Transfer Website Audit

Example Transfer Website Audit Overview

Subject Area	Key Feature
Setup & Navigation	1. Site is optimized for use on various screen sizes (e.g. mobile, tablet)
	2. Transfer webpage is accessible via the main "admissions" page through an obvious button or dropdown list
	3. Visit section of main admissions site has distinct links for transfer
Application	4. "Apply" button is on home page, above the fold, and easy to see
	5. It is clear which application a student should complete (e.g. transfer vs. adult)
	6. Application deadlines are advertised on admissions page
	7. Apply page has the following features: • List of terms they are accepting applications for • Counselor contact info for applicants to reach out to with questions • Admission requirements • Completion steps • Financial aid steps
Aid	8. Financial aid section of main admissions site has distinct links for transfer
	9. Scholarships and financial aid are clearly advertised alongside key deadlines & FAQs
Contact	10. Information request form (to allow students to self select into inquiry pool)
Partnerships and Pathways	11. 2-year college partnerships (even nascent ones) are clearly highlighted in both name and logo
	12. 2-year college partners have co-branded 4yr on their website and have linked to partnership content on the 4yr website
	13. Program pathways and admissions material for each 2-year college partnership are clearly titled and easy to find, download, and print
	14. Admissions activity at each 2-year college partner is readily available including upcoming campus visits, events, and points of contact
Credit Evaluation	15. Information on how to submit transfer credits is readily available and credit evaluation portal exists to enable self-assessment *Includes visible list of all 2-year colleges with links to equivalency guides and credit transfer policies*
Admitted Student	16. Admitted Student/Pay your Deposit *Includes step-by-step list of actions required between admission and enrollment*
SEO	17. Search for school name and professional programs (e.g.: "business degree") leads to information relevant for transfer students at the top of the fold on search engine pages

EAB Transfer Website Audit Template

EAB | Transfer Website Audit Template

EAB's **Transfer Admission Website Audit Template** supports partners in understanding the prospecitve transfer student journey across their website, identifying barriers and opportunities for improvement.

When working through the website audit, rate each of the line items on a scale of 1-5. Below are descriptions of each ranking. Please use the Notes column next to each line item justify your rating.

Item Rating	Navigation Rating	Content Completeness Rating
0	Item does not exist on website.	Item does not exist on website.
1	Item exists, but requires extensive navigation of website to locate - 5+ clicks from institution home page.	Item content is limited, users frequently have follow up questions.
2	Item can be found within 4 clicks from institution home page.	Item content is limited, users frequently have follow up questions.
3	Item can be found with relative ease, 3 clicks from institution home page.	Item content is available but there is an opportunity to enhance descriptions or language to clarify for users.
4	Item is easy to locate on website, takes 2 clicks from institution home page.	Item content is robust, but users sometimes have follow up questions about this topic.
5	Item easy for user to locate, either readily available or 1 click from institution home page.	Item content is robust, users rarely have follow up questions about this topic.
N/A	Not applicable for this institution.	Not applicable for this institution.

EAB Transfer Admission Website Audit Rubric (1 of 2)

	Key Features	Rating (0-5)	Findings	Opportunity
Setup & Navigation	1. Site is optimized for use on various screen sizes (e.g. mobile, tablet)			
	2. Transfer webpage is accessible via the main "admissions" page through an obvious button or dropdown list			
	3. Visit section of main admissions site has distinct links for transfer			
Application	4. "Apply" button is on home page, above the fold, and easy to see			
	5. It is clear which application a student should complete (e.g. transfer vs. adult)			
	6. Application deadlines are advertised on admissions page			
	7. Apply page has the following features: • List of terms they are accepting applications for • Counselor contact info for applicants to reach out to with questions • Admission requirements • Completion steps • Financial aid steps			
Aid	8. Financial aid section of main admissions site has distinct links for transfer			
	9. Scholarships and financial aid are clearly advertised alongside key deadlines & FAQs			
Contact Information	10. Information request form (to allow students to self select into inquiry pool)			

EAB Transfer Admission Website Audit Rubric (2 of 2)

	Key Features	Rating (0-1)	Findings	Opportunity
Partnerships & Pathways	11. 2-year college partnerships (even nascent ones) are clearly highlighted in both name and logo			
	12. 2-year college partners have co-branded 4yr on their website and have linked to partnership content on the 4yr website ➢ Las Positas Transfer Center ➢ Chabot Transfer Center			
	13. Program pathways and admissions material for each 2-year college partnership are clearly titled and easy to find, download, and print			
	14. Admissions activity at each 2-year college partner is readily available including upcoming campus visits, events, and points of contact			
Credit Evaluation	15. Information on how to submit transfer credits is readily available and credit evaluation portal exists to enable self-assessment *Includes visible list of all 2-year colleges with links to equivalency guides and credit transfer policies*			
Admitted Student	16. Admitted Student/Pay your Deposit *Includes step-by-step list of actions required between admission and enrollment*			
SEO	17. Search for school name and professional programs (e.g.: "business degree") leads to information relevant for transfer students at the top of the fold on search engine pages			