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MARKET INSIGHTS BRIEF SAMPLE EXCERPT

Web Presence Audit

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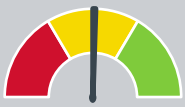
Executive Overview

Key Takeaways for University A's Division of Continuing Education and Data Science Certificate Program Web Presence

This report outlines opportunities to improve the Division of Continuing Education homepage and the Data Science Certificate Program webpage. It also identifies ways in which these pages are aligned with best practices for web design that supports recruitment. Each section of the report focuses on a specific aspect of your web design or content, indicating criteria reviewed by EAB staff, a description of how the webpage performs on those criteria, and a score summarizing EAB's overall assessment of that aspect of your site.

Overall Evaluation: Needs Improvement

University A's Division of Continuing Education homepage and Data Science Certificate Program page demonstrate significant areas for improvement.

Audit Category	Website Performance
Unit Homepage: Organization and Navigation Your unit homepage should be easy to access and navigate so that students can find and search for relevant programs quickly. While the organization of the homepage is good, more consistent page headers and layouts of sub-pages would align with best practice.	
Program Webpage: Discoverability Prospective students should be able to find your program webpage quickly via search engines and from the institution's homepage. The program was easy to navigate to on the desktop version of the institution's website, but not the mobile version. Additionally, the profiled program was often not the top result on Google.	
Program Webpage: Visual Design Your program webpage should be visually appealing, aligned with your institutional brand, and easy to navigate. The program and the institution shared strong branding, but the program webpage could be improved with more media and stronger program content.	
Program Webpage: Content Strategy Visitors should easily be able to locate key program details, especially those most aligned with adult learners' needs. Overall, more content needs to be listed about the program on the main program webpage to capture student interest.	

Key

- **Great:** Earned >75% of possible points
- **Good:** Earned 50%-75% of possible points
- **Needs Improvement:** Earned <50% of possible points

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Executive Overview (2)

Key Takeaways for University A's Division of Continuing Education and the Data Science Certificate Program Webpage

Web Presence Audit Findings

Web presence strengths include:

- **Webpage branding is consistent between the unit webpage, the program webpage, and the broader University A webpages.** This connection facilitates current and prospective students' connection to the greater University A community.
- **The Data Science Certificate Program is easy to find and navigate to on search engines if searched directly.** While the program was difficult to find while searching generally for data science certificates, students can easily find the program when searching directly for it.

Web presence areas for improvement include:

- **The program webpage does not prioritize sufficient key information.** While length, format, and cost are listed on the webpage, important program characteristics like curriculum, career outcomes, and student experience are missing.
- **The program webpage does not feature any contact details**, making it difficult for students to reach out with specific questions beyond the Request for Information form.
- **Inconsistent page headers and top-of-page menus make navigation difficult.** Consistent page headers remind prospective students they are within the Division of Continuing Education webpages. Similarly, consistent menu options would allow for an easy, frictionless experience.

Recommended Next Steps

- See EAB's Reading List for Staying Current on SEO Trends and EAB's How-To Guide for Validating Prospect Search Terms for more information on how to effectively optimize your program's searchability.
- Ensure webpage content increases student access and interest. See EAB's study on Competing on Student Outcomes to Attract Today's Career Changer to learn more.
- Ask your Strategic Leader to schedule an expert call to debrief these results.
- Ask your Strategic Leader to schedule EAB experts to present our marketing and recruitment research to your team. We recommend "Meeting the Moment of Mega-Stealth Shopping" and/or "Attracting, Recruiting, and Enrolling Adult Learners."

In addition to the tools linked above, EAB's Web Presence Optimization Toolkit includes additional tools to improve your website.

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Evaluation of Unit Homepage: Organization and Navigation

Division of Continuing Education

Your unit homepage should be easy to locate and navigate. The homepage should help prospects quickly search for programs. Page layouts should be consistent across all program pages.

Needs Improvement: The homepage is difficult to access and navigate.

Audit Results: Unit Homepage Organization and Navigation

Website URL: ***Redacted***

Recommended Practice	Audited Practice	Score
Can webpage users easily locate the following: a consistent top-of-page menu, the institutional homepage link, contact details, and an "about us" section or link? Prospective students should easily navigate through the unit homepage and find their desired pages.	Webpage users can easily find contact details, a Request for Information section, and an about us section in the top-of-page menu. However, key information about the unit is split between the about us section and the "Welcome from the Dean." EAB recommends listing information about the unit, the types of programs the unit offers, and the way the unit serves learners on the main about us page. This information can then be reiterated, but not solely located, in separate pages like the "Welcome from the Dean."	2
Are specific program pages well organized and easy to find through site navigation and on-site search tools? For example, search filters help prospective students navigate to their chosen programs. Allowing students to filter by subject area, credential type, or modality improves the search experience, particularly for those who are undecided in their choice of credential.	The top-of-page menu clearly links to offered programs but there is no program search function. Create a program search function that incorporates program filters such as credential type, program length, and subject on the unit homepage.	0
Are the unit webpage menu subdivisions and labels intuitive and understandable? Providing menu subdivisions communicates content quickly to unfamiliar web visitors. Visitors unsure how to find desired content within the site may abandon it rather than digging through unclear menus.	The unit webpage includes subdivisions and labels that distinguish program types, including "Professional Certificates," and "Credit and Degree Programs." However, there is little unit-wide information present (e.g., tuition and fees, student services, admissions information). Program affordability and student services are top of mind for prospective students. Without this information, students may be deterred from considering your offerings.	1
Do like page types follow a consistent layout with information located in similar locations? Program webpages should have a similar look and feel, with key information located in the same places on each program webpage. A seamless experience among program webpages will encourage browsing and simplify prospective students' search.	While there are similarities among layouts, there are substantial differences in the location of information and page elements, like the use of top-of-page menus and linked subpage rectangles/squares. Some information is listed in both the menu and in the linked sub-page rectangles, specifically under the "Credit and Degree Programs" tab. Additionally, if the ***URL redacted*** webpage is accessed (the old URL can be accessed via the "Enroll Now" action item), it is difficult to navigate back to the rebranded website URL listed above.	1

Source: EAB analysis.

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Evaluation of Unit Homepage: Organization and Navigation (2)

Division of Continuing Education

Audit Results: Unit Homepage Organization and Navigation

Website URL: ***Redacted***

Recommended Practice	Audited Practice	Score
Is there an efficient and frictionless way to navigate from the main institution homepage to the unit homepage?	The Division of Continuing Education webpage is under the list of schools on the main University A homepage.	3
Is the site navigation optimized for use on a mobile device? Today, prospects are likely to be searching for programs on a mobile device. Ensure that your site navigation is functional on a mobile device.	The Division of Continuing Education is not under the list of schools in the mobile version of the main University A homepage. However, once on the unit homepage, it was navigable on a mobile device.	1
Are navigational breadcrumbs present to provide context for where a viewer is on the site? For example, headings and menus should clearly indicate the specific site a viewer has navigated to. This will help a viewer return to the main page or navigate to other key information.	After leaving the unit homepage, it is difficult to navigate back to the unit's page due to the use of different headers for each new sub-page. For a seamless navigational experience, consider maintaining a consistent header of "The Division of Continuing Education" and placing a sub-page specific header elsewhere on the page.	1

Section Score 9/21

Source: EAB analysis.

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