

SURVEY OF COLLEGE ADMISSIONS LANDING PAGE DESIGN PRACTICES

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Table of Contents

THE QUESTIONNAIRE	5
PARTICIPANTS LIST	8
SUMMARY OF MAIN FINDINGS.....	11
Use of Photographs on the Landing Page	11
Number of Photographs Used on the Landing Page.....	11
Ways of Choosing the Photographs on the College Landing Page	11
How Often Photographs are Changed on the College Admissions Landing Page	11
Percentage of Admissions Landing Pages with a Direct Link to Video, Virtual Tour or Additional Photographs of the Campus.....	12
Use of Consultants to Devise the Admissions Landing Page	12
Number of Times in the Past Three Years that the College Significantly Altered the Landing Page of the Admissions Website.....	12
How Colleges are Changing the Landing Page of the Admissions Website	13
Impact of the Most Recent Changes to the Admissions Landing Page	13
Most Important Themes or Topics for the Admissions Landing Page	13
Colleges Believed to Have Excellent Admissions Landing Pages	14
Advice for Peers.....	14
Table will 1.1 Do you use campus photographs on the college admissions landing page? ..	15
Table 1.2 Do you use campus photographs on the college admissions landing page? Broken out by Public or private status of the college.....	15
Table 1.3 Do you use campus photographs on the college admissions landing page? Broken out by Enrollment.....	15
Table 1.4 Do you use campus photographs on the college admissions landing page? Broken out by Carnegie class or type of college	15
Table 1.5 Do you use campus photographs on the college admissions landing page? Broken out by Annual Tuition \$.....	16
If you do, how many did you use and please describe them briefly.	17
How did you go about choosing the photographs for the initial landing page for the college admissions website?.....	19
With whom did the final decision rest on photograph selection for the landing page?.....	21
About how often in the past year has your college changed the photographs on the landing page for college admissions?.....	23
Table 2 Does your landing page have a direct link to any of the following:	25
Table 2.1.1 Does your landing page have a direct link to Video?	25
Table 2.1.2 Does your landing page have a direct link to Video? Broken out by Public or private status of the college	25
Table 2.1.3 Does your landing page have a direct link to Video? Broken out by Enrollment	25
Table 2.1.4 Does your landing page have a direct link to Video? Broken out by Carnegie class or type of college	25
Table 2.1.5 Does your landing page have a direct link to Video? Broken out by Annual Tuition \$.....	26
Table 2.2.1 Does your landing page have a direct link to Virtual Tour?.....	26
Table 2.2.2 Does your landing page have a direct link to Virtual Tour? Broken out by Public or private status of the college	26

Survey of College Admissions Landing Page Design Practices

Table 2.2.3 Does your landing page have a direct link to Virtual Tour? Broken out by Enrollment.....	26
Table 2.2.4 Does your landing page have a direct link to Virtual Tour? Broken out by Carnegie class or type of college	26
Table 2.2.5 Does your landing page have a direct link to Virtual Tour? Broken out by Annual Tuition \$	27
Table 2.3.1 Does your landing page have a direct link to Other Photographs?	27
Table 2.3.2 Does your landing page have a direct link to Other Photographs? Broken out by Public or private status of the college.....	27
Table 2.3.3 Does your landing page have a direct link to Other Photographs? Broken out by Enrollment.....	27
Table 2.3.4 Does your landing page have a direct link to Other Photographs? Broken out by Carnegie class or type of college	28
Table 2.3.5 Does your landing page have a direct link to Other Photographs? Broken out by Annual Tuition \$	28
Table 3.1 Did you use a consultant to help devise the current landing page of the college admissions site?	29
Table 3.2 Did you use a consultant to help devise the current landing page of the college admissions site? Broken out by Public or private status of the college.....	29
Table 3.3 Did you use a consultant to help devise the current landing page of the college admissions site? Broken out by Enrollment.....	29
Table 3.4 Did you use a consultant to help devise the current landing page of the college admissions site? Broken out by Carnegie class or type of college	29
Table 3.5 Did you use a consultant to help devise the current landing page of the college admissions site? Broken out by Annual Tuition \$	30
If you did use a consultant describe the role of this institution or individual.	31
Table 4.1 To the best of your knowledge how many times has the college significantly altered the look and feel of the landing page for admissions for the college website over the past three years?	32
Table 4.2 To the best of your knowledge how many times has the college significantly altered the look and feel of the landing page for admissions for the college website over the past three years? Broken out by Public or private status of the college	32
Table 4.3 To the best of your knowledge how many times has the college significantly altered the look and feel of the landing page for admissions for the college website over the past three years? Broken out by Enrollment	32
Table 4.4 To the best of your knowledge how many times has the college significantly altered the look and feel of the landing page for admissions for the college website over the past three years? Broken out by Carnegie class or type of college.....	33
Table 4.5 To the best of your knowledge how many times has the college significantly altered the look and feel of the landing page for admissions for the college website over the past three years? Broken out by Annual Tuition \$	33
The last time that your institution altered the admissions landing page of the college website what did your institution do?.....	34
Table 5.1 What was the impact of the most recent change in the look and feel of the landing page of the college website?	36
Table 5.2 What was the impact of the most recent change in the look and feel of the landing page of the college website? Broken out by Public or private status of the college	36
Table 5.3 What was the impact of the most recent change in the look and feel of the landing page of the college website? Broken out by Enrollment	36

Table 5.4 What was the impact of the most recent change in the look and feel of the landing page of the college website? Broken out by Carnegie class or type of college.....	37
Table 5.5 What was the impact of the most recent change in the look and feel of the landing page of the college website? Broken out by Annual Tuition \$	37
Table 6.1 How would you characterize your last alteration of the admissions landing page of the college website?	38
Table 6.2 How would you characterize your last alteration of the admissions landing page of the college website? Broken out by Public or private status of the college	38
Table 6.3 How would you characterize your last alteration of the admissions landing page of the college website? Broken out by Enrollment.....	38
Table 6.4 How would you characterize your last alteration of the admissions landing page of the college website? Broken out by Carnegie class or type of college	39
Table 6.5 How would you characterize your last alteration of the admissions landing page of the college website? Broken out by Annual Tuition \$	39
If you could choose only three of the following ten items to give prominent play on the landing page of your college website which three would they be from the following list: Virtual Tour, How to Apply Info, Financial Aid Link, Visits and Events, Campus Life, Post Graduation Job Prospects, Tuition Costs, Athletics, Academic Programs, Student Testimonials №1	40
If you could choose only three of the following ten items to give prominent play on the landing page of your college website which three would they be from the following list: Virtual Tour, How to Apply Info, Financial Aid Link, Visits and Events, Campus Life, Post-Graduation Job Prospects, Tuition Costs, Athletics, Academic Programs, Student Testimonials №2	42
If you could choose only three of the following ten items to give prominent play on the landing page of your college website which three would they be from the following list: Virtual Tour, How to Apply Info, Financial Aid Link, Visits and Events, Campus Life, Post Graduation Job Prospects, Tuition Costs, Athletics, Academic Programs, Student Testimonials № 3.....	43
What is the single best addition or change that your college made to its admissions landing page in recent years?	45
How does your organization evaluate changes to its admissions website? How does it use site visitor statistics? Other measures?.....	46
Which college landing pages for admissions do you most admire?	49
What advice can you offer to your peers on constructing an admissions landing page for the college website?	50

THE QUESTIONNAIRE

CHAPTER 1 – Introductory Information

1. Please give us the following contact information
 - A. Name:
 - B. College:
 - C. Work Title:
 - D. Country:
 - E. Email Address:
2. Public or private status of the college
 - A. Public
 - B. Private
3. What is the full time equivalent enrollment at your college for all schools and divisions?
4. Carnegie class or type of college
 - A. Community College
 - B. 4-Year College
 - C. MA/PHD Granting College
 - D. Research University
5. What is the average annual full time tuition at your institution prior to any deductions or student aid?

Photographs on the Admissions Landing Page

6. Do you use campus photographs on the college admissions landing page?
 - A. Yes
 - B. No
7. If you do, how many did you use and please describe them briefly.
8. How did you go about choosing the photographs for the initial landing page for the college admissions website?
9. With whom did the final decision rest on photograph selection for the landing page?
10. About how often in the past year has your college changed the photographs on the landing page for college admissions?

Virtual Tour and Video Links

11. Does your landing page have a direct link to any of the following:
- A. Video
 - B. Virtual Tour
 - C. Other Photographs

Use of Consultants

12. Did you use a consultant to help devise the current landing page of the college admissions site?
- A. Yes
 - B. No
13. If you did use a consultant describe the role of this institution or individual.

Impact of Altering the Admissions Landing Page

14. To the best of your knowledge how many times has the college significantly altered the look and feel of the landing page for admissions for the college website over the past three years?
15. The last time that your institution altered the admissions landing page of the college website what did your institution do?
16. What was the impact of the most recent change in the look and feel of the landing page of the college website?
- A. Unfortunately a decline in visits and/or time spent per visitor
 - B. No real change in number of visitors or time spent per visitor
 - C. An improvement in the number of visitors or time spent per visitor
17. How would you characterize your last alteration of the admissions landing page of the college website?
- A. A big waste of time and money
 - B. No real impact
 - C. Helpful
 - D. Very Helpful

What is Featured on the Admissions Landing Page?

18. If you could choose only three of the following ten items to give prominent play on the landing page of your college website which three would they be from the following list:

Virtual Tour, How to Apply Info, Financial Aid Link, Visits and Events, Campus Life, Post- Graduation Job Prospects, Tuition Costs, Athletics, Academic Programs, Student Testimonials

- 1
- 2
- 3

19. What is the single best addition or change that your college made to its admissions landing page in recent years?

Evaluation

20. How does your organization evaluate changes to its admissions website? How does it use site visiting statistics? Other measures?

Advice

21. Which college landing pages for admissions do you most admire?
22. What advice can you offer to your peers on constructing an admissions landing page for the college website?

PARTICIPANTS LIST

All Hallows College
American College of the Building Arts
Amherst College
Aquinas College
Arcadia University
Asbury University
Becker College
Bellevue University
Biola University
Black Hawk College
Bradley University
Bridgewater State U
Chowan University
College of DuPage
Colorado College
Concordia College
Daemen College
DCCCD
Dean College
Dillard University
Dominican University
Duke University
Durham Technical Community College
Eastern Mennonite University
Edgewood College
Elmira College
Gaylord College at Univ. of Oklahoma
Gonzaga University
Grace College
Graduate Theological Union

Hawaii Pacific University
Illinois State University
Immaculata University
Judson University
Kaskaskia College
La Roche College
LIM College
Manchester Community College
Miami University
Mid-Michigan Community College
Minneapolis College of Art and Design
Minnesota State University Moorhead
Missouri State University
Moravian College
Mount Aloysius College
Mount Vernon Nazarene University
Nightingale College
Ramapo College of New Jersey
RCTC.edu
Rend Lake College
Sam Houston State University
Southeast Missouri State University
Southern Vermont College
Southwestern University
Stetson University
SUNY Cobleskill
Texas Tech University
The American College
The University of Akron
Thomas Jefferson University
Tri-County Technical College
UCD Smurfit School
University of Toronto b-school

Virginia Commonwealth University
Wabash College
Watkins College of Art, Design & Film
Xavier University

SUMMARY OF MAIN FINDINGS

Use of Photographs on the Landing Page

We asked the colleges in the sample if they use campus photographs on the college admissions landing page. As might be expected, close to 93% of the survey participants use photographs on the college admissions landing page. Almost 98% of the private colleges use photographs, as did 84.62% of the public colleges in the sample. Most of the colleges that did not use photographs on the admissions landing page were community colleges; only 70% of them use photographs on the college admissions landing page.

Number of Photographs Used on the Landing Page

We asked the colleges in the sample how many photographs did they use and how did they use them. For the most part, survey participants used visually compelling images of students enjoying the college environment. They also tended to include important college public spaces and buildings; they often rotated photos but on average included about 5 photographs; five seem to be a favorite number of photographs. For the most part, the emphasis is on authenticity, engagement, and the joy of learning.

Ways of Choosing the Photographs on the College Landing Page

We asked the colleges in the sample how did they go about choosing the photographs for the initial college admissions landing page? Some use focus groups, others use a committee review process including staff, faculty and students. However, photograph selection was largely made by marketing staff with input from public relations, admissions and occasionally other departments and also current students who, after all, know something about their peers. Some use campus archival photos and others hire a freelance photographer or use a staff photographer. Changes are sometimes made to pair photos with particular times of the year, or particular events, i.e., “Fall Visit Day”.

How Often Photographs are Changed on the College Admissions Landing Page

When asked about how often in the past year had the college changed photographs on the landing page for college admissions. It seems that they are changed rather frequently; some even change photographs monthly or quarterly. There is a great deal of variation in how frequently photographs are changed. Some colleges don't change at all and others just once per year; however many change them 7 or 8 times per year or even weekly.

Percentage of Admissions Landing Pages with a Direct Link to Video, Virtual Tour or Additional Photographs of the Campus

We asked the colleges in the sample whether the landing page has a direct link to any of the following: video, the virtual tour or other photographs of the campus. 38.57% included a direct link to a virtual tour on the admissions landing page; more than 45% of private colleges in the sample had such a link. Smaller colleges were more likely than larger ones to include a link to the virtual tour on the admissions landing page. 57.14% of the colleges sampled included a direct link on the admissions landing page to videos about the college. 70.45% of the private colleges in the sample included a link from the landing page of the admissions site to videos about the college. Indeed, college size was inversely related to the tendency to link videos to the college admissions website. The lower the level of total enrollment, the more likely it was for college to include links to video on the college admissions landing page. For example, 72.22% of colleges with enrollment of less than 1,500 had a link to videos on the landing page, but this drops to 61.11% for those colleges with between 1,500 and 3,000 students; it again drops to 55.56% for colleges with from 3,000 to 10,000 students; and then it drops again to only 37.5% for colleges with more than 10,000 students.

42.86% of colleges in the sample have a link for the admissions landing page to other photographs about the college. Only 15.3% of public colleges included such a link while more than 59% of private colleges did so.

Use of Consultants to Devise the Admissions Landing Page

We asked the colleges in the sample if they had used a consultant to help devise the current landing page of the college admissions site. 27.14% had used a consultant. 19.23% of public colleges had used a consultant while 31.82% of private colleges had done so. Tuition was a factor here. The higher the level of tuition, the more likely it was for colleges to use a consultant to devise its college admissions landing page. Only 5.88% of colleges charging less than \$8,000 per year in annual tuition had used a consultant for this purpose; this figure increases to 16.67% of colleges charging between \$8,000 and \$24,000 per year in annual tuition. However it jumps it then increases to 23.53% for colleges charging between \$24,000 and \$34,000 per year in annual tuition. It then increases significantly to 61.11% for colleges charging more than \$34,000 per year in annual tuition.

Number of Times in the Past Three Years that the College Significantly Altered the Landing Page of the Admissions Website

We asked the colleges in the sample how many times in the past three years had the college significantly altered the look and feel of the landing page of the admissions website? 20% had not changed it at all while 40% changed it once and another 27.14% changed it twice. 2.86% changed it three times and 1.43%, four times. 4-year colleges were the most ardent tinkerers with the admissions landing page and nearly 40% of the 4-year colleges in the sample had altered the admissions landing page at least twice in the past three years.

How Colleges are Changing the Landing Page of the Admissions Website

We asked the colleges that – when they made changes to the college admissions site – what did they do? For the most part colleges seemed to be making their sites more graphically appealing, with more or better video and photographs, shorter paragraphs of text, and more interactive and easy to navigate.

Impact of the Most Recent Changes to the Admissions Landing Page

We then asked: What was the impact of the most recent change in the look and feel of the landing page of the college website? We gave the survey takers three potential responses to this multiple choice question? 1) Unfortunately a decline in visits and/or time spent per visitor; 2) No real change in number of visitors or time spent per visitor 3) An improvement in the number of visitors or time spent per visitor.

Only 1.43% said that their changes resulted in a decline in visits or time spent per visit while 40% reported no real change in number of visitors or time spent per visitor. 42.86% reported an improvement in the number of visitors or time spent per visitor. 15.71% did not answer the question. 4-year colleges were the most likely to experience an improvement with a change in their website's admissions landing page, and close to 47% reported this result.

We asked the question another way simply asking if the last alteration of the college admissions landing page had been helpful, very helpful or had no real impact. 42.86% found the alteration helpful and 24.29% considered it very helpful while 18.57% said that it had no impact and 14.29% did not answer the question. Private colleges were about twice as likely as public ones to find their most recent admissions website landing page alteration to be very helpful. Colleges with less than 1,500 students were the most likely to consider their last admissions landing site website change to be very helpful; half of them thought so.

Most Important Themes or Topics for the Admissions Landing Page

We wanted the colleges sampled to be put in a position in which they had to choose from a list of possibilities those particular items that they felt would be most important for them to have on their admissions landing page. We gave them a list of possible topics and asked them to choose 3 to appear on their admissions landing page, in order of importance to them. The list of topics was: : Virtual Tour, How to Apply Info, Financial Aid Link, Visits and Events, Campus Life, Post-Graduation Job Prospects, Tuition Costs, Athletics, Academic Programs, Student Testimonials.

Information on How to Apply and information on Academic Programs dominated the #1 position. A link to the virtual tour was also a common choice. Tuition cost data and financial aid info began to work their way into the second position in the views of many. Information on visits and events also assumed some importance. Tuition cost information and student testimonials had more prominent play as third choices.

We asked what was the single best addition or change that the college has made to its admissions landing page in recent years? Many noted that the inclusion of videos and especially a virtual tour was their single best addition. Another favored addition: simplicity of navigation and general site responsiveness to user needs. We liked one comment: “success stories in video format”. Overwhelmingly, the respondents stressed the advantages of dynamic visual imagery, photographs, videos and virtual tours, as well as simplicity and ease of navigation.

Colleges Believed to Have Excellent Admissions Landing Pages

Colleges mentioned more than once as models for others include Miami University, Williams College, Biola, and Tufts.

Advice for Peers

Here are some of our favorite comments on how develop the admissions landing page:

“Visit lots of other sites for ideas and best practices, test the page with students and prospects, have means to keep the content current”

“Avoid temptation to overload the page: A wealth of information can create a poverty of attention to message. Be clever, put things where users expect them, but don't cram "one more thing" into a space that is not easy to visually sort.”

“1. Understand what drives student conversion and create compelling copy/photo/video supporting that. 2. Benchmark, benchmark, and benchmark against your competitor sites in higher education as well as reviewing best practices for landing page design”

“Use data to drive decisions otherwise you get into turf battles over who should be on the landing page”

Table will 1.1 Do you use campus photographs on the college admissions landing page?

	No Answer	Yes	No
Entire sample	1,43%	92,86%	5,71%

Table 1.2 Do you use campus photographs on the college admissions landing page? Broken out by Public or private status of the college

Public or private status of the college	No Answer	Yes	No
Public	3,85%	84,62%	11,54%
Private	0,00%	97,73%	2,27%

Table 1.3 Do you use campus photographs on the college admissions landing page? Broken out by Enrollment

Enrollment	No Answer	Yes	No
Less than 1500	0,00%	94,44%	5,56%
1500-3000	0,00%	94,44%	5,56%
3000-10000	0,00%	94,44%	5,56%
More than 10000	6,25%	87,50%	6,25%

Table 1.4 Do you use campus photographs on the college admissions landing page? Broken out by Carnegie class or type of college

Carnegie class or type of college	No Answer	Yes	No
Community College	0,00%	70,00%	30,00%
4-Year College	2,22%	95,56%	2,22%
MA/PHD Granting College	0,00%	100,00%	0,00%
Research University	0,00%	100,00%	0,00%

Table 1.5 Do you use campus photographs on the college admissions landing page? Broken out by Annual Tuition \$

Annual Tuition \$	No Answer	Yes	No
Less than 8000	5,88%	76,47%	17,65%
8000 - 24000	0,00%	100,00%	0,00%
24000 - 34000	0,00%	94,12%	5,88%
More than 34000	0,00%	100,00%	0,00%

If you do, how many did you use and please describe them briefly.

- 1) One picture which rotates through a sequence. About half show students, one with facilities, a few non-photo graphics
- 2) We use a stock photo.
- 3) 5 main banners on the admissions homepage and header photos of campus throughout the website. The homepage has photos of campus and students studying as a background, greyed out with information in the front.
- 4) 100 or so, various shots of students and faculty, buildings, chapel and athletic events.
- 5) Exterior building and campus shots, interior public spaces and classrooms. abstract visually compelling images
- 6) one
- 7) Photos of students walking on campus and sitting in groups on the steps of a classic campus building. For our academic unit pages we use similar photos and share the photo database.
- 8) We have three photographs on the admissions home page and they display students and faculty at the institution.
- 9) One - classroom photo
- 10) As an art and design college we feature student work, not photos of the campus
- 11) 12 pictures of students, buildings, classrooms and next to each is a link to additional information
- 12) 5
- 13) Up to 10. Candid shots of students across campus, taken by student photographers
- 14) Typically 5 and rotating. Reflect the activities and engagement of our students, faculty, staff and alumni.
- 15) 3-4 various shots to give sense of place
- 16) One main campus color shot, others as links
- 17) Five total. Facility, Student, Faculty, Support Staff, Campus Activity
- 18) Five. Two of them are photos of students on campus. The other three are used to visualize links to an enrollment map, campus tours, and the welcome center (for questions)
- 19) 1 or 2; general student images
- 20) 5. One very large header campus shot. Then shots of students in action.
- 21) There are five photos that rotate through a slideshow. There is a photo of a main academic building, one of a male student in a science lab, another of students in a graphic design class, one of two girls smiling for the camera, and an action shot of three students talking.
- 22) 1
- 23) Four large images in a feature rotator; several smaller images with category callouts
- 24) We randomly rotate campus images as the page background.
- 25) One main photo of a campus scene for the virtual tour. Four other photos of individual students.
- 26) 6-8 general photographs that show a cross section of institution - they rotate
- 27) 4-6 showing campus life and upcoming events.
- 28) Approximately 6, with one static background image of iconic campus cathedral, plus 5 others in rotating heroes that show different parts of campus, students/alums, commencement, etc. One is a collage that promotes a more robust photo gallery of campus images.

- 29) rotating pictures of student success stories, events, and alums
- 30) We currently use photos in the gutters and in intro video. We are in the process of building a new site to launch this spring which will include rotating photos.
- 31) 2-3 per year along with other graphic images. Usually a group of happy students in various locations.
- 32) 3 Campus, Event photo, video
- 33) 5, campus scenic shots
- 34) 7 photos that show students in authentic campus settings - mainly academic settings
- 35) Just one of students walking and it is actually our virtual tour button
- 36) We use photographs taken by our in-house photographer. They rotate, so an accounting of how many is hard to obtain.
- 37) 2-6 - they are sliding images front and center - with an "announcement" or info about the College
- 38) 7, shots of students or campus
- 39) We use rotating images showing students on campus.
- 40) 11. Mostly images of students in campus spaces interacting. 2 static campus shots.
- 41) rotating around 6
- 42) 1-2, students and landscape shots
- 43) 1, students engaged with campus
- 44) 1 - our main building
- 45) Often times buildings, events or current students
- 46) Our PR folks can answer this
- 47) 3: campus grounds, student life and academic setting
- 48) We rotate out a number of photos and include static images as well.
- 49) There are five photos--four of students/profs and one of a building.
- 50) 3-5, shots of students and wider shots of campus
- 51) 3 stills of current students
- 52) one main photo
- 53) A large banner photo at the top that rotates somewhat regularly. Smaller photos are then used as buttons for various links.
- 54) 2 photos - to advertise virtual campus tour and visit options
- 55) One large banner photo showcasing a student/students in a college environment.
- 56) Students, lecturers, buildings & grounds, library, activities
- 57) 7, mainly school building
- 58) Student oriented campus shots
- 59) 4- all students working
- 60) One photo
- 61) Less than 4. We use landscape shots with students.
- 62) 2 buildings, one computer
- 63) 1 photo- student interaction
- 64) We have six different photos on our initial landing page used as gateways for each type of student, freshman, transfer, international, graduate, returning, and also one for parents as well.

How did you go about choosing the photographs for the initial landing page for the college admissions website?

- 1) Marketing does it
- 2) Graphic designer (marketing staff) selected it.
- 3) Marketing chose the photos that best represent the university.
- 4) The Marketing Department in consultation with the Vice President for University Relations.
- 5) visually compelling, dynamic, interactive, people engaged in what they are doing
- 6) student focus group
- 7) I work in an academic unit, so I did not choose these. For our unit page we choose photos of students working in groups as well and using the technology and tools of the trade for the journalism school.
- 8) The chosen photos display undergraduate, graduate and adult students with faculty and are paired with those categories to insure that visitors choose appropriate resources based on the level of education they are planning to obtain.
- 9) sought one that demonstrated gender and ethnic diversity
- 10) We work with the chairs of the different departments to pick out work they feel should be featured
- 11) admissions and/or marketing staff decide
- 12) Committee review (Staff, Faculty, Student representation)
- 13) Communications department selected
- 14) We in the marketing program work closely with admissions staff to select candid photos of high quality and that convey action and excitement.
- 15) Select current pictures that seem to reflect the student experience.
- 16) Aesthetically pleasing. Give a visual to what a student may see
- 17) Web team decision
- 18) Marketing Department made selection.
- 19) The two of the students show demographically diverse, happy-looking students. The other three depict the links they represent: a miniature photo of the enrollment map, a group of students touring the campus, and a photo of welcome center work-study students answering questions.
- 20) Something that looked general. Our programs are specialized and different, so we wanted basic "student" rather than a specific profession represented.
- 21) Marketing and Admissions works together.
- 22) I did not choose these photos, they were here when I arrived.
- 23) Focusing on images showcasing students in the academic setting or on our campus to showcase the beauty of the campus.
- 24) reviewing hundreds of shots captured during our 3-days photo shoots with a freelance photographer
- 25) In most cases they were taken specifically as images for the Web background. We like to have people in the images and show areas where students spend time so they can envision themselves on campus.
- 26) Marketing department chose the photos. The one for the virtual tour is a campus landmark with our UA seal. The individual student photos were randomly chosen from the photo library.
- 27) used our institutional collections database, looked for variety in composition

- 28) Quality of photographs, wearing Xavier gear, showing specific events, and showing diversity.
- 29) Blend of campus beauty shots and students/alums engaged or in outcomes-based settings (e.g. commencement, internship, career)
- 30) Depending on the season
- 31) Photos will be chosen by the seasons and campaigns.
- 32) Choosing photos usually goes hand-in-hand with what we are promoting at the time...visits, programs, etc.
- 33) Current event driven. Video tour.
- 34) Made sure they were consistent with other marketing materials in our suite
- 35) Collage approach of students, locations, and tools.
- 36) we wanted a variety of settings, and also a variety of students, some with professors
- 37) I didn't
- 38) Decisions by photographer, director, and communications staff are made collaboratively.
- 39) If it's announcing a fall visit day it's a fall photo, if it's talking about academics or faculty/student interaction we use a photo that shows that
- 40) Student input, publications personal input, public relations input, consultants input
- 41) With limited resources, we shoot many ourselves and have our communications team's image files also.
- 42) Each image defines a major heading within the page - i.e. athletics, residence life
- 43) looked for photogenic people
- 44) vibrant colors, smiling faces, students engaged with college environment
- 45) best fit and look
- 46) our only one
- 47) We try to select those that help support the content
- 48) Campus photographer files
- 49) PR folks can answer
- 50) chosen from our admissions publications for the year
- 51) We chose images that show students in their element on campus. We are sure to choose photos that represent our student body.
- 52) Faces--people connect with faces
- 53) Our design team
- 54) I take them, vet them, and touch them up prior to publishing them.
- 55) consultation with the communications office
- 56) We hoped to use vibrant photos that showcase our campus and campus community.
- 57) Photos showcase happy students
- 58) Chose a photo that represented the student experience at our institution.
- 59) Focus on what is special/unique about our college
- 60) What was available
- 61) One with students working
- 62) Chosen by the former webmaster
- 63) We choose shots that reflect the season/time of year.
- 64) Marketing Decision
- 65) Good photo highlighting student life
- 66) Photographs were selected to be representative of both the campus community, as well as the specific audiences represented by each specific link.

With whom did the final decision rest on photograph selection for the landing page?

- 1) VP enrollment and marketing
- 2) Admissions staff
- 3) Marketing Department
- 4) Vice President for University Relations and/or President
- 5) marketing department
- 6) VP Marketing
- 7) Marketing Director
- 8) web communication and prospective student services team
- 9) Assistant Vice President for Enrollment Management
- 10) Executive Director of Communications & Marketing
- 11) admissions personnel
- 12) AVP Marketing
- 13) Director of Communications
- 14) Communications
- 15) admissions
- 16) Our admissions lead chooses the pictures.
- 17) me
- 18) CMO and Enrollment VP
- 19) Director of Marketing
- 20) myself
- 21) head of admissions
- 22) Marketing
- 23) I do not know, I was not here for that decision.
- 24) Web person
- 25) myself
- 26) Director of Marketing
- 27) Institutional marketing with input from admissions staff.
- 28) AVP Admissions and Web Content Coordinator
- 29) Office of Communications
- 30) Admissions leadership/dean
- 31) Marketing and Communications office along with Admission
- 32) The Admissions Office
- 33) I make the final decisions on the admissions landing page
- 34) Myself
- 35) University Marketing
- 36) Director, Web Communications
- 37) web team and admission folks
- 38) Marketing
- 39) Communications/marketing office
- 40) Generally me - because I'm the one who changes the images and I also take most of them so I know our stock better than anyone else
- 41) publications person in our office
- 42) We share that with our communications team.
- 43) VP Communications
- 44) marketing
- 45) Marketing

- 46) committee
- 47) Me
- 48) Marketing director
- 49) IMC Director
- 50) PR staff
- 51) Creative lead for Marketing
- 52) The Office of Admissions works closely with the university's marketing division.
- 53) Director of Marketing
- 54) Collaborative effort
- 55) Director of marketing
- 56) Admission
- 57) Admissions
- 58) Marketing director
- 59) Director of Marketing
- 60) Marketing team
- 61) digital marketing manager
- 62) Marketing
- 63) Dir. Institutional Advancement
- 64) webmaster
- 65) Myself and assistant director of marketing
- 66) Marketing Decision
- 67) Director of Admissions
- 68) The Admissions Office

About how often in the past year has your college changed the photographs on the landing page for college admissions?

- 1) Three times?
- 2) We have not changed it in the past year.
- 3) We change the photos at the beginning of the year, but not all of them - and they stay the same throughout the year.
- 4) 5 x
- 5) monthly
- 6) quarterly
- 7) 0
- 8) once
- 9) Two or three times a year.
- 10) Every few months
- 11) 3 x
- 12) pictures are rotated quarterly
- 13) 0
- 14) 2 x
- 15) quarterly
- 16) update as available, typically monthly
- 17) change regularly
- 18) Main photos change on each refresh
- 19) Twice
- 20) once
- 21) 1 time
- 22) Once.
- 23) Never
- 24) 1
- 25) every 2-3 months
- 26) twice per year
- 27) Once when the virtual tour was posted.
- 28) Twice
- 29) About 4 times depending on special events.
- 30) every 3 months
- 31) This year, quarterly, but on the new site it will change with campaigns and seasons.
- 32) about 5 times in the past year
- 33) 6 x
- 34) 1
- 35) Once
- 36) we haven't
- 37) Not often probably once every two-three years
- 38) Weekly.
- 39) 4-6 times
- 40) some rotate
- 41) It has varied, but approximately once a month is average.
- 42) Have not changed
- 43) approximately every two weeks

- 44) zero
- 45) none
- 46) none
- 47) I don't know
- 48) seldom
- 49) Don't know
- 50) 1
- 51) Not sure, but we update photos during the summer before the fall recruitment cycle and also as new, exciting images of campus are available.
- 52) every couple of years
- 53) 0
- 54) twice
- 55) 2 x
- 56) 2 x
- 57) 3-4 times per year
- 58) one--though we're in the process of creating a new website
- 59) twice
- 60) Twice
- 61) none
- 62) zero
- 63) 4 times
- 64) once
- 65) 0
- 66) Zero

Table 2 Does your landing page have a direct link to any of the following:

Table 2.1.1 Does your landing page have a direct link to Video?

	No Answer	Yes	No
Entire sample	0,00%	57,14%	42,86%

Table 2.1.2 Does your landing page have a direct link to Video? Broken out by Public or private status of the college

Public or private status of the college	Yes	No
Public	34,62%	65,38%
Private	70,45%	29,55%

Table 2.1.3 Does your landing page have a direct link to Video? Broken out by Enrollment

Enrollment	Yes	No
Less than 1500	72,22%	27,78%
1500-3000	61,11%	38,89%
3000-10000	55,56%	44,44%
More than 10000	37,50%	62,50%

Table 2.1.4 Does your landing page have a direct link to Video? Broken out by Carnegie class or type of college

Carnegie class or type of college	Yes	No
Community College	30,00%	70,00%
4-Year College	62,22%	37,78%
MA/PHD Granting College	55,56%	44,44%
Research University	66,67%	33,33%

Table 2.1.5 Does your landing page have a direct link to Video? Broken out by Annual Tuition \$

Annual Tuition \$	Yes	No
Less than 8000	29,41%	70,59%
8000 - 24000	55,56%	44,44%
24000 - 34000	76,47%	23,53%
More than 34000	66,67%	33,33%

Table 2.2.1 Does your landing page have a direct link to a Virtual Tour?

	No Answer	Yes	No
Entire sample	0,00%	38,57%	61,43%

Table 2.2.2 Does your landing page have a direct link to a Virtual Tour? Broken out by Public or private status of the college

Public or private status of the college	Yes	No
Public	26,92%	73,08%
Private	45,45%	54,55%

Table 2.2.3 Does your landing page have a direct link to a Virtual Tour? Broken out by Enrollment

Enrollment	Yes	No
Less than 1500	55,56%	44,44%
1500-3000	50,00%	50,00%
3000-10000	22,22%	77,78%
More than 10000	25,00%	75,00%

Table 2.2.4 Does your landing page have a direct link to a Virtual Tour? Broken out by Carnegie class or type of college

Carnegie class or type of college	Yes	No
Community College	0,00%	100,00%
4-Year College	46,67%	53,33%
MA/PHD Granting College	44,44%	55,56%
Research University	33,33%	66,67%

Table 2.2.5 Does your landing page have a direct link to a Virtual Tour? Broken out by Annual Tuition \$

Annual Tuition \$	Yes	No
Less than 8000	17,65%	82,35%
8000 - 24000	50,00%	50,00%
24000 - 34000	47,06%	52,94%
More than 34000	38,89%	61,11%

Table 2.3.1 Does your landing page have a direct link to Other Photographs?

	No Answer	Yes	No
Entire sample	0,00%	42,86%	57,14%

Table 2.3.2 Does your landing page have a direct link to Other Photographs? Broken out by Public or private status of the college

Public or private status of the college	Yes	No
Public	15,38%	84,62%
Private	59,09%	40,91%

Table 2.3.3 Does your landing page have a direct link to Other Photographs? Broken out by Enrollment

Enrollment	Yes	No
Less than 1500	50,00%	50,00%
1500-3000	61,11%	38,89%
3000-10000	38,89%	61,11%
More than 10000	18,75%	81,25%

Table 2.3.4 Does your landing page have a direct link to Other Photographs? Broken out by Carnegie class or type of college

Carnegie class or type of college	Yes	No
Community College	0,00%	100,00%
4-Year College	46,67%	53,33%
MA/PHD Granting College	55,56%	44,44%
Research University	66,67%	33,33%

Table 2.3.5 Does your landing page have a direct link to Other Photographs? Broken out by Annual Tuition \$

Annual Tuition \$	Yes	No
Less than 8000	11,76%	88,24%
8000 - 24000	38,89%	61,11%
24000 - 34000	47,06%	52,94%
More than 34000	72,22%	27,78%

Table 3.1 Did you use a consultant to help devise the current landing page of the college admissions site?

	No Answer	Yes	No
Entire sample	2,86%	27,14%	70,00%

Table 3.2 Did you use a consultant to help devise the current landing page of the college admissions site? Broken out by Public or private status of the college

Public or private status of the college	No Answer	Yes	No
Public	3,85%	19,23%	76,92%
Private	2,27%	31,82%	65,91%

Table 3.3 Did you use a consultant to help devise the current landing page of the college admissions site? Broken out by Enrollment

Enrollment	No Answer	Yes	No
Less than 1500	0,00%	22,22%	77,78%
1500-3000	5,56%	50,00%	44,44%
3000-10000	0,00%	11,11%	88,89%
More than 10000	6,25%	25,00%	68,75%

Table 3.4 Did you use a consultant to help devise the current landing page of the college admissions site? Broken out by Carnegie class or type of college

Carnegie class or type of college	No Answer	Yes	No
Community College	0,00%	10,00%	90,00%
4-Year College	4,44%	24,44%	71,11%
MA/PHD Granting College	0,00%	55,56%	44,44%
Research University	0,00%	33,33%	66,67%

Table 3.5 Did you use a consultant to help devise the current landing page of the college admissions site? Broken out by Annual Tuition \$

Annual Tuition \$	No Answer	Yes	No
Less than 8000	5,88%	5,88%	88,24%
8000 - 24000	0,00%	16,67%	83,33%
24000 - 34000	5,88%	23,53%	70,59%
More than 34000	0,00%	61,11%	38,89%

If you did use a consultant describe the role of this institution or individual.

- 1) Provide perspective and advice
- 2) Digital agency helped us with the whole site redesign including banners, thumbnails, widgets and slide shows. we maintain the imagery but the website framework was built by an agency
- 3) execution
- 4) company was responsible for our web design overall, including landing pages
- 5) Our consultant did not create any deliverables. Rather, our consultant was creative and he helped us define the scope of the project and distill our goals and vision.
- 6) NA
- 7) They helped us with best practices regarding student usability
- 8) worked with a digital design company to redesign entire site in Aug. 2013
- 9) mStoner helped us design our entire site, including the admissions landing page.
- 10) they assisted in layout/design
- 11) Our Admissions team has worked with a local advertising agency that consults on the content for the landing page.
- 12) we hired a third party for a full website redesign, admission was one of our pilot sites
- 13) Marketing firm assisted with copy and IT firm assisted with layout of site
- 14) We went through a redesign of our publications. Consultant helped in identifying important points to use, facilitating focus groups, some design components
- 15) execution of a internal plan
- 16) PR folks can say
- 17) Primary Marketing team used by the college for storytelling through all avenues: print, web, photo, video, etc.
- 18) We have internal marketing.
- 19) N/A
- 20) Overall design and architecture of the site
- 21) Consultant develops admissions marketing materials (primarily print)
- 22) design implementation when revamping the website 2013

Table 4.1 To the best of your knowledge how many times has the college significantly altered the look and feel of the landing page for admissions for the college website over the past three years?

	No Answer	0	1	2	3	4
Entire sample	8,57%	20,00%	40,00%	27,14%	2,86%	1,43%

Table 4.2 To the best of your knowledge how many times has the college significantly altered the look and feel of the landing page for admissions for the college website over the past three years? Broken out by Public or private status of the college

Public or private status of the college	No Answer	0	1	2	3	4
Public	11,54%	23,08%	38,46%	23,08%	3,85%	0,00%
Private	6,82%	18,18%	40,91%	29,55%	2,27%	2,27%

Table 4.3 To the best of your knowledge how many times has the college significantly altered the look and feel of the landing page for admissions for the college website over the past three years? Broken out by Enrollment

Enrollment	No Answer	0	1	2	3	4
Less than 1500	0,00%	11,11%	44,44%	44,44%	0,00%	0,00%
1500-3000	11,11%	33,33%	38,89%	5,56%	5,56%	5,56%
3000-10000	5,56%	16,67%	33,33%	38,89%	5,56%	0,00%
More than 10000	18,75%	18,75%	43,75%	18,75%	0,00%	0,00%

Table 4.4 To the best of your knowledge how many times has the college significantly altered the look and feel of the landing page for admissions for the college website over the past three years? Broken out by Carnegie class or type of college

Carnegie class or type of college	No Answer	0	1	2	3	4
Community College	0,00%	50,00%	40,00%	10,00%	0,00%	0,00%
4-Year College	8,89%	17,78%	33,33%	33,33%	4,44%	2,22%
MA/PHD Granting College	11,11%	0,00%	66,67%	22,22%	0,00%	0,00%
Research University	16,67%	16,67%	50,00%	16,67%	0,00%	0,00%

Table 4.5 To the best of your knowledge how many times has the college significantly altered the look and feel of the landing page for admissions for the college website over the past three years? Broken out by Annual Tuition \$

Annual Tuition \$	No Answer	0	1	2	3	4
Less than 8000	11,76%	29,41%	29,41%	29,41%	0,00%	0,00%
8000 - 24000	5,56%	16,67%	50,00%	27,78%	0,00%	0,00%
24000 - 34000	11,76%	17,65%	41,18%	17,65%	5,88%	5,88%
More than 34000	5,56%	16,67%	38,89%	33,33%	5,56%	0,00%

The last time that your institution altered the admissions landing page of the college website what did your institution do?

- 1) We added buttons at the top of the page for each step of the admissions & registration process. We also added large links to FAQs and the application.
- 2) Added the correct links in the black header box on the website and changed the graduate admissions homepage completely.
- 3) 2010
- 4) part of the overall site redesign
- 5) Updated design, links and content
- 6) part of complete redesign of website - change architecture, look and feel, content
- 7) Changed the overall design and functionality of the page.
- 8) Changed photos, improved language, added links to other important functions.
- 9) We redesigned the entire website, including admissions section last year.
- 10) a complete web redesign with all new landing pages that were much more interactive
- 11) Added video, updated photos, simplified content
- 12) Web redesign or new components added.
- 13) Changed to look to be more consistent across university and better enable content management.
- 14) We rebuilt our entire website to allow for more flexibility to highlight different programs on a rotating basis
- 15) Entire website redesign
- 16) Adjusted copy, changed layout, changed photography
- 17) It was a complete redesign to a more responsive, cleaner format
- 18) Made design changes to reflect global changes to the entire website. (e.g. "wallpaper")
- 19) Reduced text, added more images, added ways to connect with admissions directly and easily.
- 20) - Removed long paragraph about the college - reordered side navigation to best meet student needs - added buttons directly linking to popular requests - Embedded Facebook and Twitter feeds
- 21) We consolidated information to streamline the experience and added a photo
- 22) all new navigation, layout and content
- 23) a total redesign in 2012
- 24) An announcement was sent to the campus community regarding the addition of the virtual tour and redesign of the admissions page. Emails were also sent to prospective students to view the virtual tour.
- 25) Changed layout and tweaked navigation
- 26) Change the face of the page to advertise special events.
- 27) Hired a company that redesigned the entire university website.
- 28) Update video and current admission event.
- 29) Introduced a new series of print materials
- 30) Restructured information architecture to eliminate an unnecessary level
- 31) It was part of an entire website redesign.
- 32) Change the navigation buttons on the left hand bar
- 33) We streamlined based on the most-used links.

- 34) Complete site redesign
- 35) Hired consultants, ran focus groups, surveyed other institutions
- 36) Changed the images within the template.
- 37) 2013. The page was changed to one long scrolling page with multiple images.
- 38) full website makeover
- 39) 2008
- 40) simplified
- 41) We launched a new website in 2011
- 42) total redesign
- 43) PR folks can say
- 44) Integrated it with the look and feel of the website.
- 45) Made mobile friendly, etc.
- 46) Removed external links and added them on the thank you page.
- 47) Too soon to tell
- 48) Added a video and abbreviated the welcome information/banner photo.
- 49) Redesigned entire site, including this page. Employed external agency for design
- 50) 2013
- 51) Revamped the whole website and made it easier to use
- 52) It was a complete redesign. We are in the process of redesigning the admissions landing page now.
- 53) whole website redesign
- 54) Not sure
- 55) The last alteration of the admissions landing page actually involved a full redesign of the admissions website, including all sub-pages related to the university, application process, and post-admission process.

Table 5.1 What was the impact of the most recent change in the look and feel of the landing page of the college website?

	No Answer	Unfortunately a decline in visits and/or time spent per visitor	No real change in number of visitors or time spent per visitor	An improvement in the number of visitors or time spent per visitor
Entire sample	15,71%	1,43%	40,00%	42,86%

Table 5.2 What was the impact of the most recent change in the look and feel of the landing page of the college website? Broken out by Public or private status of the college

Public or private status of the college	No Answer	Unfortunately a decline in visits and/or time spent per visitor	No real change in number of visitors or time spent per visitor	An improvement in the number of visitors or time spent per visitor
Public	11,54%	0,00%	42,31%	46,15%
Private	18,18%	2,27%	38,64%	40,91%

Table 5.3 What was the impact of the most recent change in the look and feel of the landing page of the college website? Broken out by Enrollment

Enrollment	No Answer	Unfortunately a decline in visits and/or time spent per visitor	No real change in number of visitors or time spent per visitor	An improvement in the number of visitors or time spent per visitor
Less than 1500	11,11%	5,56%	33,33%	50,00%
1500-3000	16,67%	0,00%	38,89%	44,44%
3000-10000	16,67%	0,00%	61,11%	22,22%
More than 10000	18,75%	0,00%	25,00%	56,25%

Table 5.4 What was the impact of the most recent change in the look and feel of the landing page of the college website? Broken out by Carnegie class or type of college

Carnegie class or type of college	No Answer	Unfortunately a decline in visits and/or time spent per visitor	No real change in number of visitors or time spent per visitor	An improvement in the number of visitors or time spent per visitor
Community College	0,00%	0,00%	60,00%	40,00%
4-Year College	15,56%	0,00%	37,78%	46,67%
MA/PHD Granting College	22,22%	11,11%	33,33%	33,33%
Research University	33,33%	0,00%	33,33%	33,33%

Table 5.5 What was the impact of the most recent change in the look and feel of the landing page of the college website? Broken out by Annual Tuition \$

Annual Tuition \$	No Answer	Unfortunately a decline in visits and/or time spent per visitor	No real change in number of visitors or time spent per visitor	An improvement in the number of visitors or time spent per visitor
Less than 8000	11,76%	0,00%	47,06%	41,18%
8000 - 24000	11,11%	0,00%	33,33%	55,56%
24000 - 34000	29,41%	5,88%	35,29%	29,41%
More than 34000	11,11%	0,00%	44,44%	44,44%

Table 6.1 How would you characterize your last alteration of the admissions landing page of the college website?

	No Answer	No real impact	Helpful	Very Helpful
Entire sample	14,29%	18,57%	42,86%	24,29%

Table 6.2 How would you characterize your last alteration of the admissions landing page of the college website? Broken out by Public or private status of the college

Public or private status of the college	No Answer	No real impact	Helpful	Very Helpful
Public	15,38%	15,38%	53,85%	15,38%
Private	13,64%	20,45%	36,36%	29,55%

Table 6.3 How would you characterize your last alteration of the admissions landing page of the college website? Broken out by Enrollment

Enrollment	No Answer	No real impact	Helpful	Very Helpful
Less than 1500	5,56%	22,22%	22,22%	50,00%
1500-3000	16,67%	11,11%	55,56%	16,67%
3000-10000	16,67%	33,33%	38,89%	11,11%
More than 10000	18,75%	6,25%	56,25%	18,75%

Table 6.4 How would you characterize your last alteration of the admissions landing page of the college website? Broken out by Carnegie class or type of college

Carnegie class or type of college	No Answer	No real impact	Helpful	Very Helpful
Community College	0,00%	30,00%	50,00%	20,00%
4-Year College	15,56%	17,78%	40,00%	26,67%
MA/PHD Granting College	11,11%	22,22%	44,44%	22,22%
Research University	33,33%	0,00%	50,00%	16,67%

Table 6.5 How would you characterize your last alteration of the admissions landing page of the college website? Broken out by Annual Tuition \$

Annual Tuition \$	No Answer	No real impact	Helpful	Very Helpful
Less than 8000	17,65%	17,65%	47,06%	17,65%
8000 - 24000	11,11%	16,67%	27,78%	44,44%
24000 - 34000	23,53%	23,53%	35,29%	17,65%
More than 34000	5,56%	16,67%	61,11%	16,67%

If you could choose only three of the following ten items to give prominent play on the landing page of your college website which three would they be from the following list: Virtual Tour, How to Apply Info, Financial Aid Link, Visits and Events, Campus Life, Post-Graduation Job Prospects, Tuition Costs, Athletics, Academic Programs, Student Testimonials №1

- 1) How to Apply Info
- 2) How to Apply information
- 3) Academic Programs
- 4) how to apply
- 5) Degree Description
- 6) Academic Programs
- 7) How to Apply
- 8) How to Apply
- 9) Virtual Tour
- 10) visits and events
- 11) How to apply into
- 12) student testimonials
- 13) Virtual Tour
- 14) Academic Programs
- 15) how to apply info
- 16) Academic Programs
- 17) Academic programs
- 18) Academic Programs
- 19) Tuition
- 20) How to Apply Info
- 21) Academic Programs
- 22) Student Testimonials
- 23) How to apply
- 24) Virtual Tour
- 25) Campus Life
- 26) Prominent Apply Now Button
- 27) virtual tour
- 28) Apply
- 29) Virtual Tour
- 30) Student Testimonials
- 31) How to Apply
- 32) How to Apply Info
- 33) How to Apply Info
- 34) How to Apply Info
- 35) Virtual Tour
- 36) How to Apply
- 37) How to apply
- 38) Academic programs
- 39) How to Apply

- 40) Virtual Tour
- 41) tuition costs
- 42) visits and events
- 43) How to Apply
- 44) job Prospects
- 45) Academic Programs
- 46) Apply
- 47) virtual tour
- 48) How to apply
- 49) How to Apply Info
- 50) Virtual Tour
- 51) Post-Graduation Job Prospects
- 52) Virtual tour
- 53) How to Apply Info
- 54) How to Apply
- 55) Virtual tour
- 56) Courses
- 57) Academic Programs
- 58) How to apply
- 59) Virtual Tour,
- 60) How to Apply Info
- 61) Student Testimonials
- 62) How to apply
- 63) How to Apply Info

If you could choose only three of the following ten items to give prominent play on the landing page of your college website which three would they be from the following list: Virtual Tour, How to Apply Info, Financial Aid Link, Visits and Events, Campus Life, Post-Graduation Job Prospects, Tuition Costs, Athletics, Academic Programs, Student Testimonials №2

- 1) Academic Programs
- 2) Visits and Events
- 3) Virtual Tour
- 4) tuition costs
- 5) tuition costs
- 6) How to Apply
- 7) Campus Life
- 8) Financial Aid
- 9) Financial Aid Link
- 10) academic programs
- 11) tuition costs
- 12) how to apply info
- 13) How to apply
- 14) Student Testimonials
- 15) job prospects
- 16) Campus Life
- 17) Financial aid
- 18) How to apply info
- 19) Financial Aid
- 20) Financial Aid Link
- 21) How to Apply
- 22) Tuition
- 23) Visits and Events
- 24) Visits and Events
- 25) Visits and Events
- 26) Clearly identified Tuition link
- 27) how to apply info
- 28) Virtual Tour
- 29) Post-Graduation Jobs
- 30) Visits and Events
- 31) Visits and Events
- 32) Visits and Events
- 33) Academic Programs
- 34) Tuition Costs
- 35) How to Apply Info
- 36) Post- Graduation Job Prospects
- 37) Campus life
- 38) Visits and Events

- 39) Visits and Events
- 40) Academic programs
- 41) virtual tour
- 42) academic programs
- 43) Tuition Costs
- 44) Academic Programs
- 45) Testimonials
- 46) visits and campus life
- 47) academic programs
- 48) Financial Aid
- 49) Visits and Events
- 50) Post-Graduation Job Prospects
- 51) Academic Programs
- 52) How to apply
- 53) Tuition Costs
- 54) Student Testimonials
- 55) student testimonials
- 56) Virtual Tour
- 57) How to Apply
- 58) campus life
- 59) Student Testimonials
- 60) Financial Aid
- 61) Tuition Costs
- 62) Visit opportunities
- 63) Tuition Costs

If you could choose only three of the following ten items to give prominent play on the landing page of your college website which three would they be from the following list: Virtual Tour, How to Apply Info, Financial Aid Link, Visits and Events, Campus Life, Post Graduation Job Prospects, Tuition Costs, Athletics, Academic Programs, Student Testimonials № 3

- 1) Student Testimonial
- 2) Financial Aid Links
- 3) Financial Aid Link
- 4) academic programs
- 5) how to apply
- 6) Student Testimonials
- 7) Tuition Costs or Fin Aid
- 8) Tuition
- 9) Tuition Costs
- 10) athletics
- 11) visits and events
- 12) post-graduation job prospects

- 13) Student Testimonials
- 14) Post- Graduation Job Prospects
- 15) tuition costs
- 16) How to Apply Info
- 17) Student Testimonials
- 18) Tuition costs
- 19) Academic Programs
- 20) Tuition Costs
- 21) Virtual Tour
- 22) Programs
- 23) Student Testimonials
- 24) Academic Programs
- 25) Academic Programs
- 26) Clearly identified link to programs of study
- 27) financial aid link
- 28) Visits and Events
- 29) Student Testimonials
- 30) Academic Programs
- 31) Student Testimonials
- 32) Student Testimonials
- 33) Visits and Events
- 34) Academic Programs
- 35) Visits and Events
- 36) Student Testimonials
- 37) Tuition costs
- 38) Athletics
- 39) Financial Aid Link
- 40) Financial Aid link
- 41) Post- graduation jobs
- 42) tuition costs
- 43) Post- Graduation Job Prospects
- 44) Tuition
- 45) How to Apply
- 46) financial aid and tuition costs
- 47) how to apply
- 48) Athletics
- 49) Student Testimonials
- 50) Student Testimonials
- 51) Student Testimonials
- 52) Visits and Events
- 53) Academic Programs
- 54) Tuition Costs
- 55) academic programmes
- 56) Student testimonials
- 57) Tour
- 58) academic programs
- 59) How to Apply Info
- 60) Academic Programs
- 61) Financial Aid
- 62) Financial aid

63) Academic Programs

What is the single best addition or change that your college made to its admissions landing page in recent years?

- 1) Updated it to make it easier for students to navigate through information about the entire 5-step admissions and registration process, not just admissions.
- 2) Adding the apply buttons to the apply homepage and adding the rotating banner as calls of action.
- 3) More intuitive
- 4) put the apply now button on the homepage
- 5) multiple navigation
- 6) Improved content. More efficient information. Better navigation.
- 7) look and feel
- 8) Virtual Tour
- 9) Cleaner more sophisticated look
- 10) modular design
- 11) videos
- 12) Virtual tour
- 13) photos
- 14) Increase in videos
- 15) Improved clarity
- 16) Connected with CRM system
- 17) made it more visual
- 18) Used A/B testing to identify key elements that drive conversion.
- 19) Aside from the updated look and that it's easy to read on all devices, it more clearly shows application information for each student type. It also has clear navigation between different areas such as financial aid, tuition information, testing, orientation etc.
- 20) simplify content to provide list of programs immediately
- 21) Lead Gen improvements
- 22) Cleaning and simplifying the look of the page
- 23) site is now fully responsive
- 24) Apply now button on every website page.
- 25) virtual tour
- 26) New Virtual Tour
- 27) The look and feel to make it more user friendly.
- 28) Student Testimonials
- 29) social media widget
- 30) ?
- 31) Broke it out by audience segmentation, so they get the information they are specifically seeking quicker.
- 32) Our virtual tour
- 33) Streamlined access to most-used links.
- 34) Quick access to all links

- 35) Better images
- 36) more vibrant
- 37) easier to navigate
- 38) Success stories in video format
- 39) Why go to college
- 40) simplification
- 41) Dynamic pictures
- 42) Not sure...PR and Enrollment folks can better answer
- 43) Visually matching the campus website
- 44) Tour
- 45) Took it from a mini landing site to a landing page and listed the potential employers that hire our grads.
- 46) Developing the page as a whole; simplifying and making it much more aesthetically pleasing
- 47) Added virtual tour
- 48) Video
- 49) online prospectus
- 50) access to info specifically for international students
- 51) Link to outside CRM
- 52) online application
- 53) Virtual Tour
- 54) easier to use - more user friendly
- 55) updating admission counselor contact information

How does your organization evaluate changes to its admissions website? How does it use site visitor statistics? Other measures?

- 1) Unfortunately we don't have the resources to analyze visitor statistics to the extent that we would like to.
- 2) Site visitor statistics as well as management preferences
- 3) Number of campus visits' Enrollment
Make changes when new viewbook is published to align text. Order the content based on google analytics. Track click throughs to the CRM
- 4) monthly analytics
- 5) We push content to landing page based on demand
- 6) evaluate number of visitors, time on page
- 7) Using visitor statistics we track the movement of visitors thought the site and make changes accordingly.
- 8) Many analytics are reviewed, as well as overall funnel reports.
- 9) analytics
- 10) surveys of our constituencies
- 11) Review statistics monthly. Quarterly review and assessment by committee.
- 12) Changes are made with ideas of admissions staff, or new programs or scholarship opportunities.
- 13) we track applications, information requests and campus visit registrations

- 14) Site visits and throughput from Google analytics
- 15) Use analytics to track usage and paths. Create test pages to measure conversions
- 16) Google analytics
- 17) Site metrics analyzed weekly, monthly, quarterly with changes programmed three months in advance. Statistics: Google analytics for visitor statistics Quantcast for visitor demographic information CRM analytics for conversion
- 18) Google web page statistics, feedback from welcome center personnel and admission counselors, and admissions statistics.
- 19) only via word of mouth
- 20) We look at Google analytics and behavior flow to see what is really important. We also do A/B testing with buttons, links etc. measure everything.
- 21) Google Analytics, heat maps, personal preference, and feedback from site visitors
- 22) We don't evaluate this. We evaluate our University homepage more.
- 23) we now have a project manager dedicated to gathering data after changes are made to measure the impact
- 24) Google analytics
- 25) Data analytics are used to determine traffic to pages and individual links for updates and adjustments as needed.
- 26) Admissions Review, google analytics
- 27) not sure
- 28) Visit Stats, comparison to competition, impact news we would like to share and our brand
- 29) We use Google Analytics
- 30) We use visit stats to inform the information architecture.
- 31) Site stats as well as enrollment data.
- 32) Google analytics. A/B testing.
- 33) Based on time of year and admission priorities. We use analytics to determine if people are spending time on pages, where they are going, how they arrived, if certain widgets or special interest features are used or need to be changed. If analytics are low, we will make changes to see if we can boost time spent on our site.
- 34) Not at all
- 35) We look at analytics that help us determine what are the most-clicked links and then evaluate their placement in the site.
- 36) Unfortunately we don't do anything right now - working on changing that.
- 37) Subjective impact, informal student surveys & feedback, examination of incoming mail questions & requests for clarification. Web metrics are very subject to interpretation.
- 38) Visit statistics.
- 39) Site visits, etc.
- 40) We don't
- 41) Google analytics, click patterns
- 42) google analytics, clicks
- 43) minimally
- 44) Number of hits to the site; number of inquiries, apps, etc.
- 45) bi weekly, monthly and annual reporting dashboard to SR administration and annual department review (compares changes and goals with previous and current year).
- 46) Analytics
- 47) Google Analytics, heat maps, admissions feedback on the quality of leads.
- 48) We evaluate it internally, mainly through tracking visit statistics.

- 49) Google analytics and inquiry numbers
- 50) Poor job using analytics to drive decisions--general best practice evaluations guide changes.
- 51) Analytics
- 52) google analytics
- 53) To make it more user friendly.
- 54) Monthly comparisons of analytics to determine usability and ROI
- 55) unknown - probably visit statistics
- 56) Historically, we have not tracked this information.
- 57) Google analytics data, usability testing of primary audience groups, focus group discussions.

Which college landing pages for admissions do you most admire?

- 1) Miami University, University of Tampa High Point University
- 2) Indiana Wesleyan University
- 3) IE business school in Spain- synced admissions with LinkedIn
- 4) Biola
- 5) Colgate University; Middlebury College; Hamilton College; Williams College
- 6) SCAD
- 7) Williams College, Vermont Technical College, Wagner College
- 8) UCSD and Biola
- 9) Tufts
- 10) Sites with less text, larger images, and utilize adaptive design for best viewing on any device
- 11) <http://new.artinstitutes.edu/admissions?locationId=110>
<http://admissions.unc.edu/apply/> <http://www.unr.edu/admissions>
<http://www.champlain.edu/>
- 12) I don't have a favorite.
- 13) <http://www.stthomas.edu/admissions/undergraduate/>
- 14) NA
- 15) Miami University (Oxford, OH), Penn State, University of Cincinnati
- 16) N/A
- 17) not sure
- 18) University of North Carolina at Chapel Hill
- 19) Carleton
- 20) ?
- 21) UCLA and University of Dayton
- 22) FIDM, Philadelphia U
- 23) all
- 24) Midlands Technical College
- 25) Notre Dame
- 26) Harvard, University of Chicago
- 27) na
- 28) Don't know
- 29) American University
- 30) ours
- 31) University of California San Diego <http://admissions.ucsd.edu/>
- 32) admissions.tufts.edu
- 33) DCU
- 34) ??
- 35) N/A
- 36) have not looked at other college landing pages in depth

What advice can you offer to your peers on constructing an admissions landing page for the college website?

- 1) Buttons help!
- 2) Remember who your are recruiting
- 3) Figure out interaction strategy. we struggle with having two databases- those who are somewhat interested and those who are ready to apply
- 4) Concept by committee before design and content.
- 5) Visit lots of other sites for ideas and best practices, test the page with students and prospects, have means to keep the content current
- 6) Avoid temptation to overload the page: A wealth of information can create a poverty of attention to message. Be clever, put things where users expect them, but don't cram "one more thing" into a space that is not easy to visually sort.
- 7) Make the information easy to find, clear and not too wordy
- 8) Keep it fresh and current.
- 9) clarity
- 10) Approach it from the student's point of view. It may not be a popular move internally, but it will be better in the long run
- 11) Measure your results with analytics - it gets away from choices made on personal preferences of staff
- 12) 1. Understand what drives student conversion and create compelling copy/photo/video supporting that. 2. Benchmark, benchmark, and benchmark against your competitor sites in higher education as well as reviewing best practices for landing page design.
- 13) Get feedback from high school students, current students, admissions counselors, and welcome or call center (whoever is responsible for fielding questions) and benchmark other colleges/universities
- 14) Be fluid. Be prepared to try new things.
- 15) Have a direct call-to-action. The cleared the message is the less likely it is to get lost on the user.
- 16) Keep content consumable; include the information that students most want/need (costs, how to apply, programs, visit info, etc.)
- 17) NA
- 18) Be involved...
- 19) Try to make things accessible with one click
- 20) Continuously update based on time of year, new things happening, and new information.
- 21) keep things updated
- 22) Keep it simple; remove the fluff.
- 23) Keep it simple and make sure it is mobile friendly (responsive design).
- 24) Use data to drive decisions otherwise you get into turf battles over who should be on the landing page.
- 25) Make sure it is accessible with slow connections. It is frustrating to sit through a long page load when your goal is to jump to further information.
- 26) Make it easy to navigate. You shouldn't have to go more than 3 clicks to get to anything.
- 27) make it easy to navigate
- 28) Fewer words, more "infographic" style to improve readership
- 29) Get a consultant. Don't over think it.

- 30) prioritize
- 31) Make it visually attractive and minimally invasive.
- 32) More alumni outcomes
- 33) Quick call to action, make it easy to have them contact you (small form), speed to lead matters. Train your teams to act quickly.
- 34) Large, vibrant pictures never hurt.
- 35) Brevity, highly visual, fore-fronting the college's best attributes.
- 36) simple navigation; not too fussy/busy
- 37) user testing and google analytics are key - don't make assumptions
- 38) Pictures tell the story.
- 39) Spend time developing your organizational structure before the design phase.
- 40) Ask prospective students what they'd like to see!
- 41) Not sure