



The 7 Top Ways Your College Website is Failing

BY ADAM SCHULTZ



Beginning in 2008, I started getting phone calls from staff members of departments and programs at a few of our local universities. The conversations almost always started out the same way. “Almost no one comes to our website, and the few people that do check it out just leave. We think it is too ugly. Can you make it look nicer?”

Initially, the most fascinating parts of these conversations were the people who were calling: people without marketing or technology backgrounds that were being tasked with solving marketing problems (recruiting, fundraising) using online technology (websites, emails, etc.) Unfortunately, these people, many of whom were obviously very competent in other areas, had been asked to tackle these problems without any tools or guidance.

In each case, I investigated their site problems. Inevitably it would take me hours to examine their goals, their previous website creation process, their current analytics, and their current website before I could fully understand what had happened, how it had happened, and why things were now failing.

Fast-forward to 2014. The phone continues to ring, which is one of the primary reasons that I developed [Collegiate Suite](#). The problems and root causes that drew me in over six years ago haven't shifted.

If anything, the problem has gotten worse as web marketing requirements continue to change at lightning speed. More and more college program directors are finding themselves in this unfortunate position, searching for help at a time when budget cuts are further limiting their options.

This white paper is for everyone who works in higher education and has been assigned the task of diagnosing or fixing a failing website and aims to elucidate the things that will cause their site to actually drive students away, causing enrollment numbers to plummet while sending potential students to competing academic programs.

The Root of Many Failure: Website by Committee

When inheriting a poorly performing website, chances are you are dealing with a problem that someone else created, despite the best of intentions. A struggling website is usually born from a common origin: a committee that lacks a strong process and experienced website experts.

In most cases, a committee is formed of interested parties who care a great deal about the final outcome. They want to see student enrollment increase, or fundraising efforts succeed. They have a general idea of why they need to create a website for their specific college program. The committee members are usually very intelligent people who know a lot about the



program itself and are quite vested in the success of the program at large. In most cases, the committee is made up of the following:

- *A project leader who is also in charge of several other projects*
- *A group of professors who have strong opinions on what they like or would want to see on the website*
- *Some representation from marketing, admissions, or both*

However, this committee of well-intentioned individuals usually lacks something very important: a proven process to create, structure, market, and maintain a program website.

Like Putting a House up For Sale with a Committee of Realtors

Imagine for a moment, that you have recently accepted a new position in another part of the country and have to put your house up for sale. In the hopes of getting the best possible sales price, you decide to form a committee of your favorite real estate professionals. So, with no clear roles, responsibilities, or processes, you bring in three of your favorite realtors, two real estate lawyers, a landscape architect, a handyman, and an interior designer. You tell them that the budget for “sprucing up and marketing” the house is \$50,000, and that you want to get it sold for \$250,000.

The problem is, of course, the way you have lined this up, the people in the group are eyeing each other suspiciously. After all, only one realtor can get the commission, and all the service professionals need to share the budget. There is no unifying vision or incentive to work together. Therefore, after much debate, politicking, and the attrition of a process where people are naturally at odds, one or two voices will become heard among the din, while the others who don’t feel they have a shot at getting their commission will slink off to the shadows, investing energy elsewhere.

In a worst case scenario, your house gets \$50,000 put into interior design work and fails to sell because it has a leaky roof that never got fixed....

Common College Website Failures - An Introduction

That’s exactly what happens inside college program website committees. When participants don’t share unifying goals, follow a productive process, and operate with clearly defined roles, certain parts of your website creation get a ton of attention while other areas are completely neglected.

The failures become obvious later, when the site fails to meet program goals. Instead of student enrollment increasing, it decreases, and nobody knows why. Fundraising efforts tank. You look for your site on Google and can’t find it until the ninth page of search results. Students complain that they can’t get to the resources they need.

A lot of college and university program directors are currently in this uncomfortable position. To facilitate discussion of this common problem, I’ve broken down the reasons behind college program website failure into 7 digestible points. In each point, I’ll explain how the problem came about and how this particular problem is affecting your college program. Through this process, you’ll gain understanding into why your site is performing the way it is.

Website Failure #1: Your Content is Confusing or Disorganized

You may think that your website makes sense, but chances are, some visitors are downright baffled by what is going on.

Let’s return to that committee process again.

The people who created the site in the first place were probably very focused on the things they felt were of highest importance. Professor Johnson was convinced the students need a welcome letter from the college president, and Katherine Smith the campus photographer adamantly believed that images were the best way to reach applicants. As a result, the site now has a verbose welcome letter front and center of the home page, right under a massive slider with twenty slides on it, each one representing something a committee member insisted must be showcased. The

home page is incredibly long (you can scroll and scroll for miles, so it seems), densely packed, and includes links to just about everything imaginable.

In other words, they designed the site the way they would organize a library of information. They made sure everything they thought was important was included. Just crammed it on in.

The Result: Future Students Are Quickly Leaving Your Site

Do you know what a website bounce rate is?

It's the percentage of site visitors that leave your website within seconds of landing on it. (You can learn more about bounce rates here in this [Google Analytics YouTube video](#).)

And why are those people leaving your website right away?

Because they can't quickly find information that matters to them. They look at the first image on the big slider, and then scroll down and see a dry welcome letter from the president. That's not what they were looking for! So they bounce off your page and find someone else who knew what to put front and center.

Potential applicants leave web pages that are packed with:

- *Boring, irrelevant information about the college or program at large*
- *Outdated information*
- *Confusing text*
- *Flashy images with no real substance*
- *Information that might be useful to one demographic, but doesn't apply to that particular visitor*

*This last point is an important one. Why? Because you need to figure out **who your program wants to attract**, and then, once you've identified who those people are, you need to fill the page with the material those particular people want to find.*

Keep Your Most Important Visitors on your Website

This means you need to know exactly to whom you are speaking, and exactly what those people need to find on your page. Anything extra needs to be cut from the page.

Website Failure #2: It's Almost Impossible for a Prospective Student to Apply or Request Information

Today's students don't have the patience to search all over your website to figure out how to get more information or find out if your course offering will satisfy their requirements for graduation. They expect this information to be readily available and clearly marked. The following are ways I've seen web designers obscure calls to action and essential material on EDU sites.

Content Structure and Presentation Isn't Internet-Standard-Friendly

A lot of academic program directors are used to reading academic material, which usually consists of:

- *Lengthy paragraphs of dense text*
- *Wordy sentences*
- *Few breaks in the page*

If your web site remotely resembles a thesis paper (or even a cover letter), students will flee. Why? Because website text needs to be:

- *Scannable*
- *Concise*
- *Simple*

This means you can't clutter up the page with:

- *Too many graphics*
- *Verbose material*
- *Insignificant text*

You will need to make sure every single word that makes it onto the page is there for a reason, and that those important words are structured in such a way that students can find the information they need within five seconds of getting to the page.

That's right: I said five seconds. That may seem ridiculous. You might not believe me at first, but [research](#) tells us it's true.

Can't Find the "Enroll For Class" Button – No Clear Calls to Action

Not only does your text need to be pared down and segmented, but you also need to make sure your site doesn't have:

- *Hidden links that look like plain text (links should be obvious)*
- *Tons of graphics, distracting the visitor from calls to action*
- *So many buttons that students can't find the most important actionable links*
- *Confusing graphics or web design that act as camouflage, hiding your links*

Take a look at these [worst examples of calls to action](#), and then ask yourself if your website is committing any of these crimes.

One Option Doesn't Fit All – Lack of Strategically Planned Calls to Action

In most cases, first time visitors aren't going to be ready to take the plunge and apply for admission the first time they visit your site. That means you need to have calls to action that build upon each other and lead up to your end goal.

For example, let's say your end goal is to enroll students in a graduate program. You will need to provide calls to action that apply to every visitor who comes to your site, no matter where he or she is at in the engagement process. That means you will want to provide the following types of calls to action:

- *A "Get More Information" call to action that requires prospects to give you his or her email address so you can follow up*

- *A "Learn About Our Program" sign up for something ongoing, like a monthly newsletter that will keep you on the minds of prospects that might not be ready to act for a year or two*
- *A "Grad Program FAQ" button that will remove doubts, answer questions, and help your prospect overcome obstacles to enrollment*
- *An "Apply for Admission" link that gets prospects to the right application page, complete with instructions on how to apply*

See how these calls to action build upon each other and work together? You need to figure out how to meet the needs of the varied groups of people who may be interested in your program. Then you need to find a way to automate that follow up through something like an autoresponder email campaign, a monthly newsletter, or some other follow up process.

Website Failure #3: Your Website is not Engaging

Does your site have broken links?

Is your site design clunky?

Do your web pages take more than two seconds to load?

You might not believe it, but 47% of people will bounce off a webpage if it takes more than two seconds to load. That might sound ridiculous, but it's true: websites with slow-loading pages give the impression that the site is:

- *Antiquated*
- *Unreliable*
- *Subpar*

(You can use this [free online speed test](#) to find out how long your web pages are taking to load.)

Appearances Count

Your mother always told you that first impressions matter, and she was right. That means your web design and content needs to declare all of the following:

- *We're official – the degree you get from our program will get you a job or advance*
- *We're for real – our online courses are as respected as the courses taken in person on campuses*
- *We're trustworthy – you will have access to all the resources you need*
- *We're modern – you will find advantages here thanks to our cutting edge technology*

You wouldn't wear sweatpants to an interview. Likewise, your website needs to dress to impress. If you aren't sure if your site is beautiful and impressive, it probably needs to be updated.

What About Official-Looking Sites That Happen to Be a Bit Boring?

Forgive me for using another analogy, but I believe this really helps to drive home the point of how important it is that your site is attractive.

Imagine for one moment that you are sitting in a movie theater. The lights dim, and you settle in with your popcorn for the movie trailers.

The first trailer is in black and white. The plot is described in monotone by an actor who reminds you of a burnt out history teacher. It drags on and on. You're relieved when it's finally over.

The second movie trailer starts with an explosion of color and an accompanying roar of music. Your heart starts pounding as you lose yourself in images so vivid that you feel as if you are on set with the actors.

Which movie will you go see first?

So What if My College Website is Less Than Stunning?

You might think it's okay if your academic program website is factual, plain, and dry. You might even think that's what is expected of a college website – and once upon a time, that was true.

For just a moment, let's think about the committee who decided what content should be on your website and the people who have contributed to the content since that point. These are people who probably know

a lot about the program itself. They probably have strong opinions about what students need to read about, and they also probably have strong biases that have been shaped by their own experiences.

But this is where the lack of a marketing advisor becomes obvious. The people who decided what content should go onto the site created that content from their experiences instead of thinking about what the students are looking for. Which is to say, I'm going to assume that they probably didn't survey future applicants to find out what students were actually looking for when they came to the website. Instead, they filled the site with content they found appealing.

If you were in charge of the menu at McDonald's and the only people who you socialized with were top food critics, you might think it would be a good idea to start serving creme brule and caviar. Of course the wisdom of that decision (or lack thereof) would likely be reflected in your declining food sales. The smarter move would have been to survey fast food fans.

Similarly, if your committee had a marketing advisor on board, he or she would have conducted market research to determine what students are actually looking for when they go to a college website. They would find out what they respond to in the areas of content, images and calls to action. They'd also investigate what sort of topics keep those students on the website, and what sorts of student engagement will help you meet your program goals.

But your committee probably didn't have a marketing expert on it (or if it did, they may have been out-voted), and as a result, your site lacks student appeal.

Give the Students What They Want

Today's students expect more. That means your site needs:

- *Branding, which establishes trust, respect, loyalty, and a sense of community*
- *Quality images*
- *High caliber copywriting*
- *Multimedia such as videos, music, infographics, and interactive technology, all of which provide a sensual experience.*

Once again, that last point is an important one.

Why? Because research shows that student searches for educational terms on [YouTube grew by 25 percent](#) in the fourth quarter of the year 2013. For inspiration, check out this [video Duke University](#) used to engage students by showcasing “One Day at Duke”. If you aren’t already creating videos for YouTube and embedding them on your site, you need to jump on this trend today.

Inspiration Results in Action

While we’d all like to believe that we make decisions solely on intellectual factors, emotions play into our decisions more than we like to admit. Your website needs to inspire visitors to feel emotions that will cause them to take action. It needs to make them want to:

- *Apply for admission **as soon as possible**, because **they can hardly wait** to walk the streets of your campus*
- *Enroll in classes **today**, because they are convinced that **your program** is the **best program** to set them up for a successful career*
- *Contribute to your fundraiser, because **they want to be a part** of the inspiring effort you are championing*

If you’re interested in learning more about what you can do to evoke emotions that will motivate students to take action, check out this [video on the science of persuasion](#). The video explains tactics that will translate nicely into student recruitment, enrollment, and fundraising strategies for your site.

Website Failure #4: It Looks Horrible on Tablets and Mobile Phones

Want to automatically eliminate **43 percent** of the prospective students visiting your website?

Then ignore the need for your site to look **amazing** on tablets and mobile devices.

That’s right, according to a 2013 survey by Higher Education marketing firm Noel Levitz, research tells us that 43 percent of teens exclusively use mobile phones or tablets when searching for college information. That means your site needs to look impressive on all mobile devices.

But My Site is Mobile-Optimized... Isn’t It?

Technically, your site might be mobile-optimized, meaning someone formatted the site such that visitors can get to a couple link buttons when searching on a mobile device. Or, you may think it’s mobile optimized just because you can indeed find the site when you search on a mobile device – only the text is so tiny that you have to blow it up and scroll all around to even read one segment of the page. That’s not what I’m talking about.

I’m talking about your site looking awesome on a mobile device, and not just on a phone. You need to figure out:

- *How to format your site such that your branding (Remember the importance of forging an emotional connection with site visitors?) comes through, even on tiny phone screens*
- *How to format the site so it is responsive, meaning it automatically detects what size screen the visitor is using (iPad mini, full-sized tablet, Kindle, smartphone) and adjusts the formatting to perfectly fit the screen*
- *Exactly what students are looking for so you know what information to prioritize on those small screens*

Keeping Up With the Times

You don’t need me to tell you that technological changes are happening at an incredibly rapid speed. Unfortunately, that means that whatever mobile-optimization your original committee asked the techie people to do is probably now obsolete. University IT departments are usually operating under excessive demand, so it’s probably tough to get their time and attention. Chances are your site is not built to be responsive, and it probably doesn’t look great or offer many options for mobile device users.

Test out your site and find out if it looks great on all screen sizes. Then compare it to your competition. You know who your five top rival schools or programs are, right? Look up their sites. Do it on a tablet, an iPhone, an iPad mini... and then compare your site side by side. You'll learn a lot through this simple comparison.

How Prevalent is the Usage of Mobile Devices?

Still not convinced you need to update your site? Watch this [free video to learn more about mobile device usage](#). You'll quickly realize that you're missing out on a huge demographic if your site:

- *Doesn't look GREAT on all mobile devices*
- *Isn't formatted for mobile devices such that the most important information is easily found, including links to deeper pages*

Because mobile device usage is so high (especially in the teen and young adult demographics), you will want to prioritize this piece of the puzzle. Every day you delay is a day you lose out on a large number of site views.

Website Failure #5: It Doesn't Show up in Google

Sure, your site shows up on Google for search terms related to your academic program... on the fifth or sixth page of search results.

If that's the case, over 90 percent of the people who searched for that keyword phrase didn't find your listing. Why? Because 90 percent of the time, people who search online do not search past the first page of search results.

This means you need to figure out the following:

- *What keywords your target audience is plugging into Google and other sites when searching*
- *How to rank on the first page of Google search results for as many of those keywords as possible*

This is called SEO, or search engine optimization, and it makes all the difference between a successful website and one that struggles to be seen.

SEO Demystified

As you can imagine, every single one of your competitors also wants to be on that first page of Google. That means you are competing with every other program (distance education, grad school, college of engineering – whatever your program specialty is) for those ten to fifteen search engine result slots. Those coveted slots are constantly shifting as your competitors pour money, time and effort into mastering the SEO game. Some of them also hire unscrupulous SEO marketing companies that use practices that are considered unethical. These sites get slapped down by Google and other search engines (Yahoo, Bing), while sites that use what are considered ethical SEO practices rise in the rankings.

SEO is simultaneously complicated and not complicated. If your site is configured properly and contains the right content, you can consistently rank in the top few pages for multiple keyword phrases. No SEO marketer can promise exact results, but a good SEO expert will know how to protect you from bad practices and set you up with best practices that get results.

You can learn more about SEO by watching [this free video about the top five SEO mistakes webmasters make](#). However, SEO requires both strategy and responsive monitoring. If there is one piece of this puzzle you'll definitely want expert help in, this is it. You can [click here to get a free SEO site analysis](#) to find out how you're doing in this area.

The Second Piece of the Puzzle: Pay-Per-Click Advertising

SEO is a bit of a crapshoot (you can only control so much when it comes to SEO), but PPC (pay per click) advertising is something you can control. Basically, PPC ads are those top three listings and the ads on the right hand side bar on the Google, Yahoo or Bing search engine pages (the ones with the tiny word "Ad" next to them). Those ads show up because college program directors like you paid for them to appear there.

This is how PPC works: you register with Google, you fund the account with a credit card, and then you pay everytime someone clicks on an ad that shows up for a relevant search term. For example, if you are offering a distance learning art history class, you might bid on the search term “virtual art history class”. Then you’d pay every time someone clicks on your ad and is directed to your site.

PPC ads involve strategy similar to SEO strategy. Successful PPC advertising rests heavily on the following:

- *Proper keyword usage in the ads*
- *Compelling copywriting*
- *Smart, competitive pricing of ads (you have to decide how much you will pay for every ad click you get – this determines how often and in what place your ad is presented on search engine pages)*

PPC can be highly effective... or it can be the hole in your pocket that drains your budget. If you aren’t overly familiar with this subject, make sure you speak with someone who is knowledgeable and learn how to setup your account so that it has spending limits!

Show Up

You can’t blame the committee who set up your site for not being SEO and PPC experts, and honestly, you shouldn’t expect yourself to be one, either. However, showing up on Google, Yahoo, and Bing searches is incredibly important. Ignore this part of your marketing strategy and you’ll fall behind your competition.

Website Failure #6: Your Site Doesn’t Measure Visitor Engagement

You’ve poured time and energy into your college program website, but do you know if anyone is visiting your site? Are you getting registrations for your newsletter, but they don’t appear to be real people? You get reports from the IT department, but they are difficult to interpret. How do you know if your marketing efforts are actually making a difference?

This is a very common problem for college program directors. They realize that they have a problem, and they know those reports are probably communicating some sort of important information, but they don’t have an interpreter who can decipher what that message is.

Understanding Why You Need to Measure and Respond

If you opened a coffee shop, you’d pay attention to how many people visited your shop, right? You’d keep track of numbers such as how much you spent and how much you made. You would also pay a lot of attention to the different types of people who came in to try to discern trends and to figure out which customers you should be targeting.

If you didn’t do this, your coffee shop would most likely go under, right?

You have to do the same thing with your higher education website. You need to know things like:

- *Number of visitors to site*
- *Visitor bounce rate*
- *Visitor engagement rate (and type)*
- *Which aspects of your site are most engaging? Least engaging?*
- *Where is site traffic coming from? Google searches? Yahoo? PPC ads?*
- *Which calls to action are working? Which are not?*
- *Which keywords are getting you on that first page of search results?*

Then, once you have this information, you need to get it in forms that can be used. You need:

- *Reports to show key stakeholders to justify expenses*
- *Reports that help you make marketing and site content decisions*

In other words, you need to be able to measure the impact of your efforts, and then you need to respond to that information.

Getting the Right Tools in Place

You may have tried to get information like this from your IT department, but found out that your webmaster is very busy. You have probably hit roadblocks like:

- *Too many reports for them to prove useful*
- *Confusing reports that aren't practical*
- *Limited IT department support or budget*

These roadblocks make it almost impossible for program directors to measure and respond to site analytics. In most cases, the people who set up the analytics tools are now gone, or the people who set them up didn't really know what to measure in order to get useful reports.

That's why it's essential to use a website with built in analytic tools that combine all the individual tools into one useful, simple toolkit. Ideally, your site analytic tools will:

- *Work together*
- *Provide useful, easy-to-interpret reports*
- *Measure everything that matters*
- *Offer clear advice as to how respond to the information you gather*

You can use a variety of tools to get that same information, but you'll find that a lot of those tools are difficult to use and combine. Take, for instance, Google Analytics, a very valuable tool. You can check out this [free introductory Google Analytics video](#) to understand how it works, but realize that on its own, this tool only gives you a slice of the information you need to make wise decisions for your site. It's important to find tools that are combined and produce usable reports and information you can act upon.

Bonus Point: An Important Issue Unique to Higher Education Websites

While I'm talking about site analysis, I want to bring up a topic that is affecting college program sites across the nation: ADA compliance.

Because you are an educational institution, you also need to make sure your website is [section 508/ADA](#) (Americans with Disabilities Act) compliant. That means your site needs to be accessible to people with

disabilities. If you do not know what the standards are for being ADA compliant, please take advantage of this [free ADA compliance analysis](#). This analysis will let you know what you need to do to be ADA compliant, saving you the hassle of investigating it on your own.

Once you've gotten a comprehensive analysis of your site's performance and compliance issues, you'll have something concrete to go on. If you try to make progress without this information, you'll be shooting in the dark.

Website Failure #7: It Isn't Set Up to Engage Socially or to Follow Up With Visitors

Let's say you have a distance education program that offers online coursework, and your end goal is to increase student enrollment. A prospective student who is looking to enroll in an online degree program finds your site, looks around for a while, and is excited about what he finds.

However, for one reason or another, the prospective student has to leave your site. He has to get to work, and he shuts down the page. Later, when he wants to return to your site, he can't remember what your program name is, so he does another web search, and he ends up enrolling in another program simply because he couldn't find your site again.

If you don't have good follow up strategies in place, this probably happens on your site all the time.

Follow Up Strategies That Work

Your end goal may be student enrollment in an academic program, but you actually need to have smaller, more achievable goals in place that will lead up to eventual enrollment. Effective marketing strategists know that it's essential to get your visitor to take some sort of action, even if it is a very small movement, because inaction is the true enemy.

For example:

- *If a prospect signs up for a monthly newsletter, you now have a way to reach out to the prospect on a monthly basis. Even if the prospect doesn't open your emails, he or she will see your program name once a month, keeping your program on his or her radar.*
- *If you have retargeting ads in place, your program ads will show up when the prospect is surfing the web later – even when looking for something unrelated.*
- *If you can get the prospect to sign up for more information, you can employ an email campaign to engage repeatedly.*

However, for any of these strategies to work, you have to offer the prospect a reason to engage. You need to give them something they will want, such as:

- *Useful information*
- *Entertaining material*
- *Something inspiring*
- *A promise of the delivery of swag (mailing them a package with branded marketing materials, for example)*
- *Answers to questions*

Offer them something useful, and you will get something useful in return – a way to keep in contact.

Why You Need to Hop Onto the Social Media Bandwagon

You might not have any sort of social media platform established because social media was still new when your committee set up the foundational platform. Still, whether you're a Facebook fan or not, you've got to get on the social media bandwagon if you want to compete in the college website space. Why? Because today's students expect to see your presence on social media platforms.

If you ignore this trend, you'll lose out to the many college programs that are actively building and supporting interactive communities on social media platforms. These smart people are deliberately doing the following:

- *Creating fun, exciting content to put out on social media platforms, just to get attention*

- *Interacting with current students online so the current students will repost material, spreading their brand and interest in their programs*
- *Posting about campus events, job opportunities, career fairs and outcomes (like how many graduates from their program got awesome jobs in their fields of choice) on social media channels*

Ignore Social Media, and You'll Get Ignored in Return

Think of the social media realm as a playground. If you don't learn how to interact with the other kids, you won't make any friends. This means you need to consider showing up on:

- *Twitter*
- *Digg*
- *StumbleUpon*
- *Facebook*
- *YouTube*
- *Pinterest*

You'll also want to keep one ear to the ground for news about new social media platforms as they emerge upon the scene. It's better to be first than last to the party.

Post Boring Stuff and Get Labeled as a Loser

However, you don't want to just publish any old information. Stay away from dry, lame posts that nobody actually cares about. Keep it fresh, useful, interesting, or entertaining.

Get Social and Follow Up

Once you've established a presence, you need to continue to feed these sites with information about your college program. This is a great venue for answering commonly asked questions, removing obstacles to enrollment and generating interest in your program. Then link social media platforms to long term engagement and follow up plans, like autoresponder emails, monthly newsletters, and direct mail campaigns.

How to Fix the Broken Parts of Your Site

I'm going to be bold here and assume that you recognized your site when you read some of these points. I'd be surprised if you didn't - all of the examples I used here came from real college and university programs that I've worked with personally. It is my hope that this white paper has helped you understand what is going wrong with your site.

Now that you know why your site isn't delivering results, you're probably ready to learn more about specific strategies for fixing these problems. I'd love to invite you to read my second white paper, [Ten Things Your College Program Site Must Accomplish](#), which is a practical, prescriptive guide to fixing all the problems I described in this piece. I hope my second white paper will help you figure out how to update your site so it will start delivering results like better student recruitment or increased fundraising.

I also want to tell you a little more about myself. I'm the cofounder of Verified Studios, and my company has been designing higher education websites since 2008. We've meticulously analyzed site performance, recording what efforts deliver the best results. Through years of analysis, we've developed [Collegiate Suite](#), using the knowledge we've gained over the years to produce compelling higher education templates that deliver exactly what students are looking for.

If you're interested in discussing practical applications of the points mentioned in this white paper, [contact us](#) for a conversation about your website. We can also provide you with a simple analysis, no strings attached evaluation of your site. I truly hope these resources prove useful to you, and I wish you great success with your college program website.

Helpfully yours,

Adam Schultz

Adam Schultz

[Take Advantage of Our No-Cost Needs Analysis](#)