

# The Language Schools Guide to Digital Marketing for International Recruitment



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## > Today's Presentation

- Optimizing Google Analytics to measure your international marketing efforts
- SEO best practices for international recruitment
- Creating & leveraging multi-language content
- Planning social media engagement
- Implementing geo-targeted Paid Search campaigns
- The mobile reality
- Inquiry follow up



## > WES Report

The survey makes three broad observations of the information-seeking behaviour of international Millennials:

- Mobile devices play a significant role in the students' "prospect-to-application journey," with 56% of respondents indicating that they used a smartphone to search for and apply to a US college or university.
- Admissions officers, faculty, current students, and alumni were found to collectively exert the greatest influence on Millennial students' decision-making processes. These groups together comprise "a cohesive university network," as described by WES.
- International Millennials are heavy consumers of online content, and relevant, high-quality content is a key in driving engagement with this prospect group.

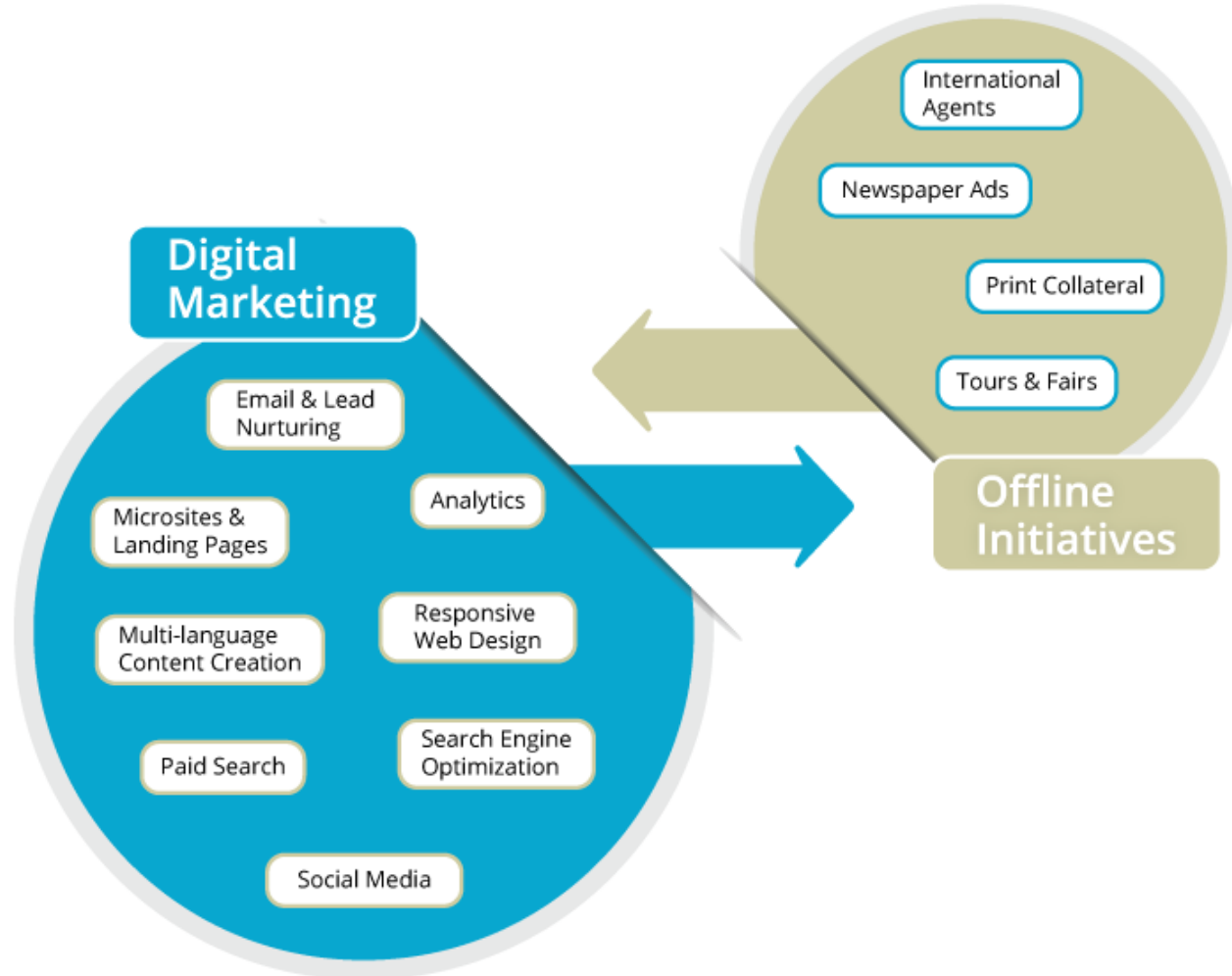
Based on these findings, the WES report encourages institutions to establish a comprehensive digital and mobile strategy, engage admissions staff, faculty, and current and former students in the recruitment effort, and invest in relevant, high-quality content.

## > Define Your International Strategy

- What international markets do you want to target
- What languages do you need to support
- Which personas are you targeting
- What marketing channels are best to reach that persona
- What are your goals

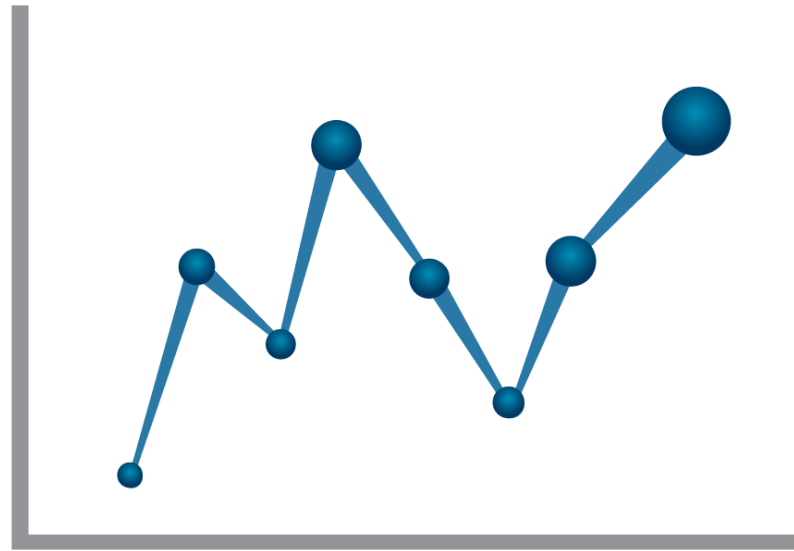


## > International Student Recruitment Channels



## > Define your Goals with this Checklist

	USER INFO GOALS	SCHOOL GOALS	MARKETING PRIORITIES	CURRENT STATE EVALUATION
 PROSPECTIVE STUDENT	<ul style="list-style-type: none"><li>PROGRAM INFO</li><li>CAMPUS LIFE &amp; SERVICES</li><li>HOUSING COSTS</li><li>APPLY INFO</li><li>VISA INFO</li><li>WHY STUDY IN CANADA?</li></ul>	<ul style="list-style-type: none"><li>INFO REQUEST</li><li>DOWNLOAD BROCHURES</li><li>CONTACT AN ADVISOR</li><li>SOCIAL MEDIA ENGAGEMENT</li><li>APPLICATION FORMS</li><li>DEADLINES</li></ul>	<ol style="list-style-type: none"><li>LEADS</li><li>APPLICATIONS</li><li>SPEAK TO ADVISOR</li><li>SOCIAL MEDIA ENGAGEMENT</li><li>TESTIMONIALS</li></ol>	
 PARENT	<ul style="list-style-type: none"><li>PROGRAM INFO (IN LOCAL LANGUAGE)</li><li>SCHOOL'S REPUTATION</li><li>SAFETY &amp; STUDENT SUPPORT</li><li>COSTS &amp; HOUSING</li><li>CAMPUS LIFE &amp; LOCATION</li></ul>	<ul style="list-style-type: none"><li>INFO REQUEST</li><li>DOWNLOAD BROCHURES</li><li>CONTACT AN ADVISOR</li><li>DEADLINES</li></ul>	<ol style="list-style-type: none"><li>PARENT LEADS</li><li>SPEAK TO ADVISOR</li><li>ATTEND PARENT WEBINARS</li><li>TEACHERS &amp; GRADS</li><li>TESTIMONIALS</li></ol>	



**ANALYTICS**

## > Filter Only International Traffic

International

**Demographics** 1

Technology

Behavior

Date of First Session

Traffic Sources

Advanced

Conditions

Sequences

Language ? contains

Affinity Category (reach) ? contains

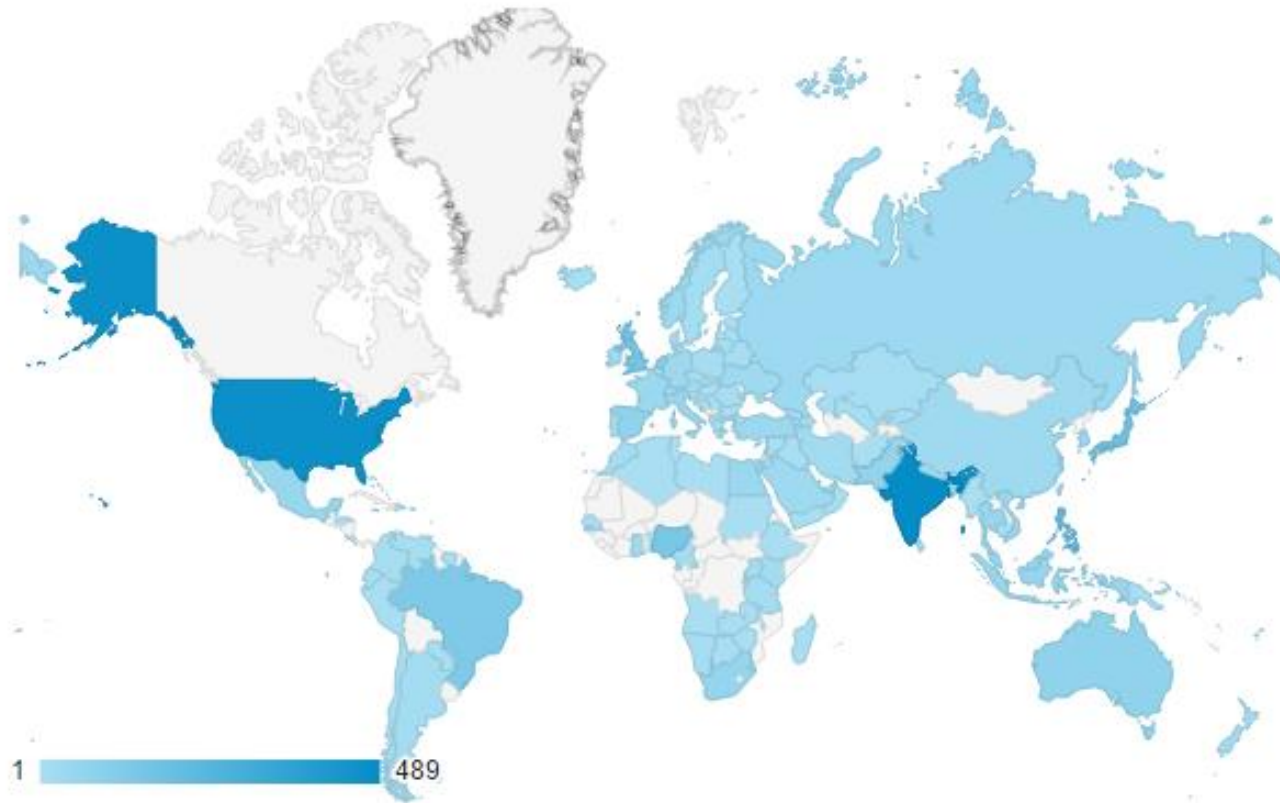
In-Market Segment ? contains

Other Category ? contains

**Location** ? Country / Territory does not contain Canada



## > International Traffic By Country



## > Track International Inquiries and Applications in Analytics with Goals

**Goal description** [Edit](#)

Name: **Apply Now**  
Goal type: *Destination*

**2** **Goal details**

**Destination**

Begins with   Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page

**Value** OPTIONAL

On  \$USD










Assign a monetary value to the conversion. [Learn more about Goal Values](#). For a transaction, leave this blank and use Ecommerce tracking and reports to see Revenue. [Learn more about Ecommerce Transactions](#).

**Funnel** OPTIONAL

On Use an app screen name string or a web page URL for each step. For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Step	Name	Screen/Page	Required?
<b>1</b>	<input type="text" value="Admission Form Page"/>	<input type="text" value="http://www.example.edu/forms/Admissions/Admissions_A"/>	<input type="text" value="No"/>

## > International Inquiries by Country

Country / Territory <sup>?</sup>	Sessions <sup>?</sup> ↓	% New Sessions <sup>?</sup>	New Users <sup>?</sup>	Bounce Rate <sup>?</sup>	Pages / Session <sup>?</sup>	Avg. Session Duration <sup>?</sup>	Goal Conversion Rate <sup>?</sup>	Goal Completions <sup>?</sup>
<b>International</b>	<b>8,485</b> % of Total: 33.15% (25,593)	<b>87.84%</b> Site Avg: 76.17% (15.32%)	<b>7,453</b> % of Total: 38.23% (19,493)	<b>64.30%</b> Site Avg: 70.05% (-8.21%)	<b>2.25</b> Site Avg: 2.19 (2.77%)	<b>00:01:50</b> Site Avg: 00:01:38 (12.29%)	<b>1.54%</b> Site Avg: 1.82% (-15.39%)	<b>131</b> % of Total: 28.05% (467)
1.  United States	<b>2,974</b> (35.05%)	91.16%	2,711 (36.37%)	70.17%	2.03	00:01:08	1.24%	<b>37</b> (28.24%)
2.  United Kingdom	<b>807</b> (9.51%)	87.24%	704 (9.45%)	62.83%	1.97	00:01:20	0.74%	<b>6</b> (4.58%)
3.  India	<b>766</b> (9.03%)	88.12%	675 (9.06%)	58.62%	2.58	00:02:11	2.22%	<b>17</b> (12.98%)
4.  Australia	<b>360</b> (4.24%)	92.50%	333 (4.47%)	72.78%	1.72	00:01:09	0.28%	<b>1</b> (0.76%)
5.  Netherlands	<b>239</b> (2.82%)	90.38%	216 (2.90%)	74.48%	2.03	00:01:32	2.09%	<b>5</b> (3.82%)
6.  Philippines	<b>193</b> (2.27%)	90.67%	175 (2.35%)	75.13%	1.82	00:01:50	1.04%	<b>2</b> (1.53%)
7.  South Africa	<b>192</b> (2.26%)	89.58%	172 (2.31%)	57.81%	1.92	00:01:36	1.04%	<b>2</b> (1.53%)
8.  Nigeria	<b>185</b> (2.18%)	60.54%	112 (1.50%)	42.16%	3.95	00:07:05	5.95%	<b>11</b> (8.40%)
9. (not set)	<b>148</b> (1.74%)	84.46%	125 (1.68%)	43.24%	3.22	00:03:04	5.41%	<b>8</b> (6.11%)
10.  Pakistan	<b>141</b> (1.66%)	81.56%	115 (1.54%)	53.19%	3.01	00:03:18	1.42%	<b>2</b> (1.53%)

## > International Traffic by Channel

Default Channel Grouping	Sessions <sup>?</sup> ↓	% New Sessions <sup>?</sup>	New Users <sup>?</sup>	Bounce Rate <sup>?</sup>	Pages / Session <sup>?</sup>	Avg. Session Duration <sup>?</sup>	Goal Conversion Rate <sup>?</sup>	Goal Completions <sup>?</sup>
<b>International</b>	<b>11,139</b> % of Total: 12.93% (86,123)	<b>82.00%</b> Site Avg: 77.76% (5.45%)	<b>9,134</b> % of Total: 13.64% (66,968)	<b>34.27%</b> Site Avg: 40.90% (-16.21%)	<b>5.42</b> Site Avg: 4.22 (28.48%)	<b>00:03:00</b> Site Avg: 00:01:58 (51.88%)	<b>3.73%</b> Site Avg: 4.10% (-9.23%)	<b>415</b> % of Total: 11.74% (3,535)
1. Organic Search	6,028 (54.12%)	79.20%	4,774 (52.27%)	25.83%	6.71	00:03:35	4.43%	267 (64.34%)
2. Direct	2,113 (18.97%)	85.90%	1,815 (19.87%)	32.32%	4.58	00:02:43	2.51%	53 (12.77%)
3. Paid Search	1,792 (16.09%)	89.62%	1,606 (17.58%)	68.64%	1.90	00:01:09	3.29%	59 (14.22%)
4. Referral	694 (6.23%)	83.72%	581 (6.36%)	23.49%	5.65	00:02:57	1.87%	13 (3.13%)
5. Email	197 (1.77%)	57.87%	114 (1.25%)	4.57%	8.38	00:05:11	6.60%	13 (3.13%)
6. (Other)	179 (1.61%)	87.71%	157 (1.72%)	94.41%	1.13	00:00:15	0.00%	0 (0.00%)
7. Social	136 (1.22%)	63.97%	87 (0.95%)	4.41%	7.79	00:06:26	7.35%	10 (2.41%)



**SEO**

## > Start with SEO

- Identify international keywords
- Use the correct information architecture
- Translate and optimize
- Use International Targeting in Google Webmaster tools



## > Which keywords should you use to attract international students?

1. Describe your courses/programs
2. Use keywords that describe your the location (s)
3. Target one main keyword per webpage of your website

## > Keyword Research

- Enter keywords that describes your programs
- Select the location (s) you are interested in targeting
- Select the language (s) you are planning to target
- Use search volume as an indicator of popularity

▼ Search for new keywords using a phrase, website or category

Enter one or more of the following:

Your product or service

Your landing page

Your product category

### Targeting ?

Mexico

Spanish

Google

Negative keywords

### Date range ?

Show avg. monthly searches  
for: last 12 months

### Customize your search ?

Keyword filters

Keyword options

Show broadly related ideas  
Hide keywords in my account  
Hide keywords in my plan

Keywords to include



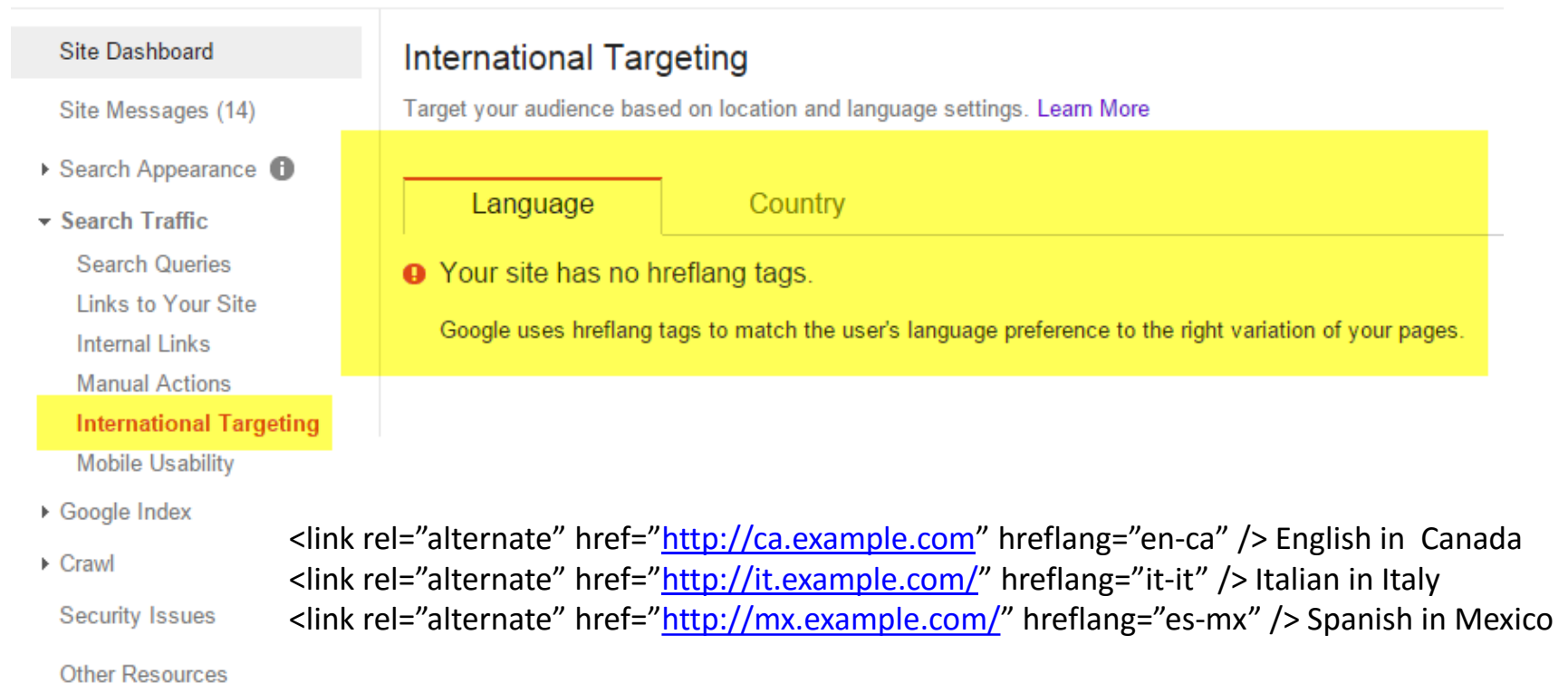
## > Keyword Research

Targeting <sup>?</sup>		Ad group ideas	Keyword ideas		
Mexico		Keyword (by relevance)			
Spanish			Avg. monthly searches <sup>?</sup>	Competition <sup>?</sup>	Suggested bid <sup>?</sup>
Google		curso de ingles	14,800	High	CAS1.48
Negative keywords		cursos de ingles	22,200	High	CAS1.62
Date range <sup>?</sup>		clases de ingles	22,200	High	CAS1.48
Show avg. monthly searches for: last 12 months		aprender ingles	18,100	High	CAS1.32
Customize your search <sup>?</sup>		como aprender ingles	14,800	High	CAS1.04
Keyword filters		curso ingles	2,400	Medium	CAS1.63
Keyword options		ingles	49,500	Medium	CAS0.88
Show broadly related ideas		cursos de ingles online	880	High	CAS2.49
Hide keywords in my account		clases de ingles online	390	High	CAS1.77
Hide keywords in my plan		cursos ingles	480	High	CAS1.56
Keywords to include		ingles basico	14,800	Medium	CAS0.81
		aprende ingles	2,900	High	CAS1.15
		aprender ingles online	320	High	CAS2.38
		estudiar ingles	1,000	High	CAS1.03

<https://www.google.com/adwords/>

# > International Targeting - Language

## Webmaster Tools



The screenshot shows the Google Search Console interface. On the left is a navigation menu with items like 'Site Dashboard', 'Search Appearance', 'Search Traffic', and 'International Targeting' (which is highlighted). The main content area is titled 'International Targeting' and contains a warning message: 'Your site has no hreflang tags. Google uses hreflang tags to match the user's language preference to the right variation of your pages.' Below the warning, three example hreflang tags are provided for Canada, Italy, and Mexico.

Site Dashboard

Site Messages (14)

▸ Search Appearance ⓘ

▾ Search Traffic

- Search Queries
- Links to Your Site
- Internal Links
- Manual Actions
- International Targeting**
- Mobile Usability

▸ Google Index

▸ Crawl

Security Issues

Other Resources

### International Targeting

Target your audience based on location and language settings. [Learn More](#)

Language Country

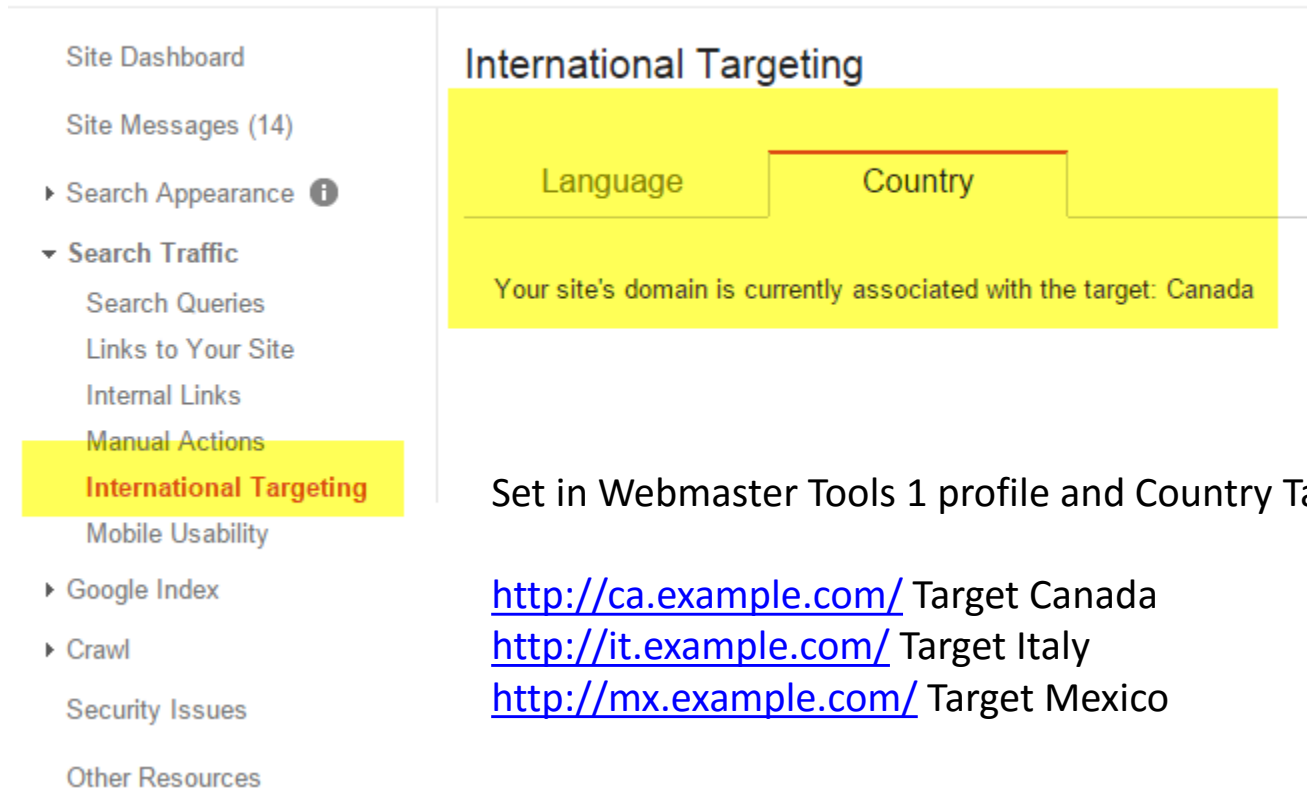
❗ Your site has no hreflang tags.

Google uses hreflang tags to match the user's language preference to the right variation of your pages.

```
<link rel="alternate" href="http://ca.example.com" hreflang="en-ca" /> English in Canada  
<link rel="alternate" href="http://it.example.com/" hreflang="it-it" /> Italian in Italy  
<link rel="alternate" href="http://mx.example.com/" hreflang="es-mx" /> Spanish in Mexico
```

## > International Targeting - Country

### Webmaster Tools



The screenshot shows the Google Webmaster Tools interface. On the left is a navigation menu with items like 'Site Dashboard', 'Site Messages (14)', 'Search Appearance', 'Search Traffic', 'Manual Actions', and 'International Targeting' (which is highlighted in yellow). The main content area is titled 'International Targeting' and features two tabs: 'Language' and 'Country'. The 'Country' tab is selected and highlighted in yellow. Below the tabs, a message states: 'Your site's domain is currently associated with the target: Canada'.

Set in Webmaster Tools 1 profile and Country Target per Subdomain:

<http://ca.example.com/> Target Canada

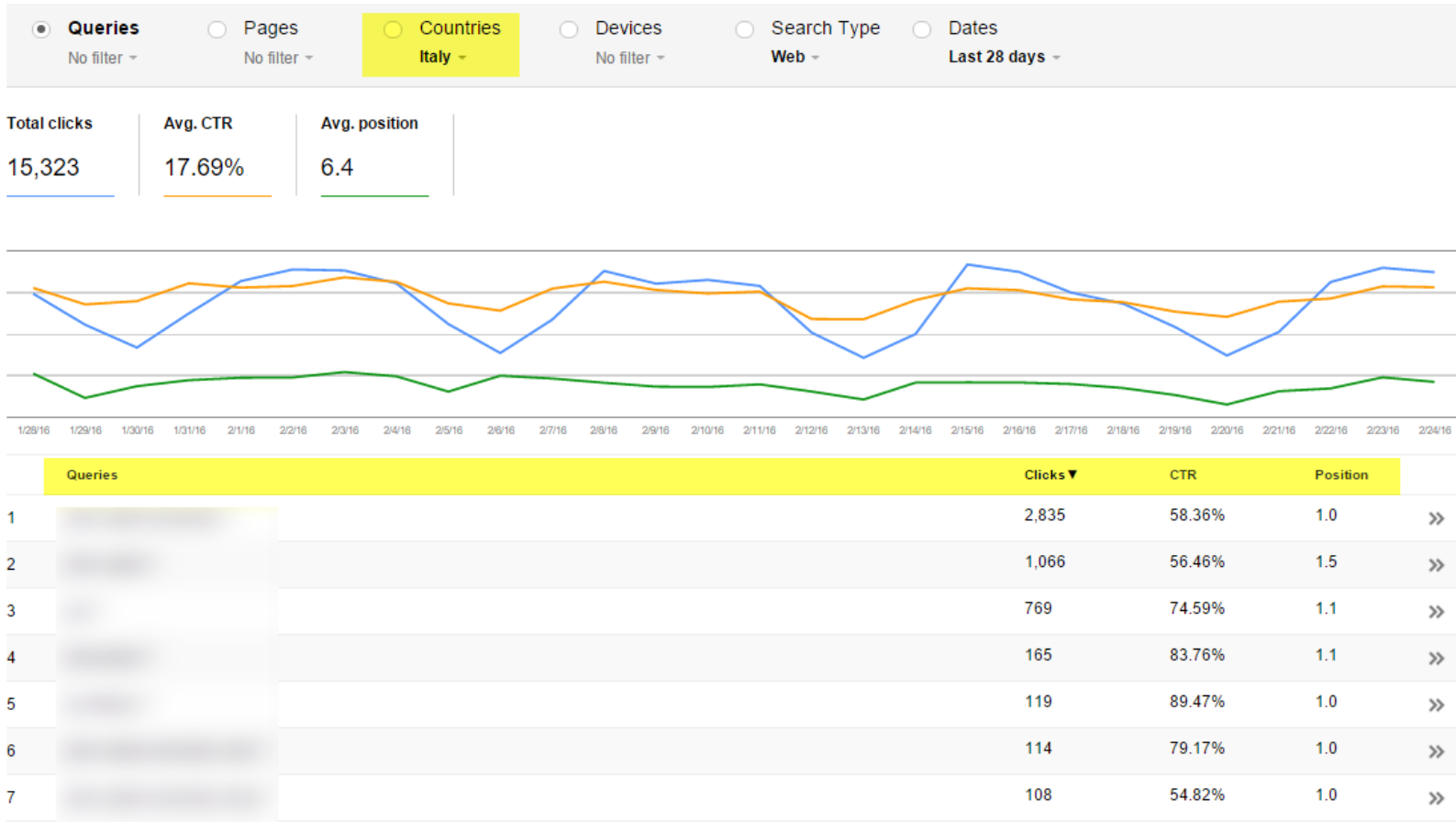
<http://it.example.com/> Target Italy

<http://mx.example.com/> Target Mexico

## > Evaluate your Organic Search Queries

Query	Impressions	Change	Clicks ▲	Change	CTR	Change	Avg. position	Change
☆ college in canada	221	↑ 35%	26	↑ 24%	12%	↓ -1.0	1.3	
☆ college in canada	78	↑ 24%	25	↑ 25%	32%	↑ 0.3	1.0	
☆ college in canada	25	↑ 9%	22	↑ 5%	88%	↓ -3.0	1.0	
☆ college in canada	53	↑ 47%	11	↓ -8%	21%	↓ -10	1.0	
☆ college in canada	18	↓ -28%	10		56%	↑ 20	1.0	↑ 0.6
☆ college in canada	10	↓ -23%	10	↓ -23%	100%		1.0	
☆ college in canada	13	↑ 333%	9	↑ 350%	69%	↑ 3.0	3.2	↓ -0.2
☆ college in canada	38	↑ 124%	8	↑ 14%	21%	↓ -20	5.7	↓ -0.5
☆ college in canada	27	↓ -4%	8	↓ -20%	30%	↓ -6.0	2.3	↓ -1.0
☆ college in canada	21	↓ -25%	8	↓ -20%	38%	↑ 2.0	1.0	↑ 0.2
☆ college in canada	36	↓ -42%	7	↓ -46%	19%	↓ -2.0	2.0	↓ -0.2
☆ college in canada	35	↓ -22%	7	↓ -42%	20%	↓ -7.0	1.0	
☆ college in canada	12	↓ -20%	7	↓ -36%	58%	↓ -10	1.0	

## > Understand your keyword rankings by country



## > Plan for search globally, target locally



For country specific data:

[http://ptgmedia.pearsoncmg.com/images/9780789747884/supplements/9780789747884\\_appC.pdf](http://ptgmedia.pearsoncmg.com/images/9780789747884/supplements/9780789747884_appC.pdf)



## **SOCIAL MEDIA MARKETING**

## >Be Very Specific About Your Language School's Audience – develop personas

### The International Degree-Seeker

#### BACKGROUND

- 18 to 26 year-old international student
- Is most likely from Taiwan, Japan or Saudi Arabia
- 10-15% transfer from local competing language schools
- May already hold an undergraduate degree (20% are pursuing a Master's)
- May have transferred from a local competing language school (10-15%)



#### OBJECTIVES

- Seeking to improve English communication skills in order to prepare for university and pass TOEFL/IELTS exam
- Focused on improving English pronunciation, grammar, reading, and composition skills
- Looking for a reputable English language training program led by experienced, approachable instructors
- Prefers a central campus location with access to amenities, immersed in the local community
- She is looking for a program that facilitates participation in community activities, fun social events, exploration of local surroundings
- Most interested in summer courses: Communication Skills is likely her first choice, followed by Integrated Skills and Volunteer Community Service
- She is most likely interested in pursuing STEM programs – Biochemistry, Pre-Med, Engineering, Mathematics, etc.
- Top universities of choice are San Francisco State University, Colorado State, University of Oregon, and Marshall

#### CONCERNS

- Since she is likely funding her English language training herself, or relying on a scholarship, she is concerned about affordability
- Wants to ensure that program start dates will work with her schedule (multiple options with regard to start dates is important to her)
- Concerned about finding a place to live while pursuing the program
- Concerned about verifying the experience and credentials of the language school instructors
- May prioritize schools that offer level-specific courses she can use to target and customized her English language learning



## >Articulate Your School's Social Media Goals



## >Align Your Content with Your Audience & Your Goals

- Contest and quizzes
- Student testimonials
- Audience targeted news



**CultureWorks**  
26 January at 14:00 · 🌐

Big? Bigger? Biggest? #TestTuesday #Gamma #Trivia

My car is \_\_\_\_\_ than yours.

a) big  
b) bigger  
c) biggest

 CultureWorks  
ENGLISH AS A SECOND LANGUAGE INC.

Share

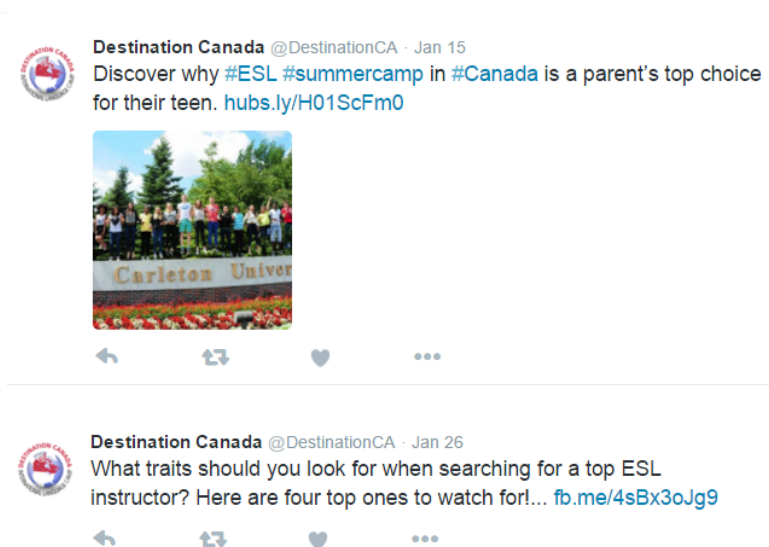


**Oncampus**  
February 2 at 3:00pm · 🌐


Be prepared for your university studies! Find out how other students such as Adrianna benefited from ONCAMPUS:  
<http://www.oncampus.global/meet-our-students.htm>



"Studying at **FoundationCampus** has made me a more rounded and mature individual. I am able to articulate my essays and reports better and I feel much more confident." - Adrianna



**Destination Canada** @DestinationCA · Jan 15  
Discover why #ESL #summercamp in #Canada is a parent's top choice for their teen. [hubs.ly/H01ScFm0](https://hubs.ly/H01ScFm0)



**Destination Canada** @DestinationCA · Jan 26  
What traits should you look for when searching for a top ESL instructor? Here are four top ones to watch for!... [fb.me/4sBx3oJg9](https://fb.me/4sBx3oJg9)



## CONTENT

## > Develop Multi-language Content



### ようこそハンザへ

- ▶ ハンザの特徴
- ▶ トロントについて
- ▶ お問い合わせ

### プログラム & 料金

- ▶ 一般英語プログラム
- ▶ IELTS, TOEFL, TOEIC
- ▶ TESL(英語教授法)プログラム
- ▶ その他語学プログラム

### 学生サポート

- ▶ 課外活動
- ▶ 滞在方法
- ▶ 空港送迎
- ▶ ハンザ奨学金プログラム
- ▶ 保険
- ▶ レベル分けテスト

### お申込み

- ▶ お支払い方法
- ▶ オンライン申し込み

### 1969年設立のカナダで歴史のある語学学校

1969年に設立されたハンザランゲージセンターは、カナダでも最大級かつ有数の歴史と伝統を誇る語学学校です。ハンザでは、多数の科目の中から自由にクラスを選択して自分に合ったスケジュールをカスタマイズする事ができます。また、小旅行、各種行事やスポーツなどの課外活動も盛んに行われています。

12段階にレベル分けされた科目は20種類以上にのぼり、英語が全くできない初心者からTOEFLやIELTSなどの資格試験対策コースを受講する上級レベルの学生まで、常に自分のレベルに合ったクラスで勉強する事ができます。ハンザでは、学生一人一人の英語力に合わせて最適なクラスにレベル分けされますが、カウンセラーと相談して、レベルや科目の変更はいつでも簡単にできるシステムになっています。当校のカウンセラーはカレッジや大学への進路相談、ビザ取得に関するサポート、滞泊施設に関する相談や学生のニーズに合ったレベルや科目の提案等、あらゆる相談に応じています。

### ハンザを選ぶ10の理由:

1. "プロフェッショナルな教陣陣"
2. 一人一人の学生のニーズに合わせてプログラムをカスタマイズできる"フレキシブルなシステム"
3. "学校の雰囲気はとてもフレンドリーで楽しく英語を学べる環境"
4. ハンザの学生は、TOEFL, TOEICやIELTSなどの各種資格試験にて常に他校の生徒より高得点を取得しています。
5. 世界中から1,500名の生徒が学べる施設と設備を整えています。
6. "厳選された小旅行や各種課外活動"が毎日提供されています。
7. 便利な立地; ハンザの2つのキャンパスは共にトロントのミッドタウンにあり、Eglinton駅から徒歩圏内にあります。
8. 少人数制; 1クラスの平均人数は6~8名。
9. 英語上級レベルの学生にはカナダ全土にてインターンシップ先のアレンジが可能です。



### Testimonials



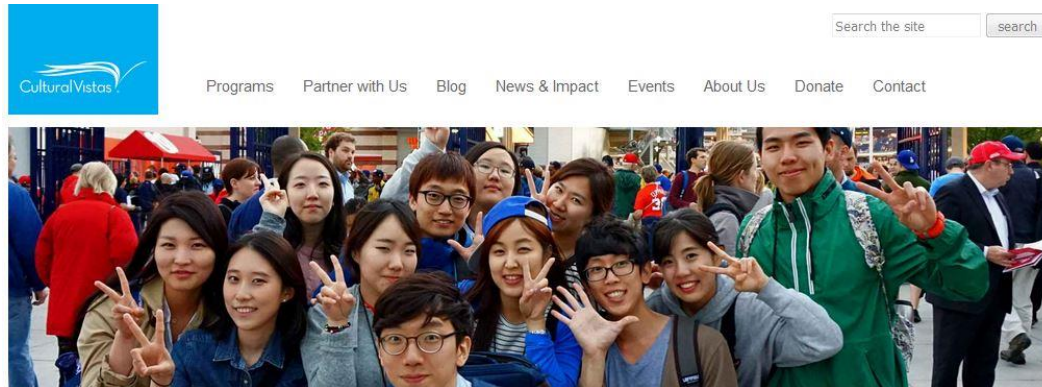
SABRINA HESS  
AUSTRIA

I'm very happy about having chosen Hansa for my English

## > Use the correct architecture when Developing Multilanguage Content

The screenshot displays the website [it.destination-canada.ca](http://it.destination-canada.ca). The browser's address bar shows the URL, and a red arrow points from the domain name to the language selection menu on the right. The website header includes navigation links: Home, Chi siamo, and Contattaci. Contact information is provided as [info@destination-canada.ca](mailto:info@destination-canada.ca) and 613-729-0000. The main content area features the Destination Canada International Language Camp logo and navigation links: Chi Siamo » (Perchè Sceglierci), Inglese Programma » (Curriculum e calendario), Attività » (Attività quotidiane ed escursioni), and Informazioni » (Date, prezzi e registrazione). A language selection menu on the right lists: Italiano (highlighted), Français, English, 简体中文, Русский, Español, 한국어, Português, and Vietnamese. The main image shows a smiling man in a red polo shirt with the camp logo, and a young boy in the foreground. A white box in the bottom left of the image contains the text "LEZIONI DI INGLESE".

## > Develop Content for Target Countries



### Korea WEST

The Korea WEST exchange program provides top South Korean university students and young professionals the opportunity to **Work**, complete an intensive **English Study** program, and explore the life and culture of the United States through immersion and independent **Travel**.

As part of Cultural Vistas' sponsorship, WEST scholars come to the United States for up to 18 months for a personalized exchange experience, which includes English language training and acculturation, placement in professional internships, and the opportunity to travel and sightsee before returning home.



Program Phases

### Related Content

- [back to Programs](#)
- [Program Details](#)
- [English Study Locations](#)
- [Frequently Asked Questions](#)
- [Services and Fees](#)
- [Host Information](#)

CONNECT WITH US

MAKE YOUR **DONATION**

NEWSLETTER SIGN UP



## > Use Video Testimonials to Engage Prospects

The screenshot shows the Omnicom School of Languages website. The header includes the logo and 'Since 1974 Proudly Canadian Since 1974'. A navigation menu on the left lists categories like 'VIDEOS & PHOTOS', 'TESTIMONIALS', 'PATHWAYS', 'PROMOTIONS', 'HOMESTAY', 'ACTIVITIES', and 'ONLINE TEST'. The main content area features a large image of a smiling woman at a desk with the text 'INDIVIDUAL APPROACH LEARN ENGLISH'. Below this is a navigation bar with 'HOME', 'ABOUT OMNICOM', 'NEWS & EVENTS', 'HELP', and 'CONTACTS'. A section titled 'VIDEO TESTIMONIALS BY INTERNATIONAL STUDENTS AT OMNICOM' is circled in yellow and contains three video thumbnails: 'Yuta from Japan', 'Anna from Russia', and 'Serap from Turkey'. Below the thumbnails is a section 'WHAT OUR STUDENTS SAY ABOUT THEIR LIFE HERE' with text from Yuta and Serap.





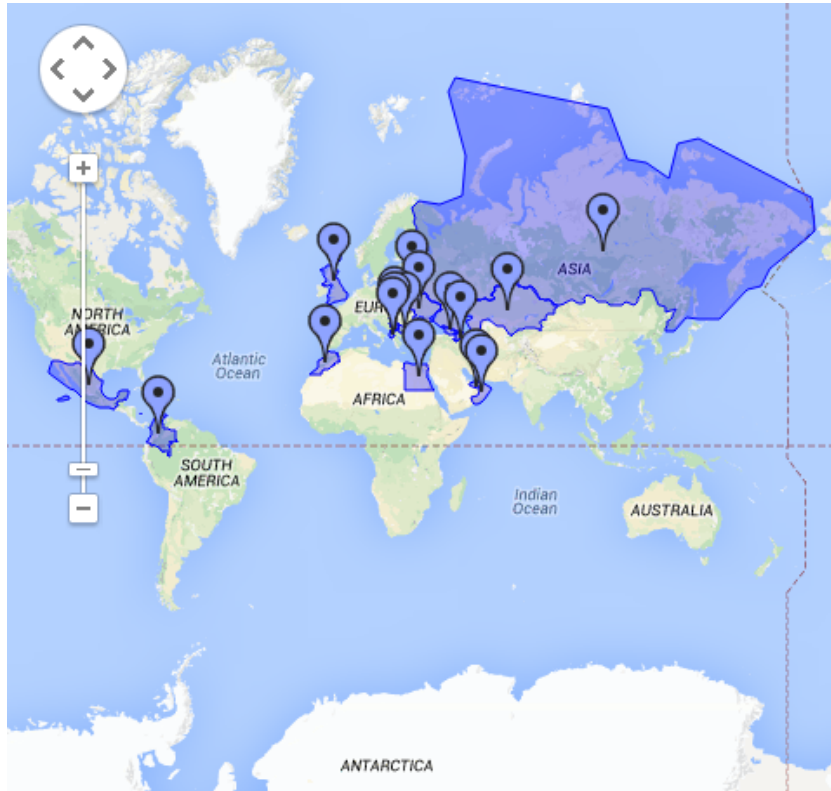
## **PAY PER CLICK MARKETING**



## > Why paid Search?



## > Set your Country Targeting in Google AdWords



[Search](#) | [Radius targeting](#) | [Location groups](#) | [Bulk locations](#)

For example, a country, city, region, or postal code. Or, click the button above to show available locations within the map area.

Targeted locations	Reach ?	Remove all
Albania - country	1,200,000	<a href="#">Remove</a>   <a href="#">Nearby</a>
Azerbaijan - country	3,100,000	<a href="#">Remove</a>   <a href="#">Nearby</a>
Bulgaria - country	6,060,000	<a href="#">Remove</a>   <a href="#">Nearby</a>
Belarus - country	5,560,000	<a href="#">Remove</a>   <a href="#">Nearby</a>
Colombia - country	28,300,000	<a href="#">Remove</a>   <a href="#">Nearby</a>
Georgia - country	2,250,000	<a href="#">Remove</a>   <a href="#">Nearby</a>
Kazakhstan - country	6,750,000	<a href="#">Remove</a>   <a href="#">Nearby</a>
Mexico - country	65,300,000	<a href="#">Remove</a>   <a href="#">Nearby</a>
Morocco - country	8,630,000	<a href="#">Remove</a>   <a href="#">Nearby</a>
Oman - country	1,860,000	<a href="#">Remove</a>   <a href="#">Nearby</a>
Russia - country	57,700,000	<a href="#">Remove</a>   <a href="#">Nearby</a>
Serbia - country	6,120,000	<a href="#">Remove</a>   <a href="#">Nearby</a>
United Arab Emirates - country	10,300,000	<a href="#">Remove</a>   <a href="#">Nearby</a>

## > Set your Languages in Google AdWords

Choose the language of the sites that you'd like your ads to appear on. Be sure to write your ads in the language that you target, since AdWords doesn't translate ads or keywords.

- All languages
- Arabic
- Bulgarian
- Catalan
- Chinese (simplified)
- Chinese (traditional)
- Croatian
- Czech
- Danish
- Dutch
- English
- Estonian
- Filipino
- Finnish
- French
- German
- Greek
- Hebrew
- Hindi
- Hungarian
- Icelandic
- Indonesian
- Italian
- Japanese
- Korean
- Latvian
- Lithuanian
- Malay
- Norwegian
- Persian
- Polish
- Portuguese
- Romanian
- Russian
- Serbian
- Slovak
- Slovenian
- Spanish
- Swedish
- Thai
- Turkish
- Ukrainian
- Urdu
- Vietnamese

## > Use proper responsive landing pages for your Google AdWords campaigns



King's University College Brescia University College Western University University of Ontario Institute of Technology Durham College Carleton University Short Term Summer Experience



MAKE IT: FINAL STOP ON THE ROAD TO CARLETON UNIVERSITY

Are you ready to jump the final hurdle before entering a Canadian university?

CultureWorks is here to help!

Make It, a fast-track English program developed by CultureWorks, will have you earning Carleton University credits in six weeks.

Our pre-university program is the perfect last stop on the Road to Carleton!

Acceptance to prestigious Carleton University is the prize for successfully completing this intensive English program. (Conditional acceptance will already be in place.)

Join us this summer in lovely Ottawa, Ontario - the capital city of Canada - for six glorious weeks (July 15-August 26) on the beautiful Carleton campus. Accommodation will be provided in on-campus residences.

Students will have 30 hours of English for Academic Purposes (EAP) instruction each week with textbooks and course materials provided. There will be regular teacher advisor meetings and an easy-to-follow calendar of daily events to help you meet your goals along the way.

And not to mention, you will have a head start in learning your way around the city of Ottawa and the university campus. University classes begin soon after the Make It program ends.

Remember, if you want to Make It to an excellent Canadian university education, CultureWorks can help!

### GET STARTED NOW!

Learn more about program details & more!

First Name\*

Last Name\*

Email\*

Phone\*

Country of Origin

Message

REQUEST FREE INFO



King's University College Brescia University College Western University University of Ontario Institute of Technology Durham College Carleton University Short Term Summer Experience



Are you ready to jump the final hurdle before entering a Canadian university?

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Remember, if you want to Make It to an excellent Canadian university education, CultureWorks can help!

### GET STARTED NOW!

Learn more about program details & more!

First Name\*

Last Name\*

Email\*

## > Consider Multilanguage Google AdWords campaigns

Keyword	Clicks <sup>?</sup> ↓	Impr. <sup>?</sup>	CTR <sup>?</sup>	Avg. CPC <sup>?</sup>	Cost <sup>?</sup>	Converted clicks <sup>?</sup>	Cost / converted click <sup>?</sup>	Click conversion rate <sup>?</sup>
cursos de inglés	72	1,948	3.70%	\$0.32	\$22.80	3	\$7.60	4.17%
cursos en inglés	44	926	4.75%	\$0.21	\$9.03	4	\$2.26	9.09%
cursos inglés USA	36	965	3.73%	\$0.23	\$8.11	4	\$2.03	11.11%

Curso de Inglés en EE.UU.  
 Asista a la Universidad de Georgia.  
 Domine el idioma. ¡Regístrese ya!  
[iep.uga.edu/curso-ingles-intensivo](http://iep.uga.edu/curso-ingles-intensivo)

**UNIVERSITY OF GEORGIA**  
**Intensive English Program**

**SOLICITE INFORMACIÓN GRATUITA**

Nombre:   
 Teléfono:   
 Correo electrónico:

**SOLICITE INFORMACIÓN**

**PROGRAMA DE INGLÉS INTENSIVO (PII)**  
**MEJORE SUS OPORTUNIDADES ACADÉMICAS**

Cursos disponibles para estudiantes desde nivel principiante, medio y avanzado. Los cursos que se ofrecen actualmente incluyen:

- ✓ Lectura
- ✓ Vocabulario académico
- ✓ Preparación para el examen IELTS
- ✓ Universidad 101
- ✓ Preparación para el examen TOEFL
- ✓ Comprensión oral y conversación
- ✓ Gramática GRE
- ✓ Debates
- ✓ Escritura

**Vivir en Athens**

Athens, Georgia, es un gran lugar para vivir! El clima es cálido en verano y no demasiado frío en invierno. Hay muy buenos restaurantes, tiendas, bares y centros de espectáculos con música en vivo. Además el costo de vida en Athens es bajo en comparación con otras ciudades de Estados Unidos y la mayoría de la gente es amable y serena. ¡Echa un vistazo a la guía turística de Athens para obtener mayor información!

¿Estás buscando un lugar para vivir? Hay muchos apartamentos disponibles en Athens, pero si piensas permanecer por sólo unos meses puede ser difícil encontrar un apartamento amobliado. Apartamentos Argo (justo al lado del campus de la University of Georgia - USA) ofrece apartamentos amobliados y sin amobiliar a los estudiantes del Programa para alquilar durante cortos periodos de tiempo.

**Actividades Estudiantiles**

Siempre hay algo que hacer en UGA! Pueden hacer ejercicio en el centro Ramsey, nuestro grandioso centro deportivo y recreativo que cuenta con 3 piscinas, salas de pesas, baloncesto, raquetbol y muchos otros deportes. La membresía al centro Ramsey cuesta sólo \$15 al mes.

Los estudiantes del PII obtienen rebajas en el costo de admisión para muchos eventos en UGA. Para obtener mayor información, consulta el calendario UGA.

También planeamos numerosas actividades sólo para los estudiantes del PII. Las actividades que hemos planeado recientemente incluyen: picnic por el lago, viajes a Six Flags, Stone Mountain, y al Acuario de Georgia.

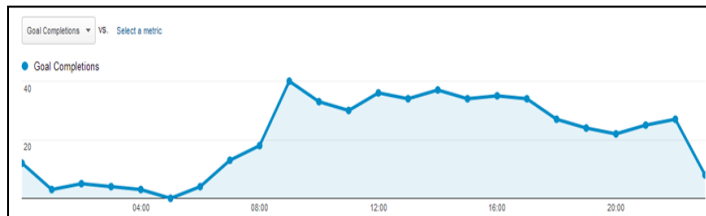
**Recursos para el Aprendizaje**

Para darte más oportunidades de practicar tu inglés, tenemos una mesa de conversación semanal que se reúne en una cafetería o un restaurante diferente en cada sesión. También poseemos un programa de "compañeros de conversación" para ayudar a revisar a nuestros estudiantes con los estudiantes de UGA (para aplicar, envía un correo electrónico a iepartner@uga.edu). Incluso ofrecemos tutoría gratuita, que nuestros estudiantes pueden utilizar para mejorar su conversación y escritura inglesa. ¿Quieres saber más? Echa un vistazo a nuestro horario de clases actual o contáctanos para obtener más información!

¿Quieres saber más? Completa el formulario de arriba!

Copyright 2015 © UGA Division of Academic Enhancement. All rights reserved.

## > Use Adwords Day Parts



- Be smart about setting your account's time zone.
- Target your ads when they are the most effective.

hour	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Completions	Goal Value
	16,529 % of Total: 13.05% (126,619)	62.70% Site Avg: 66.78% (-6.11%)	10,364 % of Total: 12.26% (84,556)	51.79% Site Avg: 48.91% (5.91%)	3.69 Site Avg: 3.50 (5.29%)	00:02:58 Site Avg: 00:03:30 (-15.23%)	3.07% Site Avg: 2.81% (9.40%)	508 % of Total: 14.28% (3,557)	\$177,800.00 % of Total: 14.28% (\$1,244,950.00)
00	373	62.73%	234	46.11%	4.35	00:03:50	3.22%	12	\$4,200.00
01	244	55.74%	136	59.84%	3.11	00:01:34	1.23%	3	\$1,050.00
02	125	50.40%	63	51.20%	4.15	00:03:02	4.00%	5	\$1,750.00
03	86	68.60%	59	50.00%	3.85	00:02:43	4.65%	4	\$1,400.00
04	81	55.56%	45	50.62%	3.25	00:02:59	3.70%	3	\$1,050.00
05	79	70.89%	56	55.70%	4.06	00:02:42	0.00%	0	\$0.00
06	173	67.63%	117	49.71%	3.59	00:02:22	2.31%	4	\$1,400.00
07	338	63.91%	216	52.66%	3.33	00:03:09	3.85%	13	\$4,550.00
08	651	64.67%	421	50.54%	3.68	00:03:06	2.76%	18	\$6,300.00
09	992	64.31%	638	52.92%	3.60	00:02:45	4.03%	40	\$14,000.00
10	1,130	61.95%	700	53.54%	3.45	00:02:36	2.92%	33	\$11,550.00
11	1,157	62.75%	726	52.20%	3.53	00:03:08	2.59%	30	\$10,500.00
12	1,129	62.80%	709	52.70%	3.60	00:03:12	3.28%	37	\$12,950.00
13	1,173	65.05%	763	51.32%	3.45	00:02:58	2.81%	33	\$11,550.00
14	1,164	64.26%	748	52.75%	3.68	00:02:55	3.18%	37	\$12,950.00
15	1,114	60.86%	678	52.42%	3.58	00:02:58	3.05%	34	\$11,900.00
16	901	62.15%	560	48.95%	3.89	00:02:52	3.88%	35	\$12,250.00
17	822	64.96%	534	52.55%	3.64	00:02:47	4.14%	34	\$11,900.00
18	839	63.17%	530	48.27%	3.91	00:03:21	3.22%	27	\$9,450.00
19	874	64.87%	567	53.55%	3.69	00:03:09	2.75%	24	\$8,400.00
20	897	62.21%	558	51.51%	3.84	00:02:49	2.45%	22	\$7,700.00
21	840	60.48%	508	52.62%	4.07	00:03:02	2.98%	25	\$8,750.00
22	778	61.44%	478	51.41%	3.72	00:03:01	3.47%	27	\$9,450.00
23	569	56.24%	320	49.03%	4.05	00:02:53	1.41%	8	\$2,800.00

## > Google AdWords mobile conversions

Campaign	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ? ↓	Avg. Pos. ?	Converted clicks ?	Cost / converted click ?	Click conversion rate ?
Total - all campaigns	2,885	932,800	0.31%	CA\$2.75	CA\$7,940.37	1.8	188	CA\$42.19	6.53%
Computers	1,812	720,588	0.25%	CA\$2.87	CA\$5,204.24	1.8	126	CA\$41.30	6.95%
Mobile devices with full browsers	607	96,196	0.63%	CA\$2.29	CA\$1,389.02	1.8	31	CA\$44.55	5.14%
Tablets with full browsers	466	116,016	0.40%	CA\$2.89	CA\$1,347.11	1.9	31	CA\$43.46	6.65%

Be sure to segment your AdWords activity by device or you may have some surprises!

Adjust the mobile and tablets bids based on performance and goals





# What Is Mobilegeddon & The Google Mobile Friendly Update

On April 21, 2015, Google [will release](#) a [significant new mobile-friendly ranking algorithm](#) that's designed to give a boost to mobile-friendly pages in Google's mobile search results.

Find out if your website is mobile friendly here:

[www.google.com/webmasters/tools/mobile-friendly/](http://www.google.com/webmasters/tools/mobile-friendly/)

Find out if your website is mobile friendly here:  
[www.google.com/webmasters/tools/mobile-friendly/](http://www.google.com/webmasters/tools/mobile-friendly/)

## Mobile-Friendly Test G+

ANALYZE

**Awesome! This page is mobile-friendly.**

### How Googlebot sees this page



### Learn more about mobile-friendly pages

If you're interested in learning more about mobile sites, check out our [Webmaster's Mobile Guide](#) or the [Principles of Site Design](#) on Web Fundamentals.

### Do you use Google Search Console?

See how many of your pages are mobile-friendly by signing into your [Search Console account](#).

### Give feedback

Encountered an issue with the test? Comments or questions about the results? Post to our [discussion group](#).

## > Why mobile?

Device Category ?	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Free Info Kit (Goal 1 Conversion Rate) ?	Free Info Kit (Goal 1 Completions) ?
<b>International</b>	<b>8,545</b> % of Total: 33.26% (25,692)	<b>87.85%</b> Site Avg: 76.17% (15.34%)	<b>7,507</b> % of Total: 38.36% (19,570)	<b>64.35%</b> Site Avg: 69.94% (-7.99%)	<b>2.24</b> Site Avg: 2.19 (2.15%)	<b>00:01:49</b> Site Avg: 00:01:38 (10.75%)	<b>1.56%</b> Site Avg: 1.83% (-15.10%)	<b>133</b> % of Total: 28.24% (471)
1. desktop	5,197 (60.82%)	90.30%	4,693 (62.51%)	67.04%	2.13	00:01:49	1.67%	87 (65.41%)
2. mobile	2,683 (31.40%)	84.20%	2,259 (30.09%)	58.14%	2.52	00:01:51	1.27%	34 (25.56%)
3. tablet	665 (7.78%)	83.46%	555 (7.39%)	68.42%	1.94	00:01:37	1.80%	12 (9.02%)

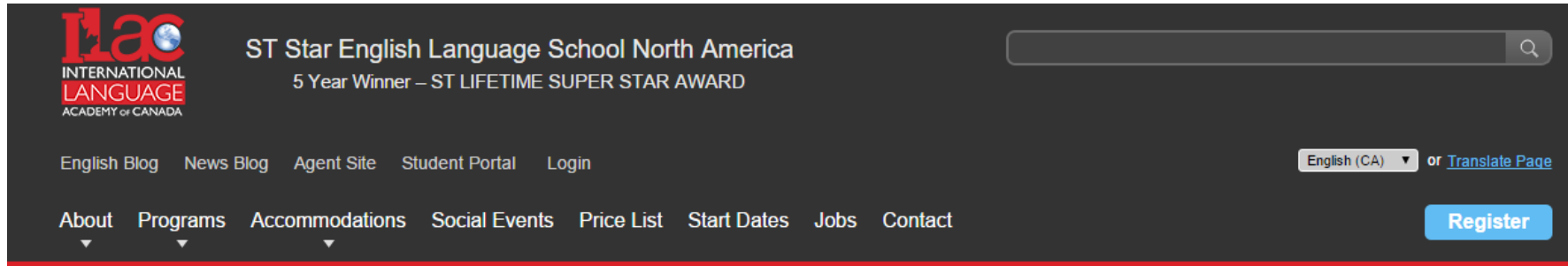
- 31% mobile traffic
- 25% of website goals

## > What's your Mobile traffic like by country

Device Category ?	Country / Territory ?	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Free Info Kit (Goal 1 Conversion Rate) ?	Free Info Kit (Goal 1 Completions) ?
<b>International</b>		<b>2,683</b> % of Total: 10.44% (25,692)	<b>84.20%</b> Site Avg: 76.17% (10.54%)	<b>2,259</b> % of Total: 11.54% (19,570)	<b>58.14%</b> Site Avg: 69.94% (-16.87%)	<b>2.52</b> Site Avg: 2.19 (14.86%)	<b>00:01:51</b> Site Avg: 00:01:38 (13.44%)	<b>1.27%</b> Site Avg: 1.83% (-30.87%)	<b>34</b> % of Total: 7.22% (471)
1. mobile	United States	<b>1,052</b> (39.21%)	88.50%	931 (41.21%)	66.63%	2.17	00:01:09	0.29%	3 (8.82%)
2. mobile	United Kingdom	<b>330</b> (12.30%)	80.91%	267 (11.82%)	55.15%	2.13	00:01:16	0.61%	2 (5.88%)
3. mobile	India	<b>214</b> (7.98%)	85.51%	183 (8.10%)	51.40%	3.00	00:02:07	1.40%	3 (8.82%)
4. mobile	Australia	<b>129</b> (4.81%)	91.47%	118 (5.22%)	64.34%	2.04	00:01:17	0.00%	0 (0.00%)
5. mobile	(not set)	<b>120</b> (4.47%)	80.83%	97 (4.29%)	38.33%	3.57	00:03:31	7.50%	9 (26.47%)
6. mobile	Netherlands	<b>114</b> (4.25%)	80.70%	92 (4.07%)	50.00%	3.06	00:03:11	4.39%	5 (14.71%)
7. mobile	Spain	<b>101</b> (3.76%)	91.09%	92 (4.07%)	57.43%	2.55	00:02:02	2.97%	3 (8.82%)
8. mobile	Nigeria	<b>68</b> (2.53%)	41.18%	28 (1.24%)	29.41%	4.62	00:08:34	5.88%	4 (11.76%)
9. mobile	South Africa	<b>57</b> (2.12%)	82.46%	47 (2.08%)	56.14%	1.95	00:01:37	3.51%	2 (5.88%)
10. mobile	Ireland	<b>45</b> (1.68%)	77.78%	35 (1.55%)	46.67%	2.49	00:01:25	0.00%	0 (0.00%)



## > Make use of calls to actions on your website



### Contact Us

Have any questions about our English programs or need more general information about ILAC? Simply fill out and submit our contact form and we'll get back to you as soon as possible.

If you know the name of the person you would like to reach, you can contact them directly from [our staff page](#).

### General Contact Information

Skype toll free number:

**1 877 452 2452**

### Ask a Question

First Name*	<input type="text"/>
Last Name*	<input type="text"/>
Nationality*	<input type="text"/>
Email*	<input type="text"/>
Phone	<input type="text"/>
What is your age?*	<input type="text" value="-select-"/>
Are you in contact with an agent?*	<input type="text" value="-select-"/>
Message*	<input type="text"/>

## > Make Multilingual Advisors Available

The screenshot shows the Vancouver English Centre website. At the top left is the logo with a red maple leaf. To the right is a search bar and a language selection dropdown set to 'Select Language', with a note 'Powered by Google Translate'. A red navigation bar contains links for About, Programs, Admissions, Advisor Centre, Accommodation, Student Life, Resources, Social, and Contact.

Below the navigation bar is a 'Message Us Today:' contact form with fields for Name, Email, Language (set to Japanese), Subject (set to Prices/Promotions), and a message box, followed by a red 'SEND' button. To the right of the form is a green circular seal that says '100% GUARANTEE' with five stars below it, and the text 'We guarantee a response to all inquiries.' A yellow arrow points from the 'SEND' button to a yellow-bordered box containing a list of phone numbers.

Below the form is a section titled 'Know who you're looking for?' with a list of staff roles: President, Operations Director, Marketing Manager, Director of Studies, Student Advisor, Business Internship Coordinator, Homestay Coordinator, and Activities Coordinator. To the right of this list is a '250 Smith St' map showing the location near Fairleigh University.

Below the map is a 'Hours of Operation' section with the following schedule:

Day	Hours
Monday:	8:00 AM – 8:00 PM
Tuesday:	8:00 AM – 8:00 PM
Wednesday:	8:00 AM – 8:00 PM
Thursday:	8:00 AM – 8:00 PM
Friday:	8:00 AM – 6:00 PM
Saturday:	9:00 AM – 4:30 PM
Sunday:	9:00 AM – 4:30 PM

The yellow-bordered box contains the following text:

Or Give us a Call.  
☎ 1.604.687.1600

Japanese: Ext.206 or Ext.207  
☎ 1.004.484.8640 or ☎ 1.004.639.9623

Chinese: Ext.204  
☎ 1.004.484.4193

Korean: Ext.208 or Ext.209  
☎ 1.004.687.1718 or ☎ 1.004.484.2998

Thai: Ext.214  
☎ 1.004.959.4227

Arabic: Ext.202  
☎ 1.004.484.2993

Portuguese: Ext.210 or Ext.213  
☎ 1.004.484.2992 or ☎ 1.004.828.0182

Spanish: Ext.212

## > Use Online Chat to Talk with Prospects



**Boston School of Modern Languages**  
*English Instruction Since 1925*

Choose your language  
English  
Español  
Português  
[BSML Catalogue](#)

Welcome to BSML

Path to Success

BSML Videos

Location

Students Resources

English Programs

Accommodation

Admissions

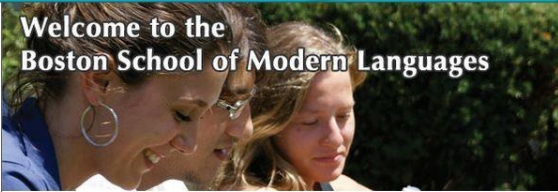
Request Information

Application Form

Credit Card Payment

Prices


Translation Services



### Welcome to the Boston School of Modern Languages

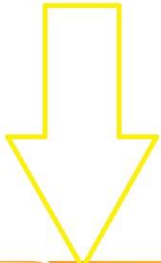
Welcome to the Boston School of Modern Languages! BSML is a fully accredited intensive English language school with 90 years of experience teaching English as a second language. Since 1925, we have educated thousands of students from all over the world. We are the school of choice for professionals looking to become more effective in the global business community, and we also provide a pathway for students who are seeking an American-style education.

[Intensive English Program in Boston](#)



**Why Study English at BSML**

- [English Courses](#)  
BSML offers a wide range of courses, each with a unique methodology. Learning at BSML is faster, easier and more enjoyable.
- [Methodology](#)  
BSML's methodology focuses on the fundamental skills needed for proficiency in English. The curriculum consists of 12 levels, from Beginner to Advanced.
- [Faculty](#)  
BSML has the highest quality teachers. Each is university-educated and specializes in teaching English as a second language.
- [Housing Options](#)  
BSML offers options to suit every need and budget, including American-style host families, shared and private student apartments.
- [Convenient Location](#)  
BSML offers the ideal combination of an urban Boston experience and a campus surrounded by typical American homes and apartments that provide convenient housing options with immersion in the American lifestyle.
- [After School Activities](#)  
Activities are designed to suit the needs of every age group, whether they be business



Chat

Click to chat. We are ready to help you.

● We are online, you can chat with us.



## > Offer Skype Sessions

The screenshot displays the website for Bell Language School. At the top, the school's name is prominently featured in white on a green background. To the right, contact details for 1535 McDonald Avenue, Brooklyn, New York, 11230, USA are provided, including a phone number (+1 718) 998-6060, a fax number (+1 718) 998-0602, and an email address (info@bellschool.org). A navigation menu below the header includes links for HOME, SCHOOL, FOR APPLICANTS, ADDITIONAL INFORMATION, STUDENT LIFE, and CONTACT INFORMATION. The main content area is titled 'Home -> Contact Information' and features a large blue Skype call button with the text 'Hello!' and the Skype logo. Below this button, there is a section for 'Contact Information' with the school's address, phone, fax, email, and website. A map of the school's location is shown at the bottom, with a yellow arrow pointing to the 'Call me!' button. The page also includes several small images: a woman in a classroom, a man on a phone, a classroom interior, and a group of students in a computer lab.

**Bell Language School**  
1535 McDonald Avenue, Brooklyn, New York, 11230, USA  
Tel.: +1 (718) 998-6060, Fax: +1 718-998-0602  
Email: info@bellschool.org | Skype: bellschoolny

Site language: English Česky 中文 Français Italiano 日本語 한국어 Português Polski العربية Русский Español Türkçe

HOME SCHOOL FOR APPLICANTS ADDITIONAL INFORMATION STUDENT LIFE CONTACT INFORMATION

Home -> Contact Information

**Call me!**

**Hello!**

Skype buttons require that you have the latest version of Skype installed. Don't worry, you only need to do this once.

Skype is a little piece of software that lets you make free calls over the internet. Learn more about Skype.

Skype is free, easy and quick to download and install. It works with Windows, Mac OS X, Linux and your mobile device.

[Download Skype](#) [Already have Skype](#)

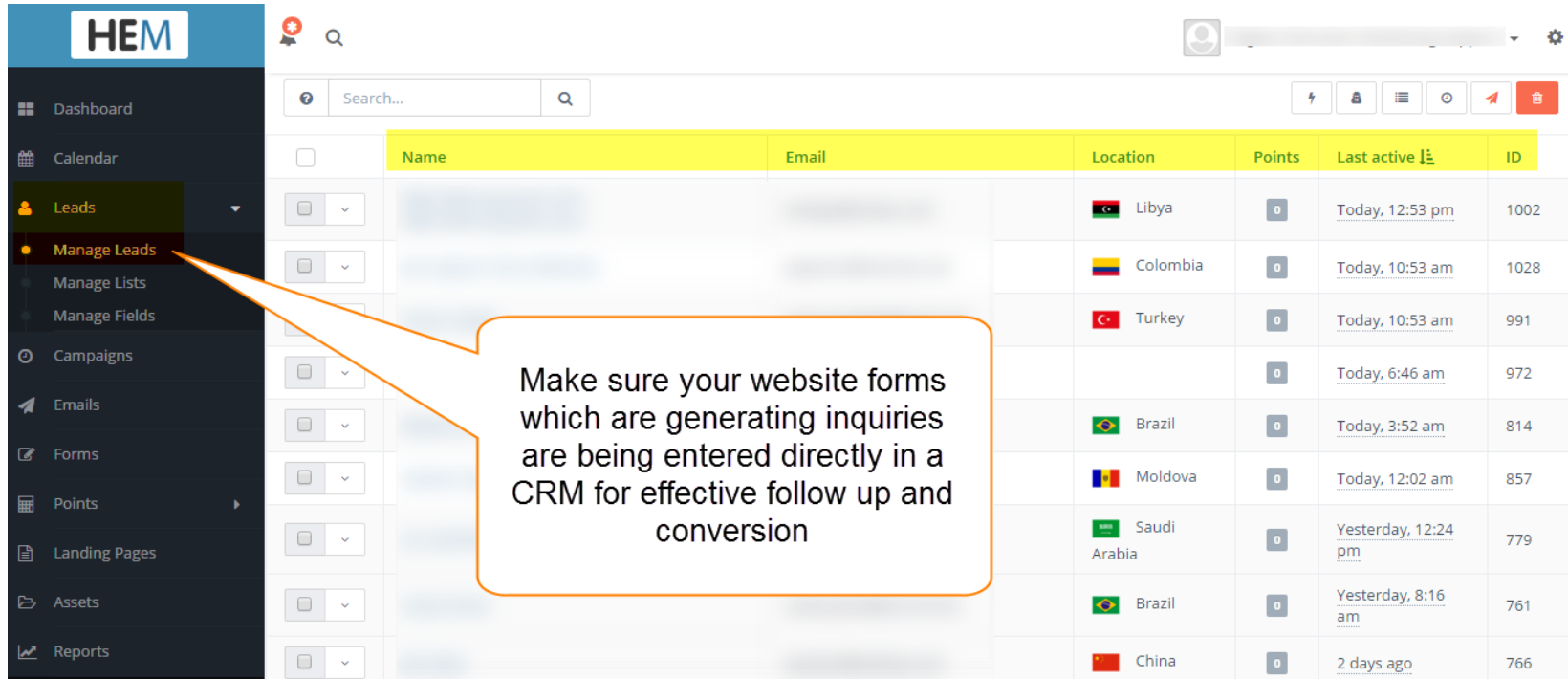
address: Bell Language School  
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telephone: (718) 998-6060  
fax: (718) 998-0602  
e-mail: info@bellschool.org  
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[info@bellschool.org](mailto:info@bellschool.org)  
[info@bellschool.org](mailto:info@bellschool.org)  
[bellschoolny](https://www.skype.com/user/bellschoolny)

View larger map

Washington Cemetery Friends Field

> Do you have a CRM system to manage your potential student inquiries?



The screenshot displays the HEM CRM interface. On the left is a dark sidebar with a menu including Dashboard, Calendar, Leads, Manage Leads, Manage Lists, Manage Fields, Campaigns, Emails, Forms, Points, Landing Pages, Assets, and Reports. The 'Manage Leads' option is highlighted with a yellow dot and an orange callout box. The main area shows a table of leads with columns for Name, Email, Location, Points, Last active, and ID. The table contains 10 rows of data, each representing a lead from a different country. The callout box contains the text: 'Make sure your website forms which are generating inquiries are being entered directly in a CRM for effective follow up and conversion'.

Name	Email	Location	Points	Last active	ID
		Libya	0	Today, 12:53 pm	1002
		Colombia	0	Today, 10:53 am	1028
		Turkey	0	Today, 10:53 am	991
			0	Today, 6:46 am	972
		Brazil	0	Today, 3:52 am	814
		Moldova	0	Today, 12:02 am	857
		Saudi Arabia	0	Yesterday, 12:24 pm	779
		Brazil	0	Yesterday, 8:16 am	761
		China	0	2 days ago	766

## > Priorities and Recommendations for your International Inquiry Generation Campaigns

- Identify Benchmarks, set new Goals
- Invest in SEO
- Develop content aimed at international students
- Use international PPC lead gen campaigns
- Get mobile NOW!
- Follow up with your leads!

## > Have questions about International Recruitment?

- I'm easy to reach at:



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