

Is Your CE Site

Maximizing Enrollments?

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**



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.



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.



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.



**Bright Future
UNIVERSITY**

About

Students

Academics

Campus Life

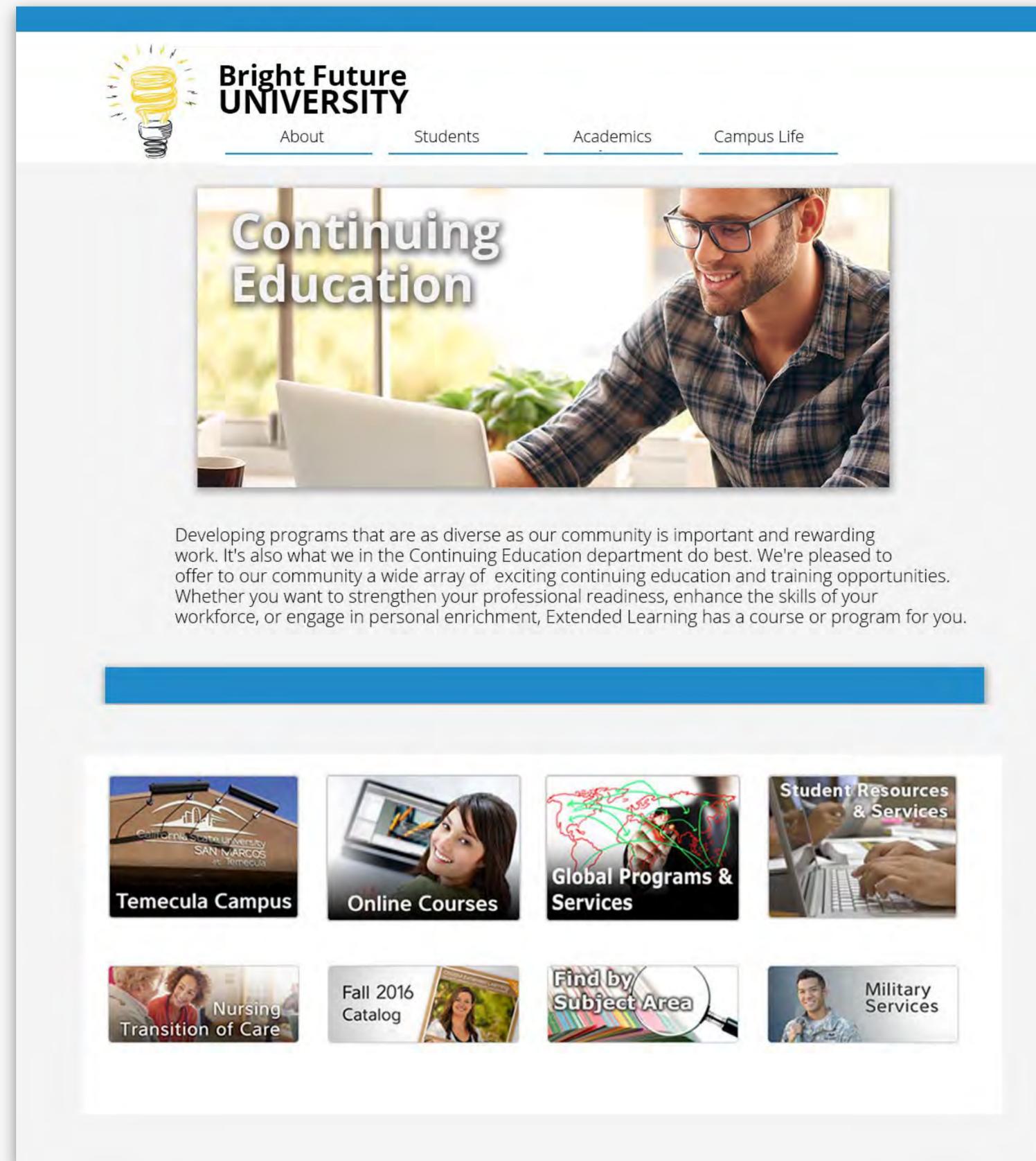
- Academic Calendars
- Class Schedule
- Continuing Education
- Course Catalog
- Degrees & Certificates
- Graduate Studies



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

The screenshot shows the CSUSB website's 'Courses & Programs' page. At the top, there's a navigation bar with links for 'Home', 'Degrees', 'Courses & Programs', 'Workforce Development', 'Military & Veterans', and 'Customized Training'. Below this is a search bar with the placeholder text 'Search for a certificate or program'. The main content area is titled 'Courses & Programs' and features a grid of course categories. Each category has a small image and a title: 'Art and Design', 'Behavioral, Health Sciences, and Social Work', 'Business and Management', 'Computer Technology', 'Construction and Sustainability', 'Cyber Security', 'Education', 'Healthy Eating', 'Hospitality', 'Legal Studies', 'Marketing', and 'Medical & Health Care'. A 'Contact Us' section is visible at the bottom left of the page.

Catalog of Courses

[About Calhoun](#) [Academics](#) [Student Resources](#) [Workforce Development](#) [Non-Credit](#) [Quicklinks](#)

[SEND ME INFORMATION](#)

[ONLINE LEARNING](#) | [ed2go](#)

[Home](#) » [Non-Credit](#) » [Continuing Ed Online](#)

Adult Education/GED Services

Continuing Ed Online

Ready to Work

Summer Camps

Tennessee Valley BEST Robotics

IT Testing

Continuing Ed Online

PROFESSIONAL ENHANCEMENT **PERSONAL ENRICHMENT** **CAREER TRAINING**

Learn Anywhere, Anytime

Calhoun's Continuing Ed Online offers a wide selection of personal enrichment, professional enhancement and career training courses. Our online courses offer the flexibility and convenience to study whenever and wherever you choose, making it easy to learn and work even with a busy schedule.

Personal enrichment and professional enhancement classes provide 6 weeks of instruction and begin monthly (see instructions below). Click on the Career Field Training portal above if you're looking for in-depth career training and skill enhancement.

Are you ready to explore our online course catalog? View the full catalog of courses.

CONTINUING ED ONLINE

Professional Enhancement

Personal Enrichment

Career Training

RESOURCES

Signing Up & Enrollment

Answers to Most Frequently Asked Questions

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[CATALOG](#) [FINANCIAL ASSISTANCE](#) [MILITARY](#) [LOGIN](#)

GEORGE MASON UNIVERSITY | Executive and Professional Education

[Home](#) > [Training Programs](#) > Security Call Now **(855) 598-3856**

CATALOG

- Arts and Design
- Business
- Computer Applications
- Computer Programming
- Construction and Trades
- Health and Fitness
- Hospitality
- Information Technology
 - Cloud Computing
 - Networking
 - Other
 - Security
- Language
- Legal
- Teacher Professional Development
- Writing

Security Programs

Viewing 1-10 of 17 results SORT BY: [Alphabetical](#)

CCNA: Security (Voucher Included)
CAREER TRAINING PROGRAM
\$1,795.00 USD

[LEARN MORE](#)

Voucher Included 6 Months 105 Course Hours

Certified Ethical Hacker (Voucher Included)
CAREER TRAINING PROGRAM
\$2,995.00 USD

[LEARN MORE](#)

Voucher Included 6 Months 100 Course Hours

Certified in Risk and Information Systems Control (CRISC)
CAREER TRAINING PROGRAM
\$795.00 USD

[LEARN MORE](#)

6 Months 40 Course Hours

Certified Information Security Manager (CISM)
CAREER TRAINING PROGRAM
\$895.00 USD

[LEARN MORE](#)

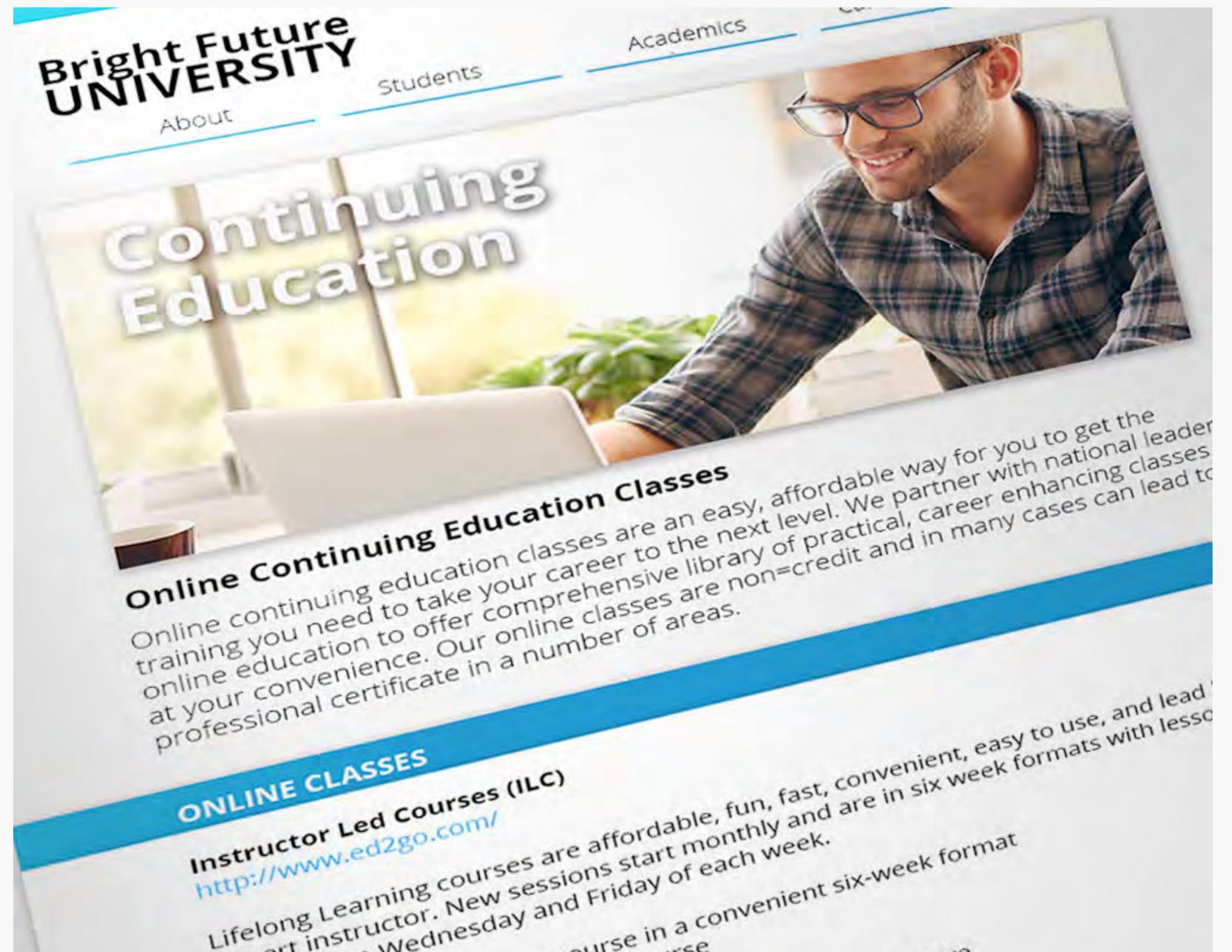
[Chat now](#)

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.



THANK YOU

FOR ATTENDING



CONTACT US

ED2GO.MARKETING@CENGAGE.COM