Tech Snacks: Creating an Attractive Academic Program Webpage

The web presence of academic programs is important now more than ever, as fewer face-to-face recruitment events and campus tours are happening due to Covid-19. What can you do to make your program webpage attractive to prospective students?

1. Present content from a marketing perspective

Know your target audience.

➔ Provide a <u>concise</u> program summary.
➔ Avoid institutional verbiage/jargon.
➔ Present uncluttered content (no large paragraphs of information).
➔ Use content to anticipate and answer key questions.

2. Use the page as a conversion engine, not a brochure

Create a clear call to action, such as:

❏ Play Video
❏ Request Information
❏ Visit Now
❏ Apply Now

3. Provide a strong tie to career and job placement after graduation

Students and families want to understand the value of the degree: is the investment in education worthwhile?

➔ Cite statistics about regional jobforce demand.
➔ Highlight industry partnerships.
➔ Provide job placement rates and/or a list of employers who have hired graduates.

4. Emphasize strengths and achievements, especially through data

- ❏ Accreditation
- ❏ Exam pass rates (NCLEX, FE)
- ❏ Statistics
- ❏ Rankings
- ❏ Awards
- ❏ Job placement rates

5. Use tertiary content to paint a picture

- ❏ Student testimonial videos
- ❏ Action photos
- ❏ Student quotes
- ❏ "News and Events" links highlighting recent success stories
- ❏ Faculty photos and/or short bios

Remember

- ➔ Users rarely read full text, so keep it short!
- ➔ Old content is a turnoff--keep information, photos, videos, etc. fresh and updated.
- ➔ You don't need to include everything listed above to have a successful page--be selective.
- ➔ Users who sign up for program emails are worth nearly 8x the average site visitor.

Model examples

https://und.edu/programs/mathematics-bs/index.html
https://www.goshen.edu/academics/biology/