Can Students Find What They Need on Your .edu?

A Quick Scavenger Hunt for Your Most Important Enrollment Pages

AI is changing how students search and what they expect. Can your website deliver quick, clear answers that keep them engaged? **Use this checklist to find out.**

Website Scavenger Hunt

Are your top recruitment pages optimized for traditional and AI search?	Does your content clearly answer common student questions?	Does your site content convey expertise, experience, and trust?	Is your content updated regularly?
Are application requirements listed?	Is there a short, easy-to-complete lead form?	Is cost and scholarship information easy to find?	Is there contact info for a real person?
Are program pages easy to navigate?	Are student outcomes shared?	Are there photos of real students?	Is the application link or button easy to find?
Are there student and/or alumni testimonials?	Are program differentiators listed?	Does your website meet ADA accessibility standards?	Is your site mobile-friendly, with content easy to read without zooming?