

The Seven Habits of Highly Effective Websites

Andrew Johnson and Vitaly Radsky

BachelorsPortal.com | MastersPortal.com | PhDportal.com | ShortCoursesPortal.com | ScholarshipPortal.com | DistanceLearningPortal.com
LanguageLearningPortal.com | PreparationCoursesPortal.com | STeXX.com



IN A NUTSHELL

- › **TREND:** Prospective students use online channels in increasing numbers
- › **GOAL:** Bums in seats
- › **HOW:** Build your organization around a highly effective website



THE 7 HABITS OF HIGHLY EFFECTIVE WEBSITES

- › **Habit #1 – Consistent message**
- › **Habit #2 – Attract high-quality visitors**
- › **Habit #3 – Use multiple channels**
- › **Habit #4 – MobileFriendly site**
- › **Habit #5 – Seduce your visitors to act**
- › **Habit #6 – Follow up!**
- › **Habit #7 – Measure your Return on Investment**

My email address/phone number:

(617) 637-7028

6176377028@pm.sprint.com

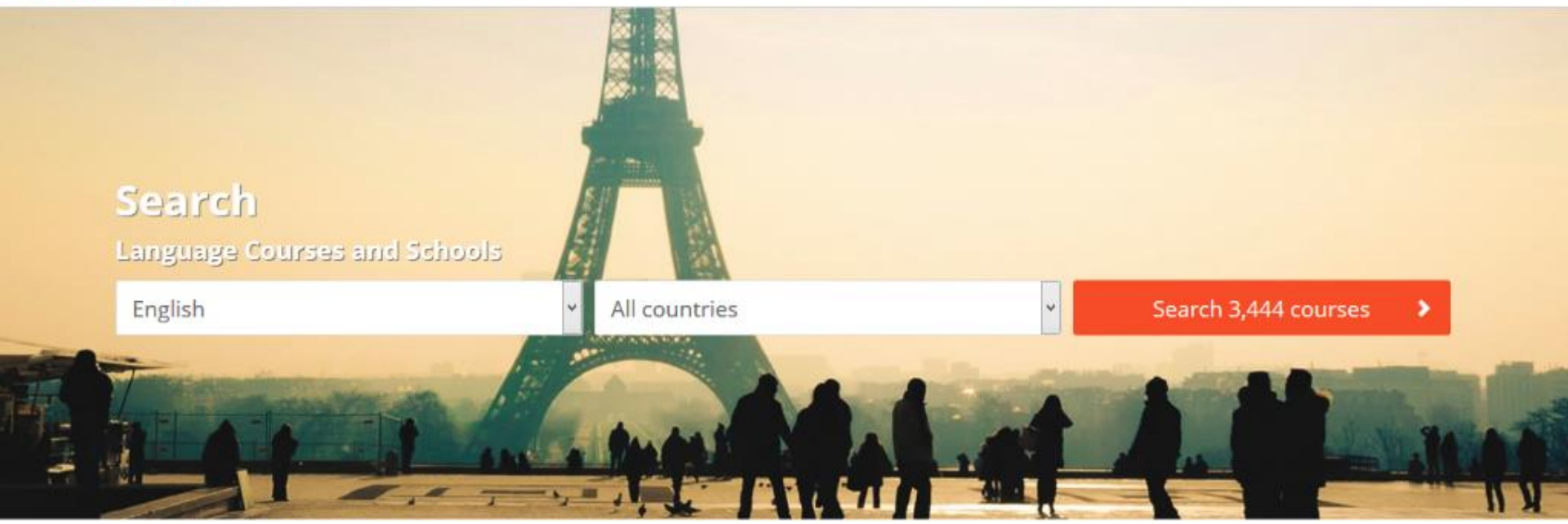
StudyPortals

originated from this
country, one that is
particularly fond of
this font color

What is The Netherlands

Who We Are:





Search

Language Courses and Schools

English

All countries

Search 3,444 courses



Test your language skills for free

Take the self-assessment test to discover your current language level!



Popular Countries



United Kingdom



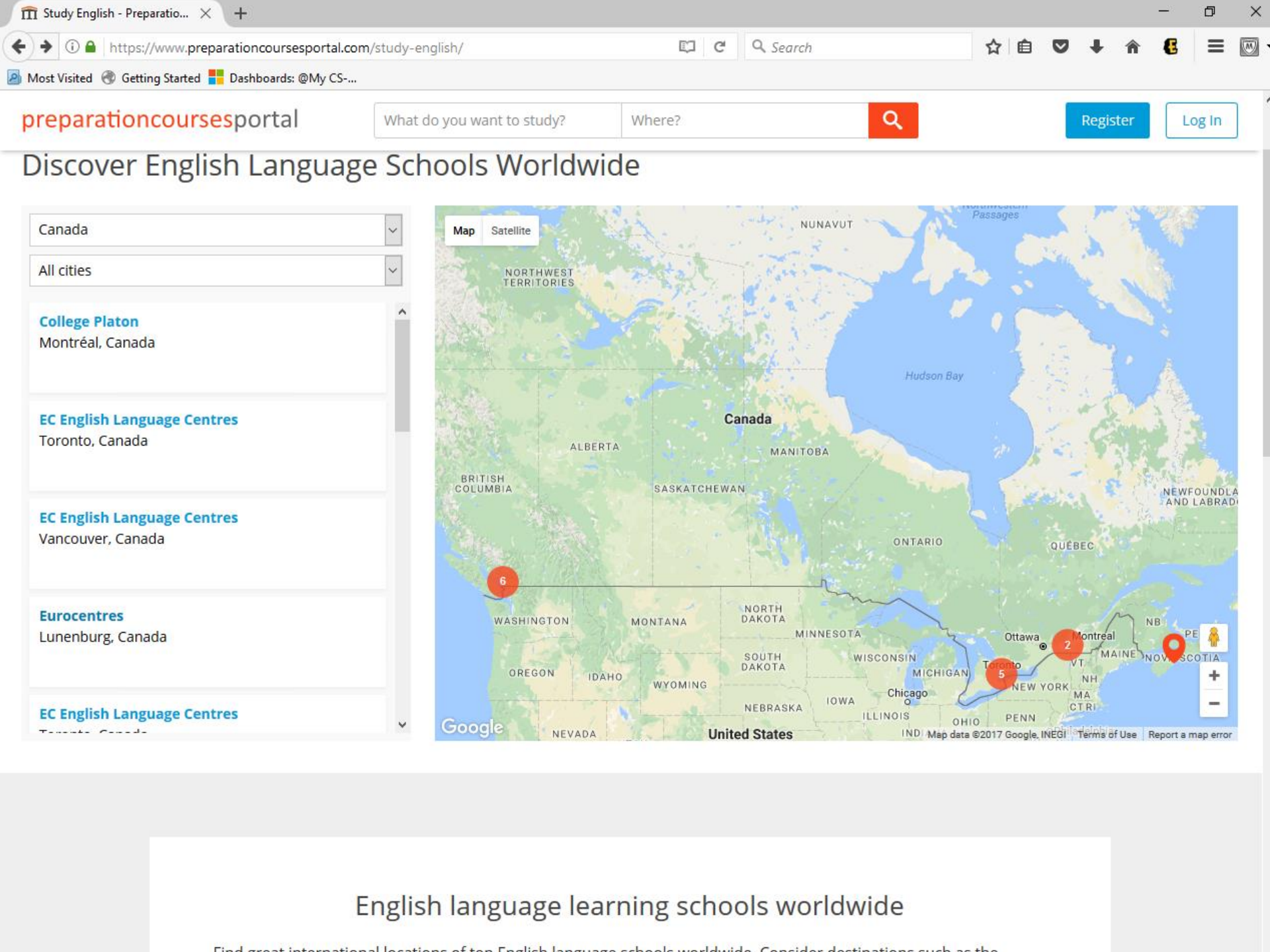
France



Spain



Germany



Discover English Language Schools Worldwide

Canada

All cities

College Platon

Montréal, Canada

EC English Language Centres

Toronto, Canada

EC English Language Centres

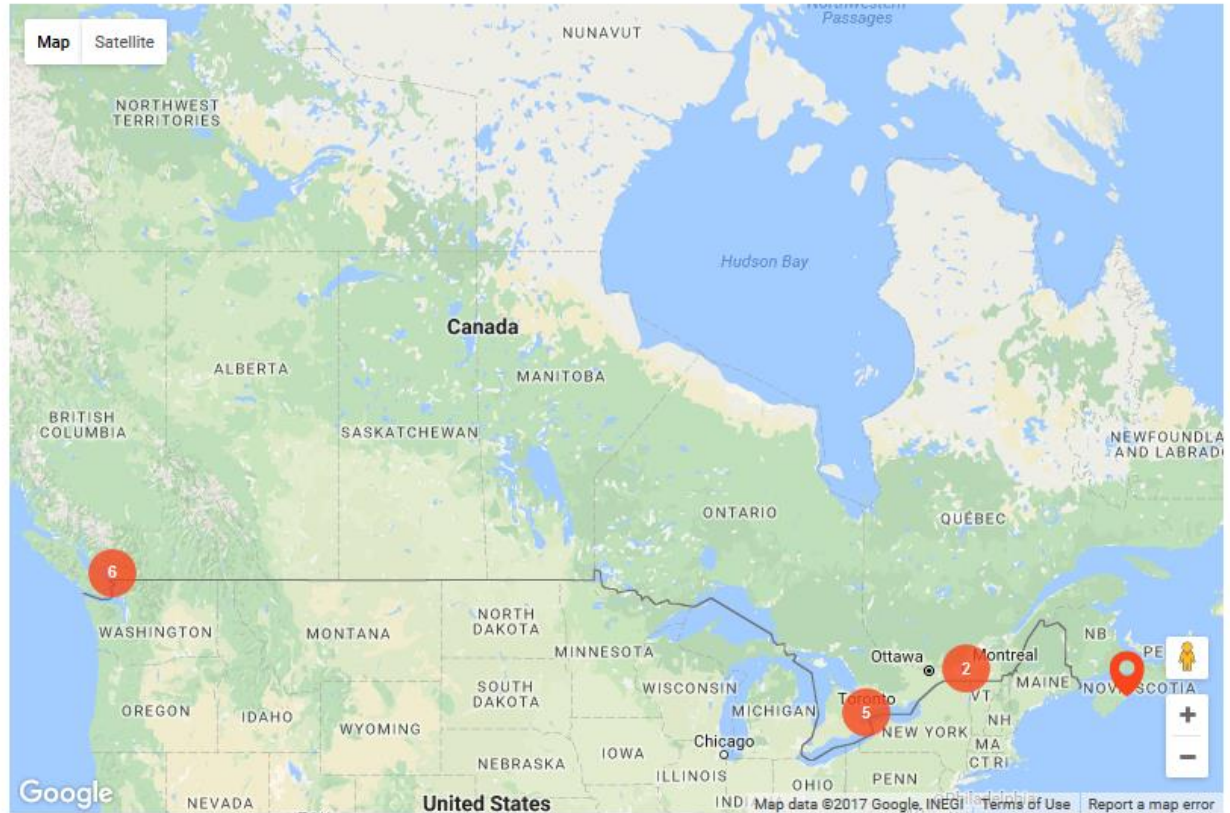
Vancouver, Canada

Eurocentres

Lunenburg, Canada

EC English Language Centres

Toronto, Canada



English language learning schools worldwide

Find great international locations of top English language schools worldwide. Consider destinations such as the

Home • Study English • EC English Language Centres: Vancouver



EC English Language Centres: Vancouver around the world

Vancouver, Canada

Vancouver is Canada's gateway to the Pacific. Its beaches, mountains and parks are perfect for outdoor activities. Consistently rated as one of the top three places in the world to live, Vancouver is a stunning, friendly and charming West Coast city. For more information check the [school website](#).

10 Courses

NVA Living Costs per Month

Visit School Website

THE PROBLEM



“Half the money I spend on advertising is wasted; the trouble is I don't know which half.”

- John Wanamaker,

father of modern advertising and a "pioneer in marketing.”

THE 7 HABITS OF HIGHLY EFFECTIVE WEBSITES

› Habit #1 – Consistent message



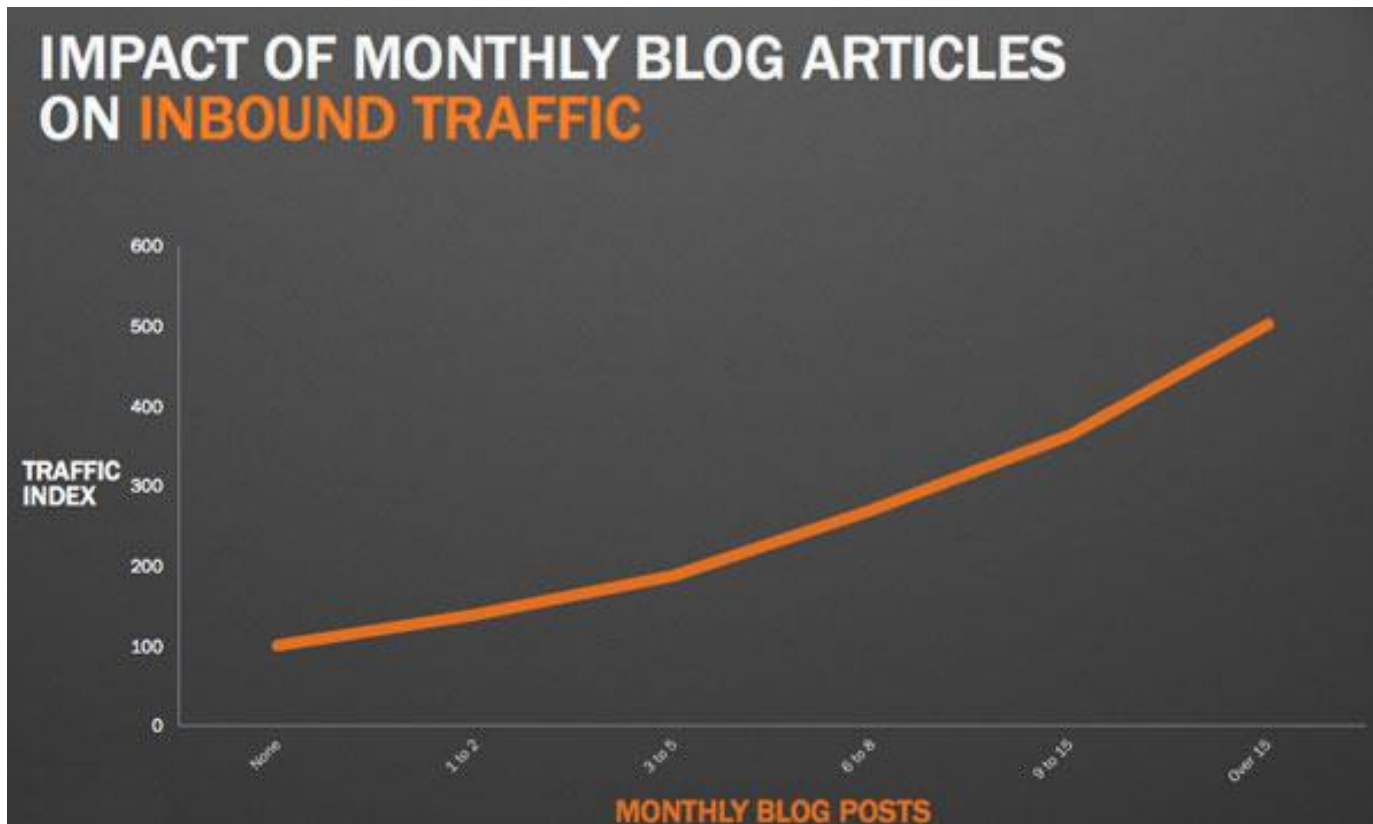
HABIT 1: CONSISTENT MESSAGE

- › **Unique Selling Points: What makes your institute unique?**
 - Location
 - Way of teaching
 - Extra activities
 - Price
 - ...
- › **Student interest**
 - Key word searches
 - Ask your students: why you?
- › **Consistency among channels**



KEEP ON TALKING!

- › Talk about what they want to know (nightlife, teachers, career possibilities, etc.)



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This hotel is the
most photographed
hotel in the world?

What is the Château Frontenac?

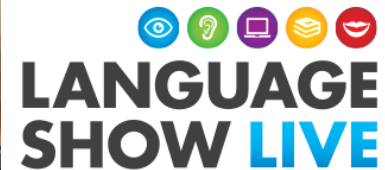


THE 7 HABITS OF HIGHLY EFFECTIVE WEBSITES

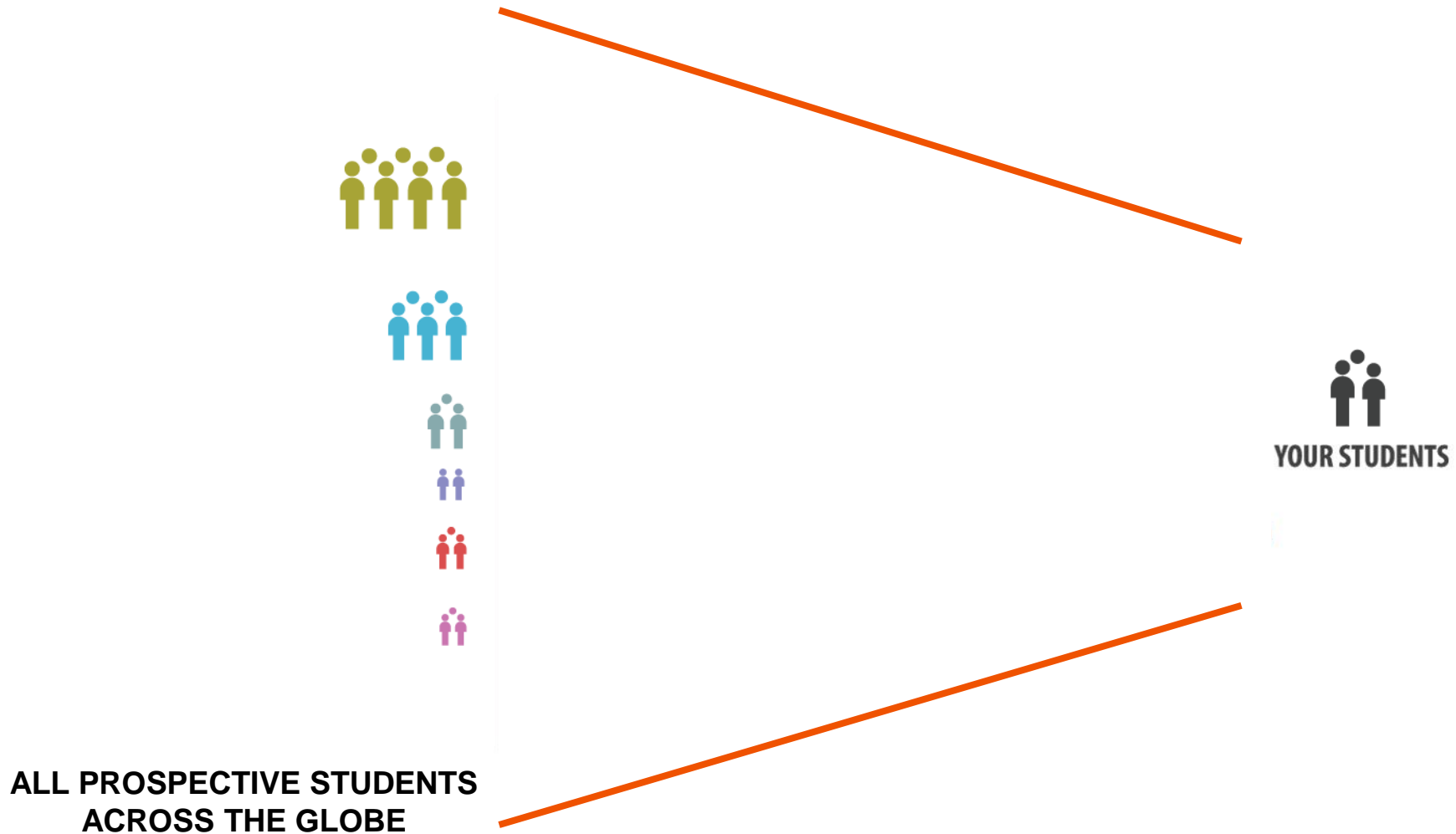
- › Habit #1 – Consistent message
- › Habit #2 – Attract high-quality visitors



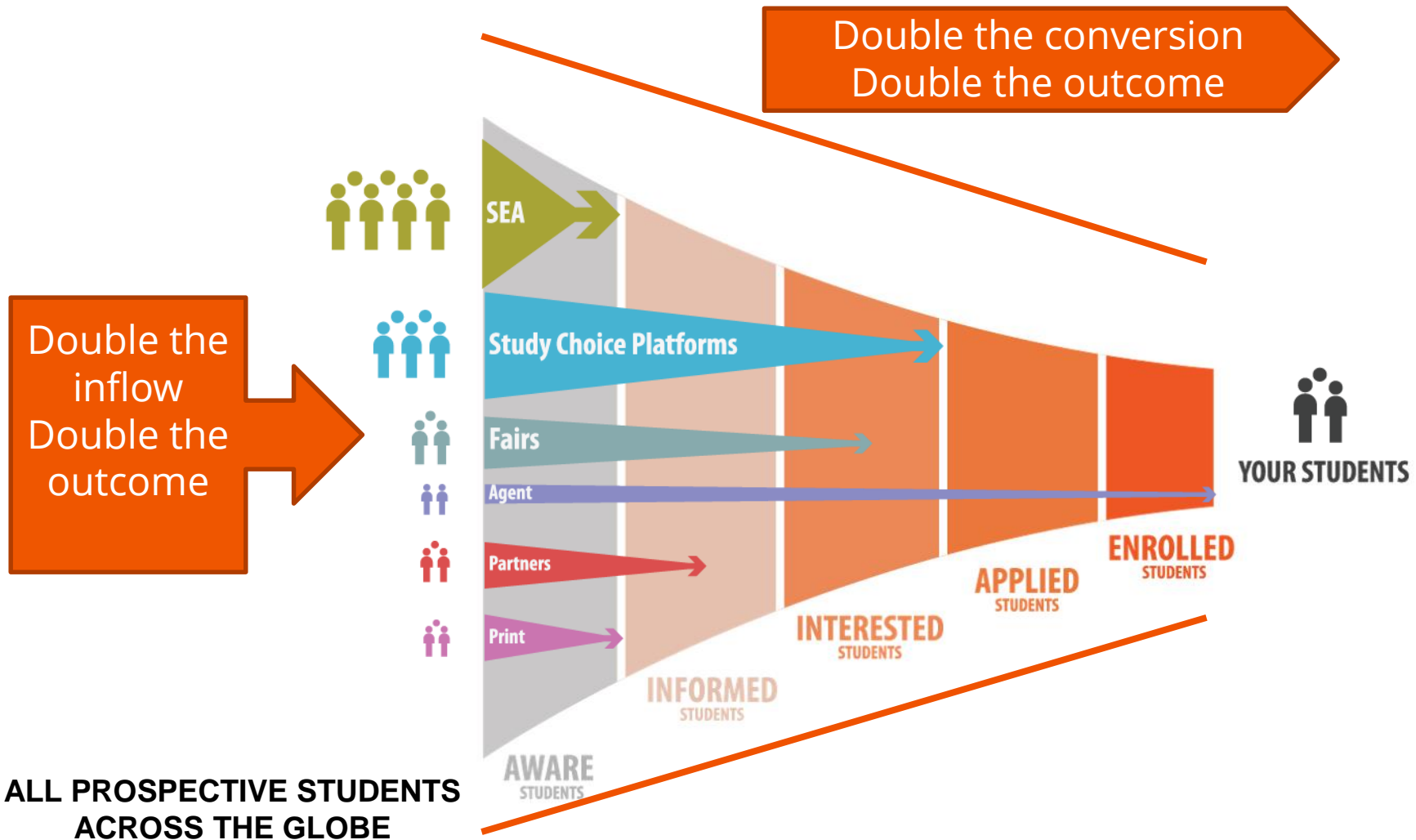
HABIT 2: ATTRACT HIGH-QUALITY VISITORS



UNDERSTAND RECRUITMENT FUNNEL

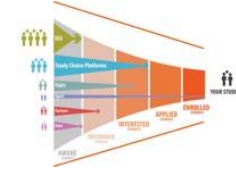


UNDERSTAND RECRUITMENT FUNNEL

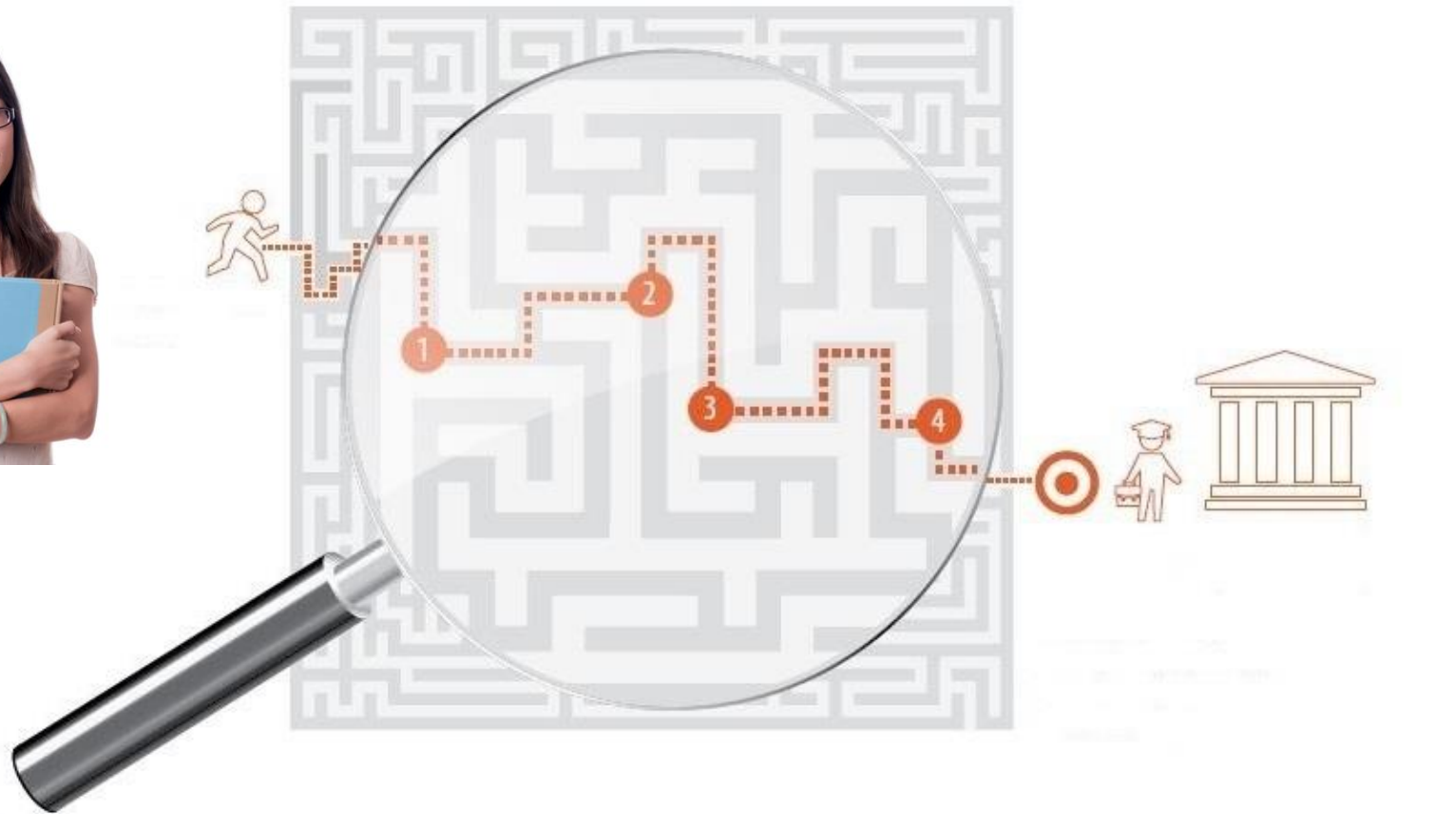


THE 7 HABITS OF HIGHLY EFFECTIVE WEBSITES

- › Habit #1 – Consistent message
- › Habit #2 – Attract high-quality visitors
- › Habit #3 – Use multiple channels



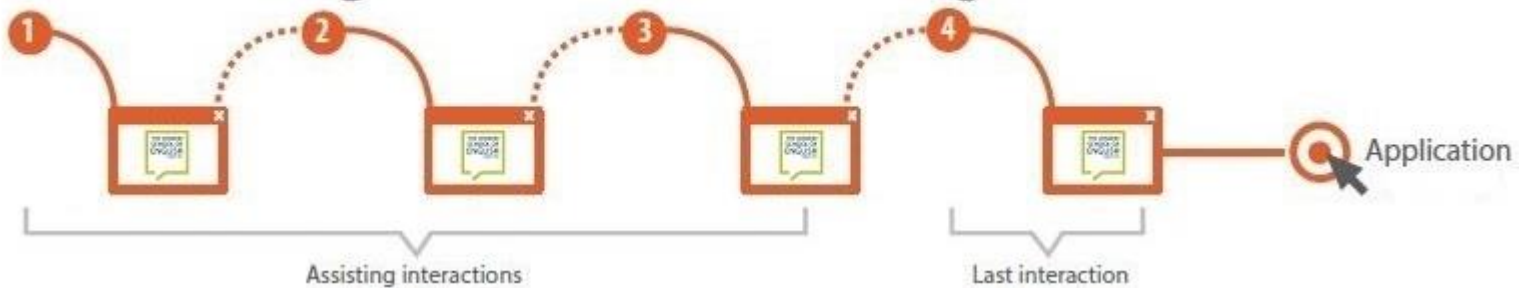
HABIT 3: USE MULTIPLE CHANNELS



Google

facebook

Google



INSPIRE YOURSELF BY THE BIG GUYS

Coca-Cola

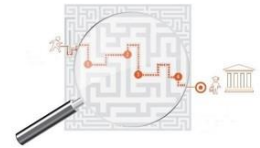
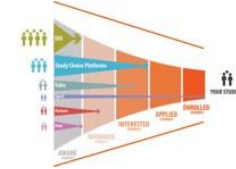


Tanka to Drive the point home

Your stock investments
Contained more than just Enron,
Because that's risky.
So your online 'folio
Must have multiple channels

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- › Habit #4 – MobileFriendly site

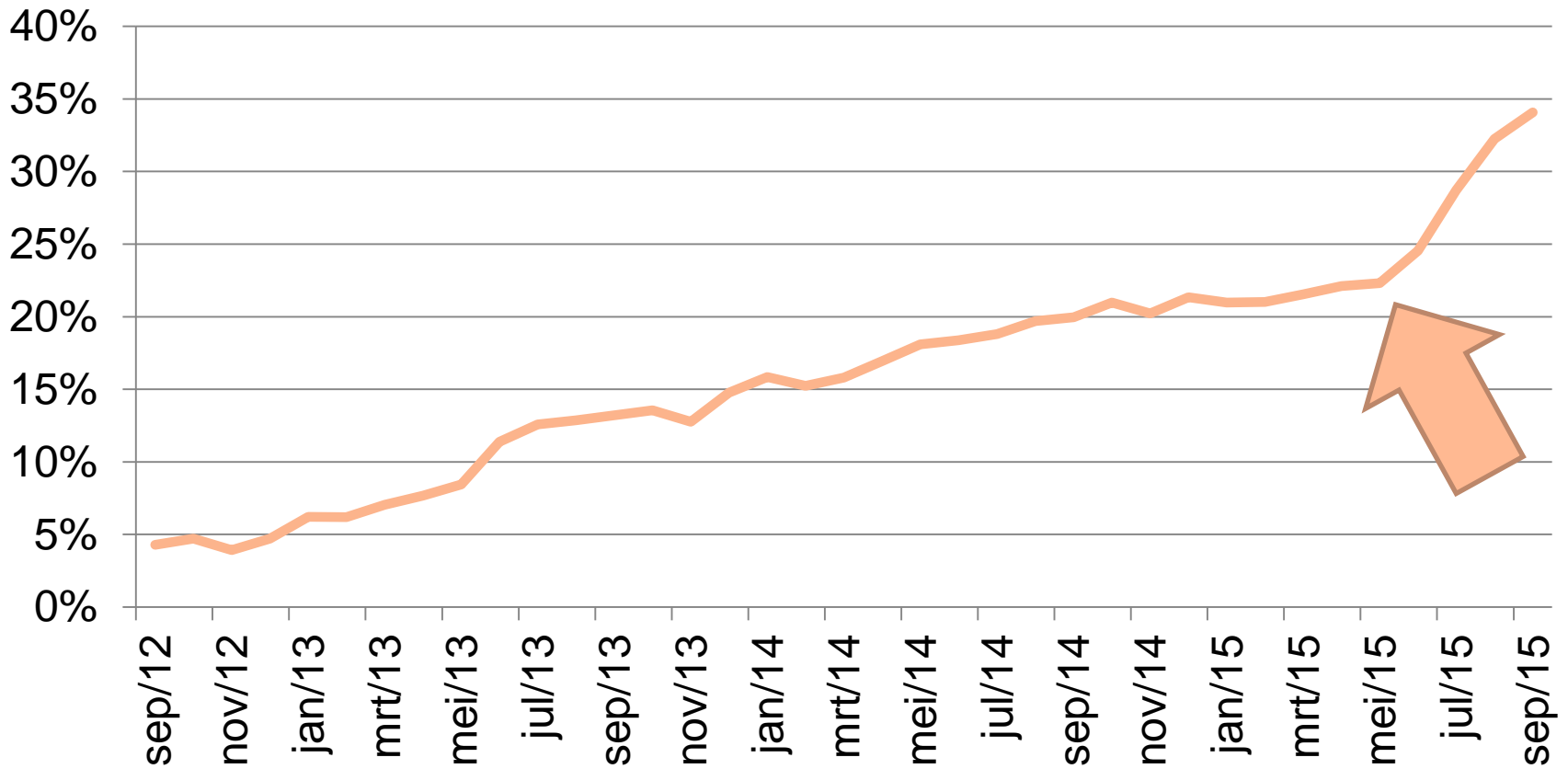


APRIL 21 2015 was the day...

Google started punishing websites that aren't mobile friendly



HABIT 4: MOBILEFRIENDLY SITE



Percentage of mobile traffic on MastersPortal

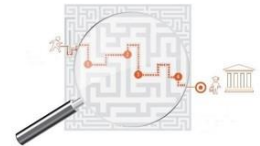
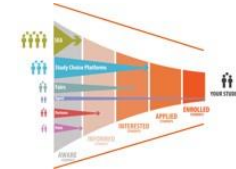
HABIT 4: MOBILEFRIENDLY SITE



**Do you want students?
This haiku has the answer:
MobileFriendly site**

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This parody celebration
includes an unadorned
pole, an Airing of
Grievances, and Feats of
Strength

What is The Festivus Maximus



HABIT 5: SEDUCE YOUR VISITORS TO ACT



CLICK HERE

CALL-TO-ACTION



School Locations

English Courses

The EC Experience

Price List

Contact us

Get a quote

EC London

English Courses

Accommodation

Arrival and First Day

Student Testimonials

Travel Guide

Policy Documents

Price List



Learn English in London

History, culture, entertainment and shopping - London has it all! This vibrant and bustling cosmopolitan city has culture, history and famous sights around every corner.

Lush parks, gardens and green spaces will freshen up your afternoons, and when the city lights are on and the pubs are open, they will colour your evenings and nights out on the town.

It is no surprise that London is the number one choice destination for English language learners.

EC London is a bright, beautiful and modern school in the heart of Zone 1, next door to Euston station and with unbeatable access to all areas of the city.

London Accommodation Special Offer

Single rooms in central London at discounted prices! [Find out more](#)



Is this your **FIRST** time planning an English language course abroad?

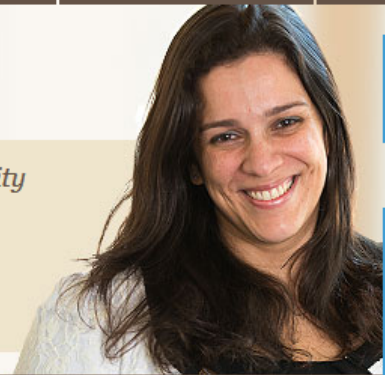
Get started with our 'Ultimate Guide to Learning English Abroad'.

Download our FREE guide now

WALDEN UNIVERSITY
A higher degree. A higher purpose.

"Having a degree from an accredited university within the U.S. was very important to me."

Daniela Brancheau | MS in Higher Education Graduate



For more information call 
+1-844-675-0920

Education Doctoral Post Master's Master's


MS in Instructional Design and Technology

This program will teach you to integrate theory, research, creativity, and problem-solving skills with a variety of technology applications in order to improve performance. You will also improve your analysis, design, and evaluation skills to assess, create, and manage training materials. Gain the skills needed to support technological advancement and training in educational institutions and corporate training classrooms. Through your coursework, you will gain the experience needed to be efficient and effective using technology and multimedia tools.


Receive a 10% tuition reduction if you reside outside the US and start this program on February 27, 2017. Contact one of our enrollment advisors at +1-844-675-0920 to learn more.

Enrollment process

- 1 Complete the **Request Information** form.
- 2 An enrollment advisor will contact you to answer your questions.
- 3 Choose the proper program that's right for you, then submit your application.

[Get started. Request Information](#) 

Request Information Courses, Admission and Financial Aid


MS in Instructional Design and Technolo 

First Name:


Last Name:


E-mail:

Phone: 

Country: 

Zip Code:

What is your age? 

What is your highest level of education? 

I am living outside of my home country. Yes No

I am a U.S. citizen. Yes No

I am active/retired or related to active/retired U.S. military. Yes No

Submit 

Clicking the "Submit" button above constitutes your express written consent to be contacted by E-mail, text, telephone, and prerecorded message by Walden University regarding furthering your education. You understand and agree that calls may be generated using automated technology. You may opt-out at any time. Please view our [Privacy policy](#) or [Contact Us](#) for more details.

SEDUCE THEM STEP BY STEP

*Additional details,
requests, needs, etc...

Step 4: Accommodation

*School Accommodation Yes No

Step 5: Transfers

If you don't need a transfer on arrival/departure, you can skip to Step 6. If you do not have your flight information, please note that it must be sent to us within one week of arrival to guarantee your reservation.

Transfer on Arrival Yes No

Transfer on Departure Yes No

Step 6: Payment

*Payment 250€ Deposit Full Payment

*Method of Payment

 Secure 256-bit encryption provided by PAIR SSL

Cardholder Name

Credit Card #  

Exp. Date (mm/yyyy) /

I agree to the [terms and conditions](#)

Enroll in

CALL-TO-ACTION

HOME

SCHOOL

COURSES

ACCOMMODATION

BRISTOL

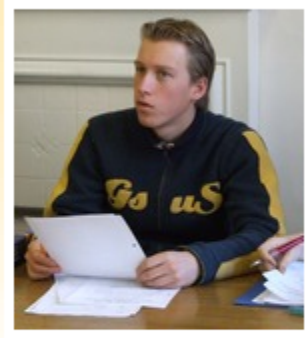
STUDENT CORNER

DATES & FEES

ENROL

CONTACT US

TEST YOUR ENGLISH



Take an English language level test free of charge with no obligation to do a course.

The test result will give you a general indication of your level. Please note that it is a grammar test only and does not test your speaking, listening or writing skills.

Please do this test on your own. There is no point in using the dictionary or asking someone to help you!

The result will help you plan your studies. For example it will give you an approximate indication of how many weeks you need to study if you need a certain IELTS score. It can also help you decide which Cambridge exam is the most suitable for you.

Please note that if you wish to enrol for a particular exam or if you wish to join the IELTS course, before confirming your enrolment, we may send you a specific pre-test which will give us a more accurate assessment of your level. We also test all new students fully on arrival before putting them into classes.

First name

Family name

Nationality

Email address

Do you wish to study at ELC Bristol?

Yes No Don't know

Would you like to receive updated information and news from the school in future?

Yes No

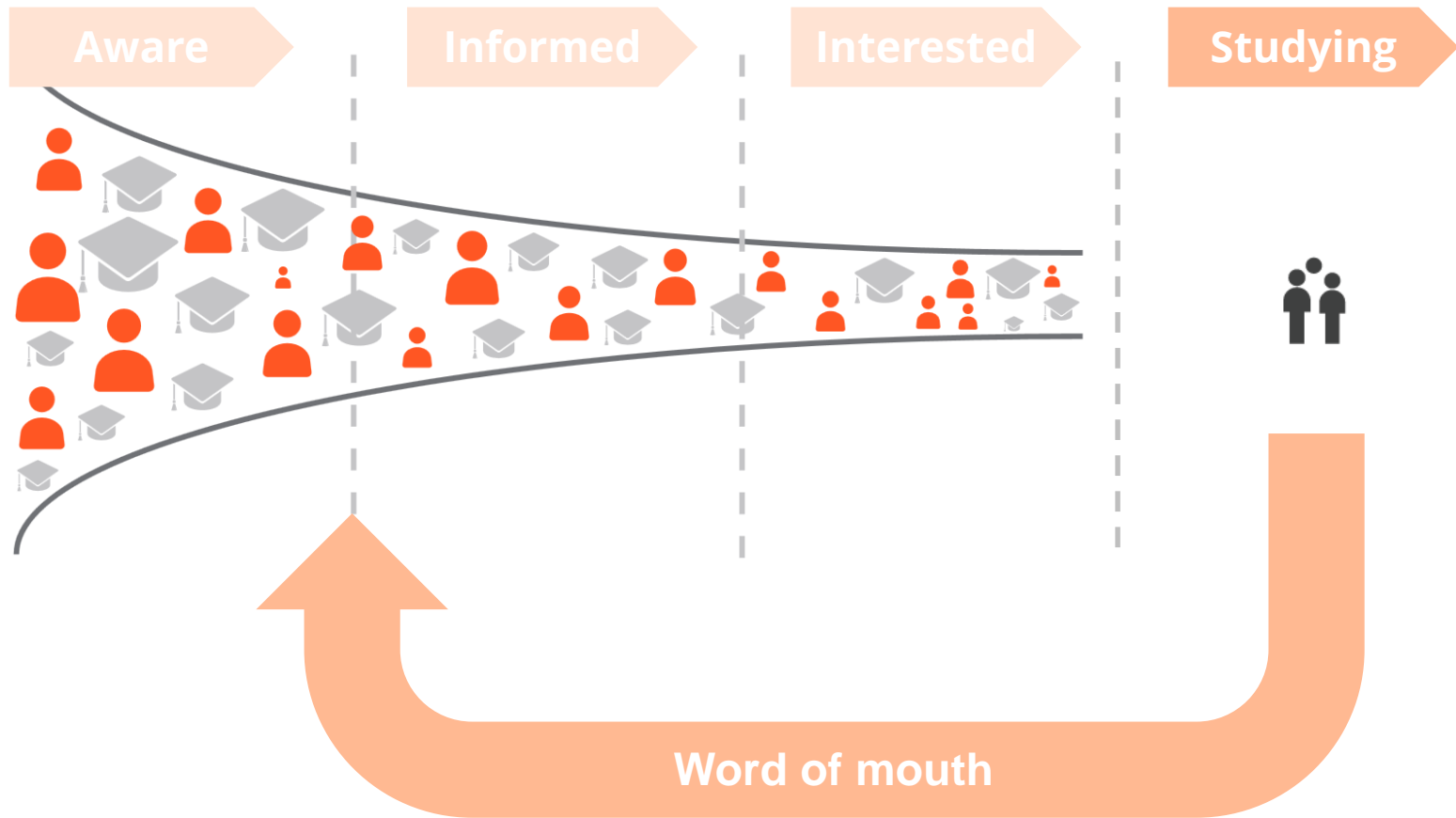
Which level do you think you are?

Elementary Intermediate Advanced Not sure of your level

Start test



WHAT DO OTHER PEOPLE SAY?

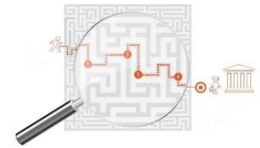
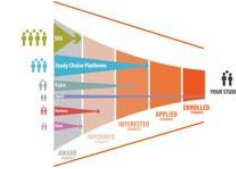


LET YOUR (EX) STUDENTS DO THE WORK




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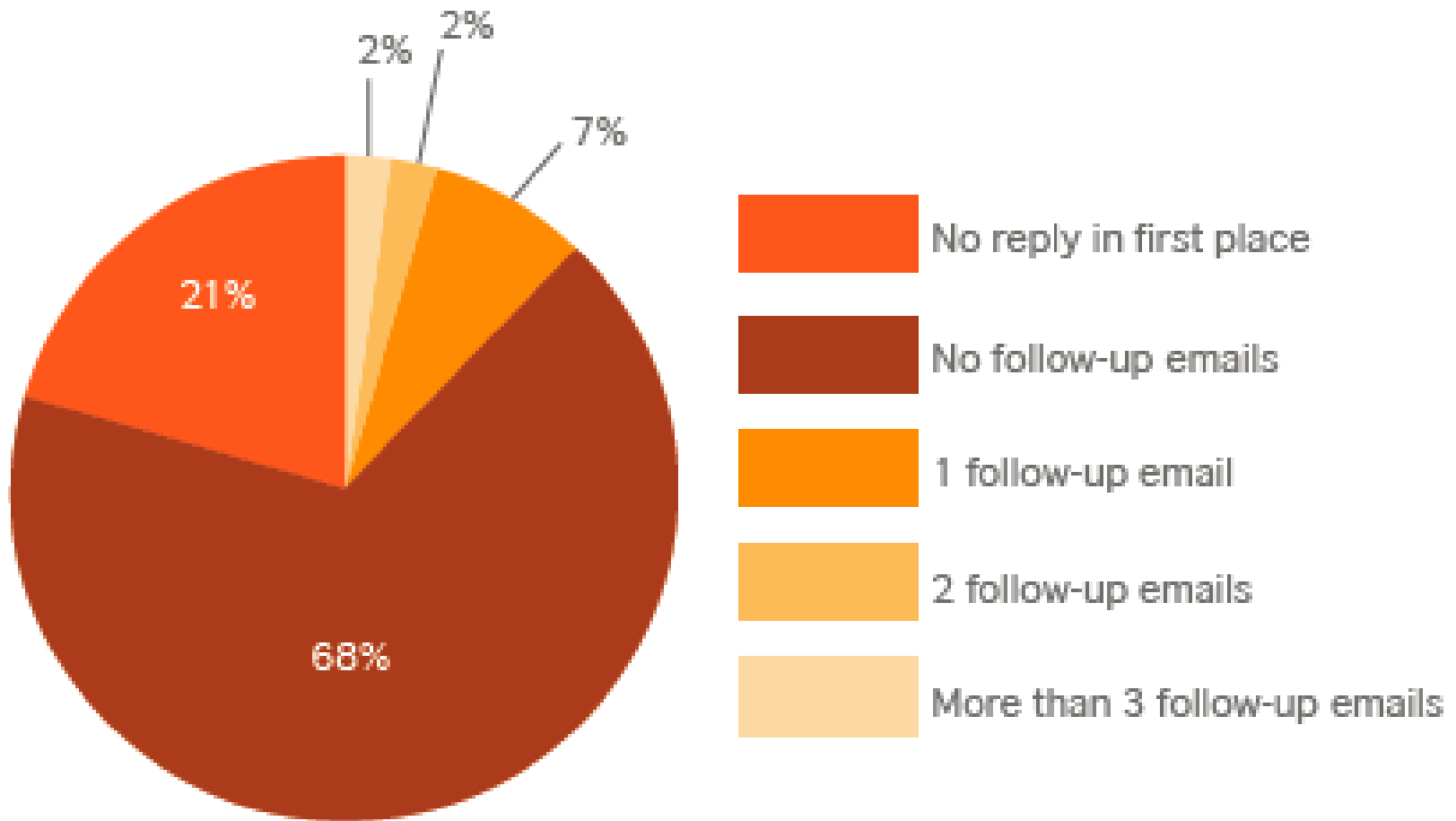
HABIT 6: FOLLOW UP!



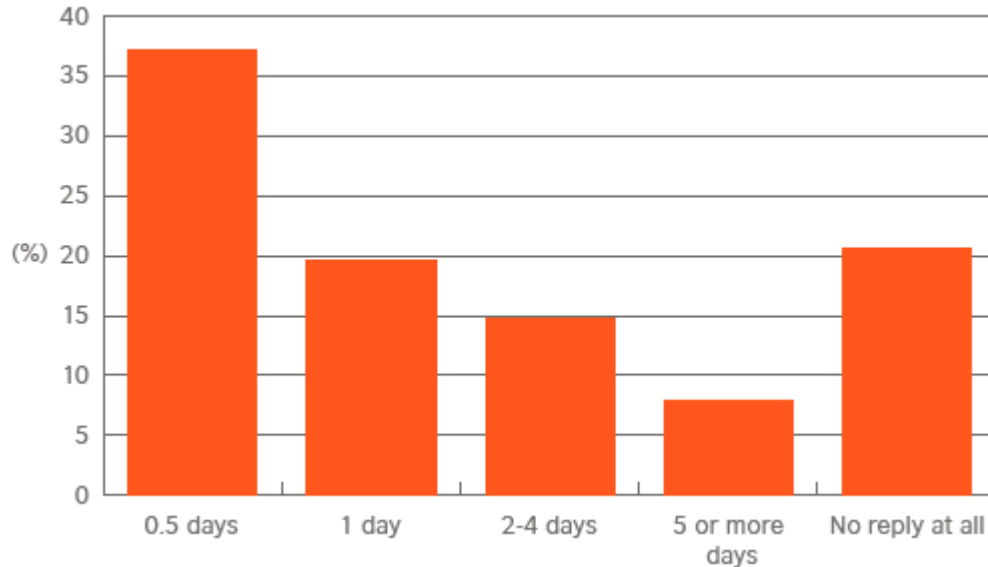
Follow Up!

**An advice haiku:
It is non-negotiable;
Follow up, dammit!**

PERSISTENCE IS YOUR COMPETITIVE ADVANTAGE



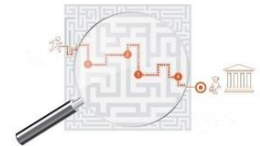
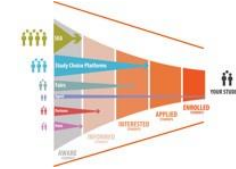
PERSISTENCE + SPEED = MORE DIRECT BOOKINGS



Don't let student interest go astray,
reply within one day.

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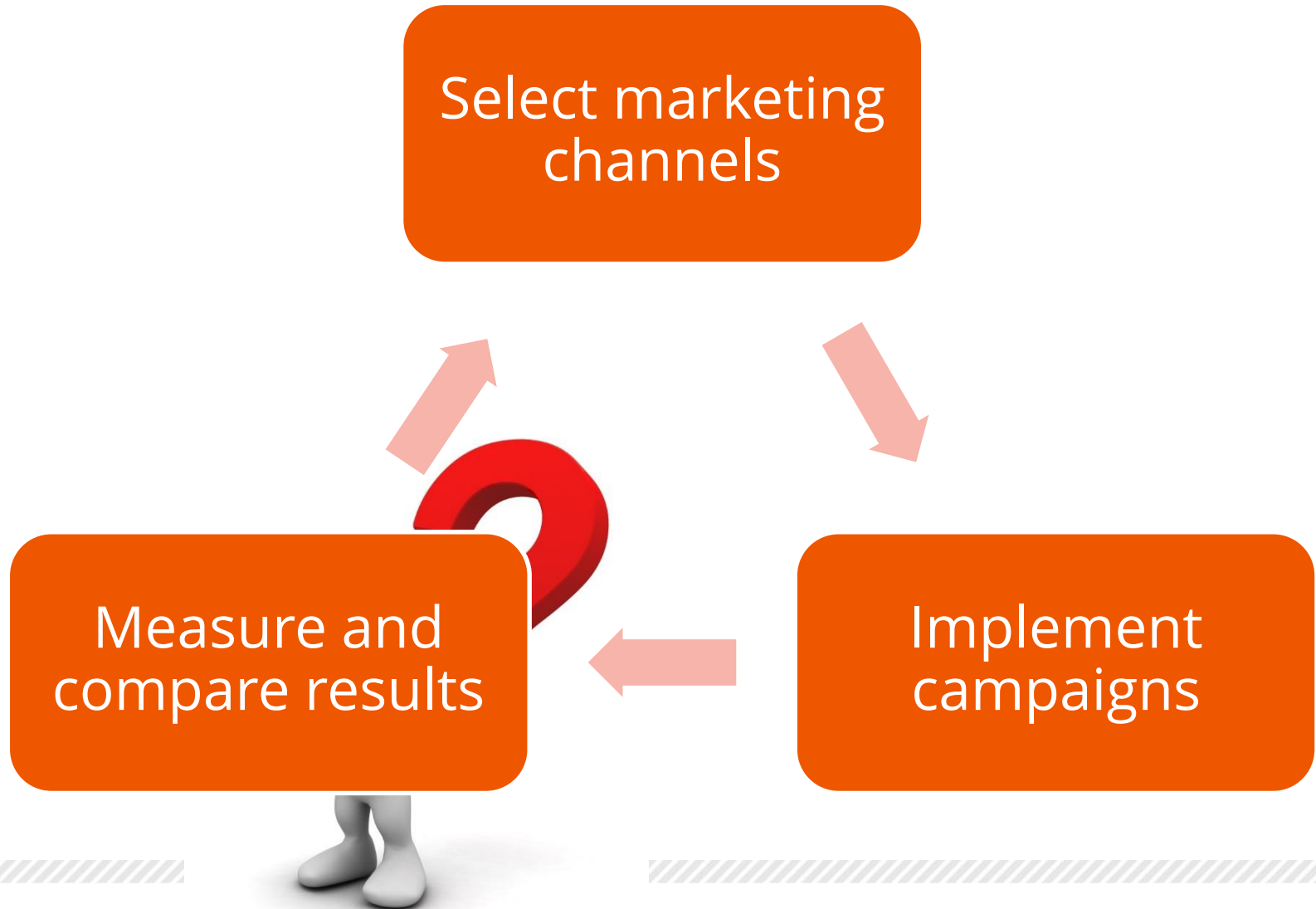
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- › Habit #6 – Follow up!
- › Habit #7 – Measure your Return on Investment



HABIT 7: MEASURE YOUR RETURN ON INVESTMENT



EFFECTIVE WEBSITES BASED ON RESULTS



TRACKING: TO MEASURE IS TO KNOW



Agents



Student fairs



Partnerships



Print



Study choice
websites



SEA



SEO & Social
Media



MEASURE WITH GOOGLE ANALYTICS

Do you know

- › Amount of visitor numbers
- › How they have found your website
- › From which countries they are coming
- › How to track visitor behaviour on your website
- › How to track visitor conversions on your website into leads

Google Analytics: 4 Levels of Insights

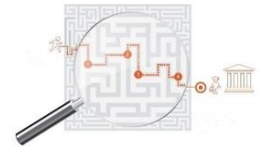
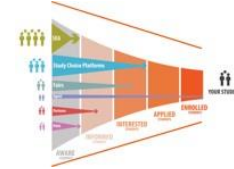
- › Insight 1: Quantity vs. quality of visitors
- › Insight 2: Actions on your website
- › Insight 3: CRM integration
- › Insight 4: Multi-channel tracking



Google
Analytics

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Limerick for Discussion:

**There once was a budget too small.
You just simply can't have it all!
The question remains,
"How 'bout online space?"
"Does it make sense?" "It's possible!"**

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Frozen is the highest
grossing animated
movie of all time. This
animated film is
number 2.

What is
MINIONS!!



Must end presentation with meme:

