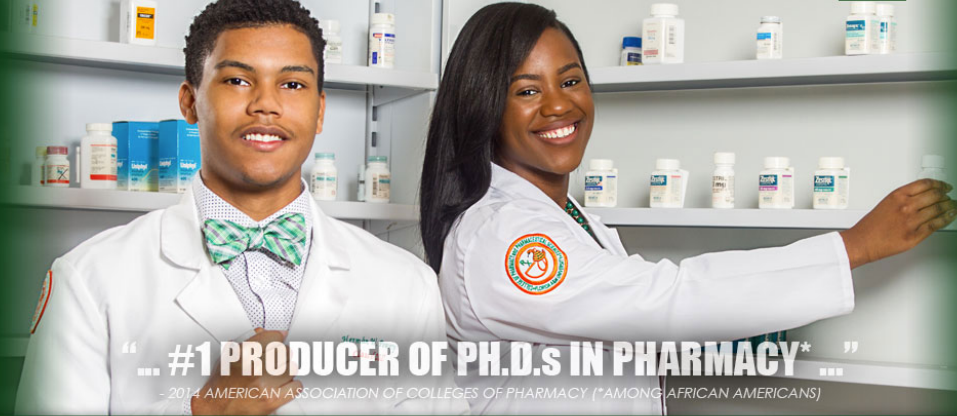
Promotional Banners on your Website

A great way to feature courses is to utilize promotional banners located throughout your institution's website as well as within your Continuing Education web page.



Search

[Admissions](#) [About FAMU](#) [Academics](#) [Administration](#) [Giving to FAMU](#) [Athletics](#) [Alumni](#) [LOGIN](#)



[NEWS
& EVENTS](#)

[FAMU
DOCS](#)

[CURRENT
RESEARCH](#)

[UNIVERSITY
CALENDAR](#)

[OUR
STUDENTS](#)

[CAMPUS
DIRECTORY](#)

[FAMCAST
VIDEOS & PHOTOS](#)

[APPLY NOW!](#)



What distinguishes Florida Agricultural and Mechanical University from other universities is its legacy of providing access to a high-quality, affordable education to many students who otherwise may never have the opportunity to fulfill their dreams of getting a college degree. The CollegeNet and Pay Scale Social Mobility Index (SMI) recognizes FAMU for its commitment to providing pathways for social and economic mobility. SMI ranks FAMU as one of the top colleges and universities in the nation for fostering social and economic opportunity.

FLORIDA AGRICULTURAL AND MECHANICAL UNIVERSITY • EST. 1887

Marketing Your Continuing Ed Web Page

Promotional Banners on your Website

A great way to feature courses is to utilize promotional banners located throughout your institution's website as well as within your Continuing Education web page.



College news and events

News

| | |
|---|---|
| > College Scores Awards, Grants Aug 22 | > Brave Spaces Aug 22 |
| > Keeping the Oregon Promise Aug 17 | > High Schoolers Fabricate Skills Aug 16 |
| > RC Solar Report a Click Away Aug 15 | > Girl Scouts Partnership Sails Aug 15 |
| > Art Soaring Aug 15 | > Newberg Fest Gets PCC Flavor Aug 10 |

[more news...](#)

Spotlights



Student essentials

- Get started: Admissions
- Paying for college
- Academic calendar
- Library

On campus

- Locations and maps
- Bookstore
- Transportation
- Distance Education

Connect

- Jobs at PCC
- Panther athletics
- Gula en español
- Panther Pride

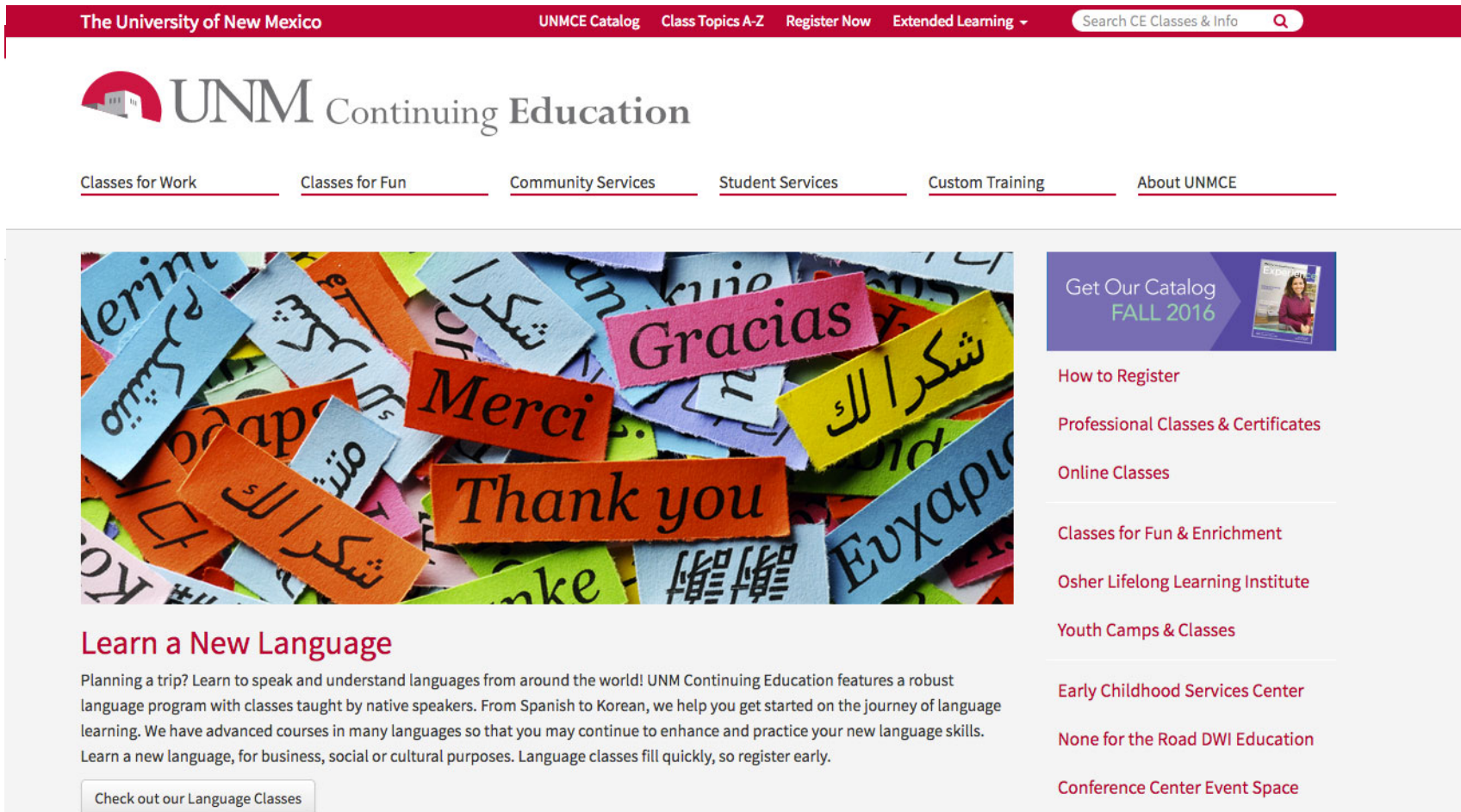
Get help

- Accessibility
- Privacy policy
- Get help with this website
- Send website corrections

Marketing Your Continuing Ed Web Page

Promotional Banners on your Website

A great way to feature courses is to utilize promotional banners located throughout your institution's website as well as within your Continuing Education web page.



The screenshot displays the UNM Continuing Education website. At the top is a red navigation bar with the text "The University of New Mexico" on the left, and "UNMCE Catalog", "Class Topics A-Z", "Register Now", and "Extended Learning" in the center. On the right of the bar is a search box labeled "Search CE Classes & Info" with a magnifying glass icon. Below the navigation bar is the UNM logo and the text "UNM Continuing Education". A horizontal menu below the logo contains the following items: "Classes for Work", "Classes for Fun", "Community Services", "Student Services", "Custom Training", and "About UNMCE". The main content area features a large banner image of colorful paper scraps with the word "Thank you" written in various languages, including "Gracias", "Merci", and "Euxapio". Below the banner is the heading "Learn a New Language" in red, followed by a paragraph: "Planning a trip? Learn to speak and understand languages from around the world! UNM Continuing Education features a robust language program with classes taught by native speakers. From Spanish to Korean, we help you get started on the journey of language learning. We have advanced courses in many languages so that you may continue to enhance and practice your new language skills. Learn a new language, for business, social or cultural purposes. Language classes fill quickly, so register early." Below this text is a button that says "Check out our Language Classes". To the right of the main content is a sidebar with a purple header "Get Our Catalog FALL 2016" and a small image of a catalog cover. Below the header are several menu items: "How to Register", "Professional Classes & Certificates", "Online Classes", "Classes for Fun & Enrichment", "Osher Lifelong Learning Institute", "Youth Camps & Classes", "Early Childhood Services Center", "None for the Road DWI Education", and "Conference Center Event Space".

Marketing Your CE Webpage

Email Sign-Up

An email sign-up form on your Continuing Education web page is a great way to get qualified leads that you can then remarket to. Be sure to get their name, email address, and categories of interest to help you send targeted communication.



"An investment in knowledge pays the best interest." —Benjamin Franklin

Continuing education is directly engaged with the lived experience of the local and global community. Our online and professional certificate programs, continuing education courses and other programs of learning are facilitated by leading scholars and professionals, and balance traditional academic study with necessary practical training.



Recognizing that jobs and education are inextricably linked, each program is uniquely tailored to enable learners to update their skills and knowledge, advance their careers, and assist with a desired change in profession or vocation. And, to assure that each program continues to meet the high standards of education expected from Loyola Marymount, as well as the demands of society, each of our programs are continuously reviewed by University faculty, administrators and community leaders.



Click on the fields of study below for a full list of certificate programs, courses and continuing education opportunities. [Haga clic aquí para los programas en español.](#)

[Arts + Humanities](#)

[Business + Nonprofit Development](#)

Join our Mailing List

What would you like to learn today? Fill out the form below to let us know. If you'd like to speak with one of our staff members, please call us at (310) 338-1971.

Name *

First Last

Email *

Phone Number

 - -
####

Address

Street Address

Address Line 2

City

State / Province / Region

Postal / Zip Code

Country

Program of Interest *

How did you hear about LMU Extension and our programs? *

If other, please indicate:

Do you have a question? Please let us know.

Marketing Your CE Webpage

Social Media

If you have social media, make sure you have the icons and links throughout your website. Also, be sure your social media efforts are directing traffic back to your continuing education web page by periodically posting information about New Courses, Popular Courses...etc.



"An investment in knowledge pays the best interest." —Benjamin Franklin

Continuing education is directly engaged with the lived experience of the local and global community. Our online and professional certificate programs, continuing education courses and other programs of learning are facilitated by leading scholars and professionals, and balance traditional academic study with necessary practical training.

Recognizing that jobs and education are inextricably linked, each program is uniquely tailored to enable learners to update their skills and knowledge, advance their careers, and assist with a desired change in profession or vocation. And, to assure that each program continues to meet the high standards of education expected from Loyola Marymount, as well as the demands of society, each of our programs are continuously reviewed by University faculty, administrators and community leaders.

Click on the fields of study below for a full list of certificate programs, courses and continuing education opportunities. [Haga clic aquí para los programas en español.](#)

Arts + Humanities



LMU Extension
@LMU.Extension

Home

About

Photos

Reviews

Likes

Notes

Videos

Events

Posts

Create a Page



More

LMU Extension
July 29 at 1:25pm · 🌐

UPDATED COURSE: Looking to build your own website? Learn how with our online course "Intermediate WordPress Websites", which was recently updated. #LMULifeLongLearner



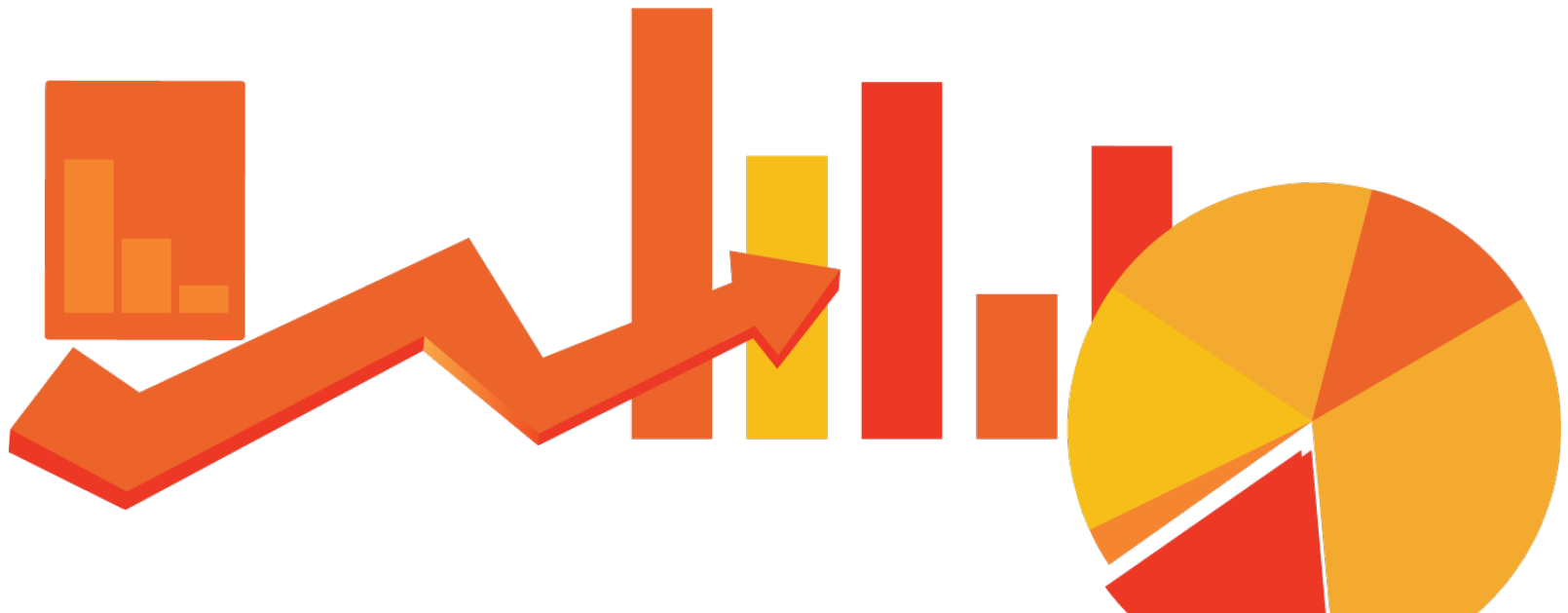
Marketing Your CE Webpage

Tracking Your Marketing Efforts

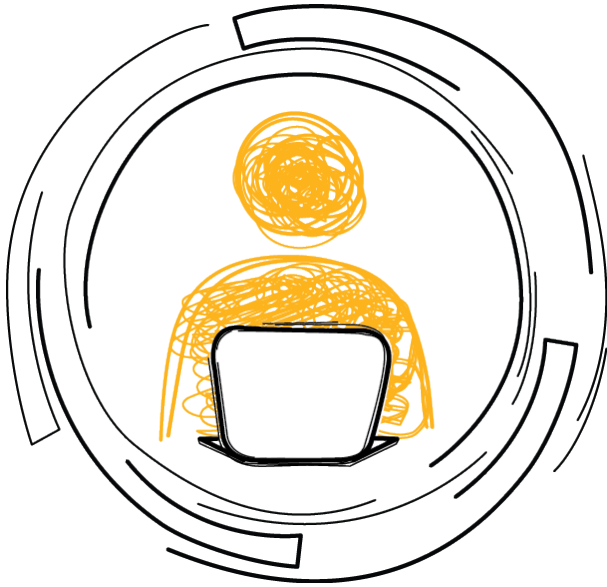
Work with your IT dept. to put tracking code (like Google Analytics) on your website.

This will give you insight into:

- How many unique people visit your Continuing Education page a week/month
- Find out which online campaigns bring the most traffic and conversions
- Find out what web sites and web searches are driving the most organic traffic
- Find out if people are clicking to view catalog of courses
- Develop retargeting campaigns based on website visitors
- Much More!



Working with Your IT Team



- Develop a communication channel between your website administrator or IT/Marketing department.
- Explain to them the things you are trying to accomplish and rely on their expertise to bring those to fruition.
- You don't have to do a website redesign. Even small, incremental changes can make a big difference.
- We are here to help you. If you have any questions, need design help or marketing materials, please be sure to ask your Account Manager.



www.ed2go.com
ed2go.marketing@cengage.com