Is Your CE Site

Maximizing Enrollments?

ed2go

The **Agenda**

1
Importance of a User-Friendly Website
Learn how to make your site easy to find and simple to use.

2
Easy Navigation Suggestions
Have clear and easy navigation from your main homepage to your CE site.

3
Site Necessities
Does your site page easily guide students through the enrollment process?

4
Working with IT
Make sure you have a plan on how to work with your IT or web team when you need to make site updates.

Importance of a **User-Friendly Website**

1

Limited amount of time to engage a visitor on your website
You have an average of seven seconds to grab a visitor's attention when they enter your site. Make sure they can navigate and find what they are looking for quickly.

2

Any marketing promotions you run should direct traffic to your Continuing Education Site
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. Ensure all of your promotions link directly to your CE site.

3

Treat your website as an e-commerce site
Make it as easy and clear as possible to enroll and purchase your courses. Have step-by-step instructions for how to apply and try to eliminate clutter and distractions. Your goal is to get students to enroll!

Easy Navigation **Suggestions**

Have a clear and easy navigation from your institution's main homepage to your Continuing Education website.

Site **Necessities**

Now that you've made it easy for people to find your Continuing Education page, the information on the page should easily guide students through enrollment.
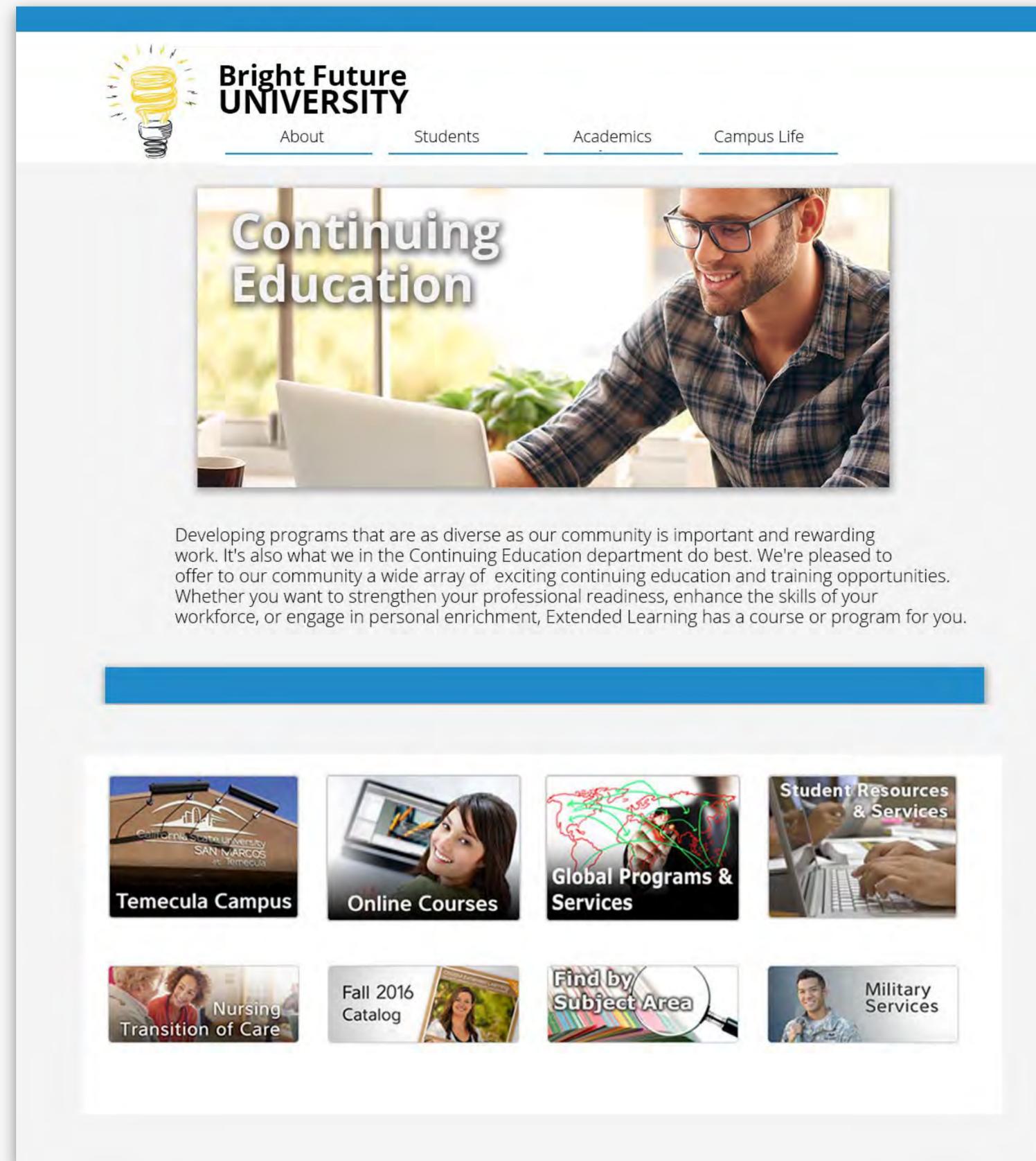
Site **Necessities**

BOLD TITLE
For your page

CLEAR HEADLINE
For each type of CE course

BRIEF DESCRIPTION
Of each course

PROMINENT LINK
To catalog of courses

EASY-TO-FIND
Contact Information

INTUITIVE
Calls-To-Action

Catalog of **Courses**

# Sample **Template**

We have posted a universal template of ed2go content you can use to create a successful Continuing Education page. Just grab the sample and follow the steps below.

You'll just need to…

- Cut and paste the content

- Add in links

- Update contact information

- Format to match your website

Get the sample file here

http://partner.ed2go.com/continuing-education-content/
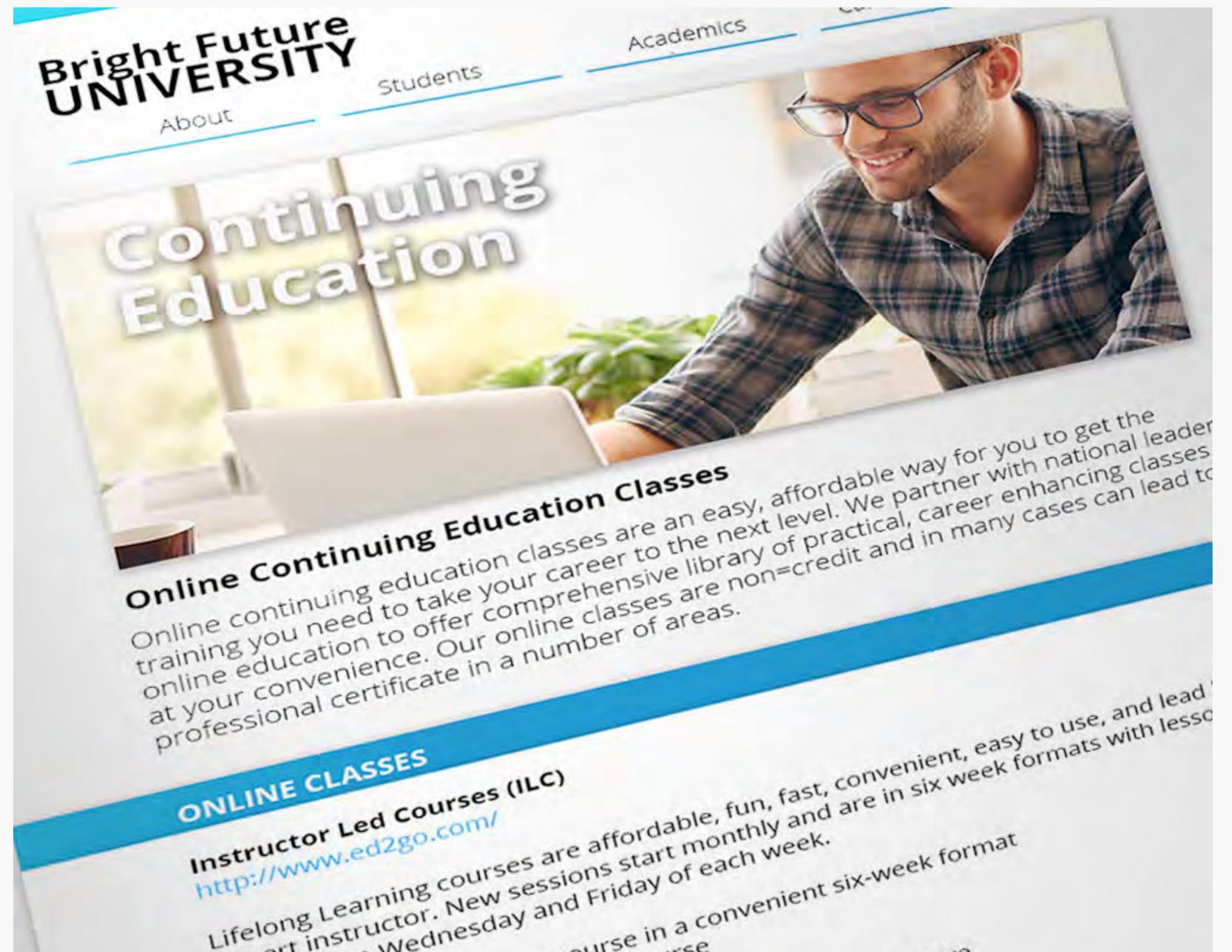
Marketing Your **CE Webpage**

PROMOTIONAL BANNERS ON YOUR WEBSITE
A great way to feature courses is to add promotional banners to your site. Be sure to keep the content fresh. We have a library of banners available for you on the partner site.

SEARCH ENGINE OPTIMIZATION (SEO)
Work with your IT/web department to make sure your website is built and maintained to maximize the number of organic visitors. Optimizing your website will ensure that your website appears high on the list of results returned by search engines for people searching for "Continuing Education".

EMAIL SIGN-UP
An email sign-up form on your website is a great way to get interested buyer's information in order to remarket to them.
Be sure to get their name, email address, and categories of interest to help you send targeted communication.

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, student testimonials…etc.

TRACKING YOUR MARKETING EFFORTS
Work with your IT or central marketing department to put tracking code (like Google Analytics) on your website. This will give you insight into visitor analytics so you can make informed decisions on your future marketing efforts and be able to test the changes you make to your CE page.

Working With **Your IT or Web Team**

Making requests for website changes may take more than simply asking. Work with your ed2go Account Manager to put together a business plan to show value to these changes you are requesting.

COMMUNICATION

Develop a communication channel between your website administrator or IT department.

GOALS

Explain to them the things you are trying to accomplish and rely on their expertise to bring those to fruition.

MANAGEABLE CHANGE

You don't have to do a complete website redesign. Even small, incremental changes can make a big difference.

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THANK YOU

FOR ATTENDING

CONTACT US

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