



From FEmarketing's research a number of FE Colleges are focusing on 3 core online strategies to help them achieve their marketing and business objectives in the current economic climate ...



1. They are looking to maximise their website and digital marketing activities to offset any reductions in their offline marketing spend...



2. They are looking to continually improve their College's current website rather than investing significant sums in a full redesign (several colleges have halted redesign projects due to finance issues)



3. They are looking to generate more full cost income from employers and adult learners actively looking on Google for training courses in their local area...

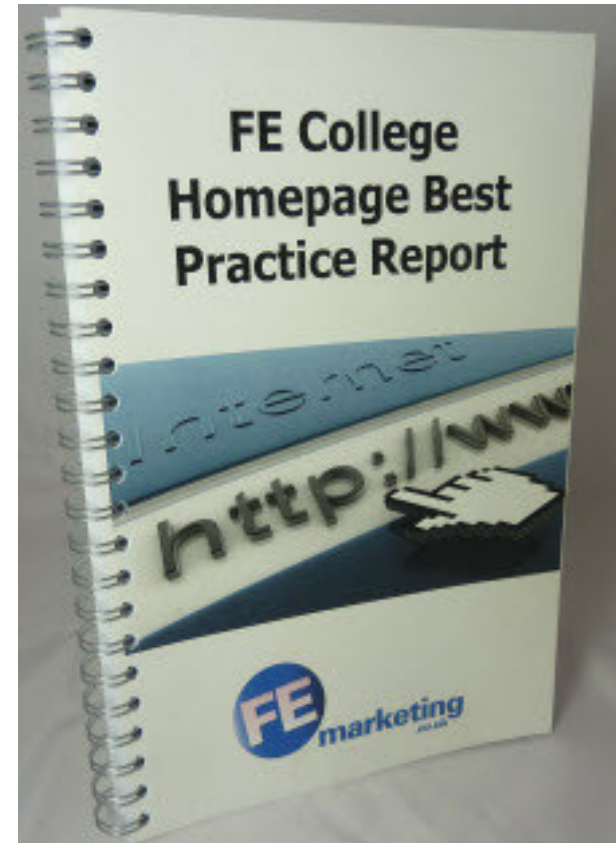
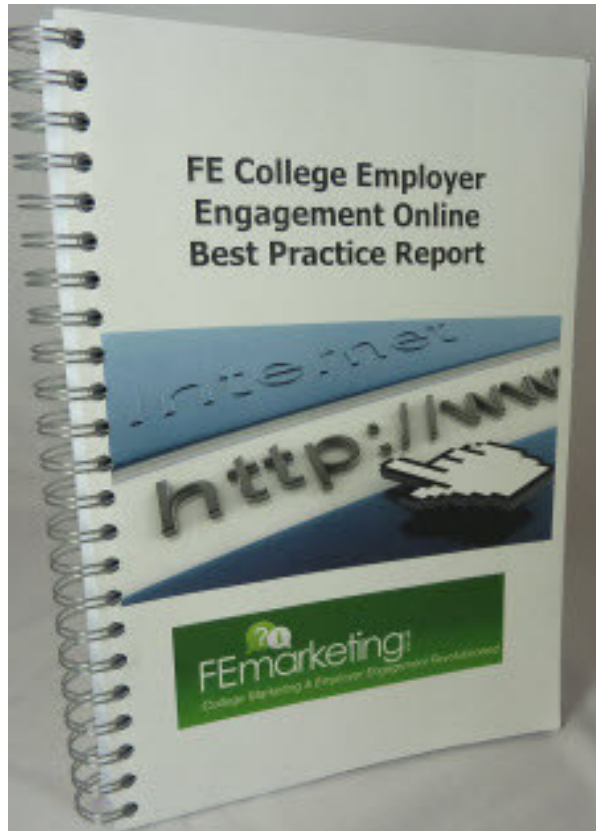


FEmarketing have produced 2 Best Practice Reports that will help you:

- Market your College to employers actively looking on Google for training courses...
- Constantly improve your website WITHOUT investing in web redesign...
- Create online content that matches what school leavers, adults and employers are looking for on College websites...

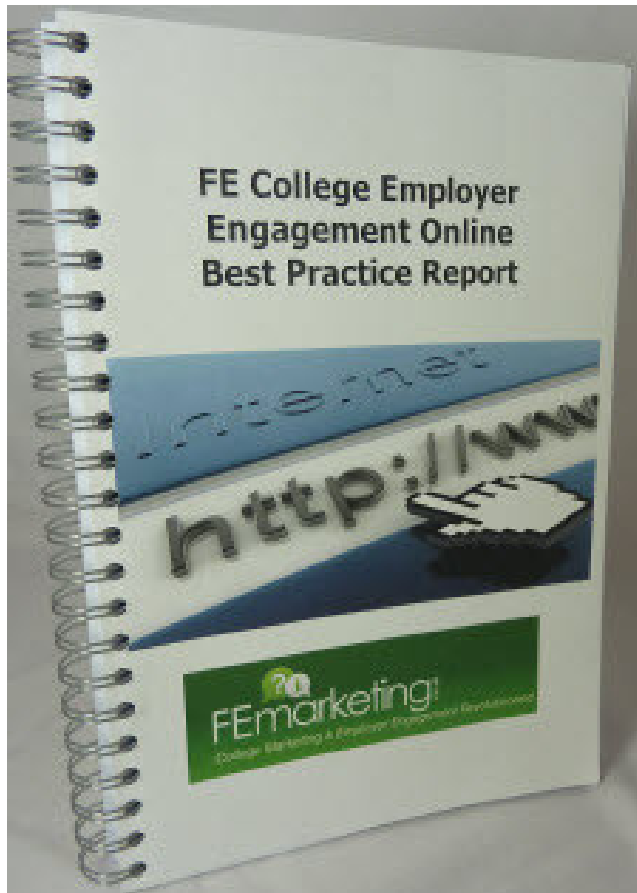

FEmarketing.co.uk

College Marketing & Employer Engagement Revolutionised

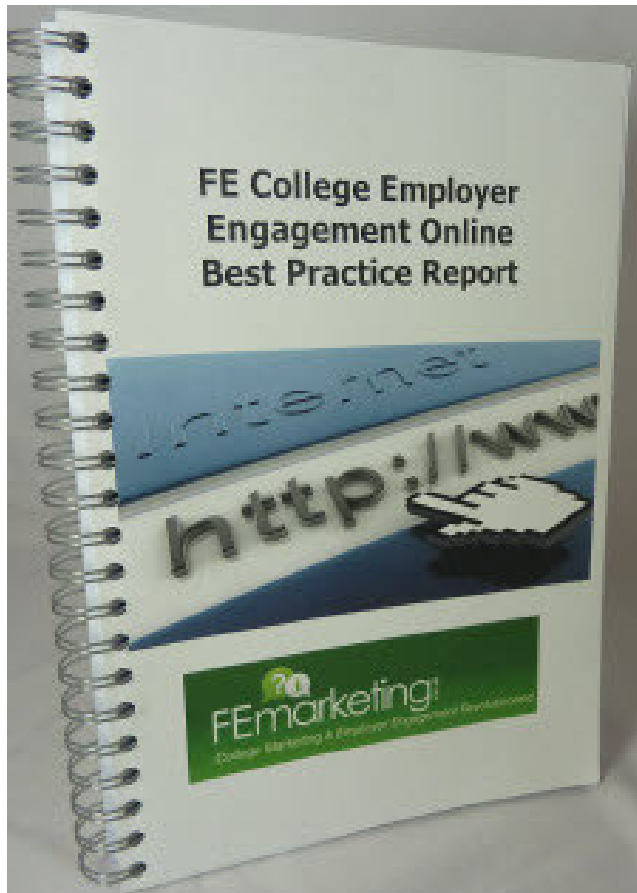




College Marketing & Employer Engagement Revolutionised



- ...the most comprehensive analysis available on what courses employers are searching for on Google and how they search for training providers online...
- Feedback from employers on the content they EXPECT to see on training provider websites and why they ignore some FE college websites
- Your Essential Blueprint to help you engage MORE employers looking for training services
- 460 creative samples and examples of best practice from FE college websites...
- 54 case studies of FE college employer pages and websites to benchmark against...
- 17 design best practice factors to help you create the content that employers are looking for on training provider websites...



Specifically for ALL employer engagement, marketing and web development professionals working within the FE sector:

- FE College Employer Engagement professionals looking to convert more enquiries from employers into training contracts
- FE College Marketing professionals looking to help generate more leads for your Employer Engagement team
- FE College Web Development teams looking to continually develop web content so that it meets the needs of the Employer Engagement team and employers searching for training providers



Top Ten Questions Answered in The FE College Employer Engagement Online Best Practice Report:

1. Why are employers using Google to research training providers instead of Yellow Pages or training directories?
2. Which are the training programmes most searched for by employers on Google?
3. How do employers use Google to search for training providers?
4. What are the types of training that organisations are looking to invest in over the next 12 months?
5. Why do employers select training providers based on their rankings in Google?
6. Why do employers rarely go beyond the first page of the Google search engine results?
7. Which results do employers click on in the Google search engine results?
8. What content do employers expect to see on training provider websites?
9. Why are testimonials, case studies and sector expertise so critical to engaging employers?
10. How do employers select providers offering Short Course or bespoke training?



College Marketing & Employer Engagement Revolutionised



What FE Colleges Say About The Report...

"The FE College Employer Engagement Online Best Practice Report gave us written evidence, and in some cases, confirmation, that the plans that we had in place were good, and also where we could make it even better.

I would say that the report is worth the investment. It helped to form the content of our website, and gave us the reasons/research to show why."

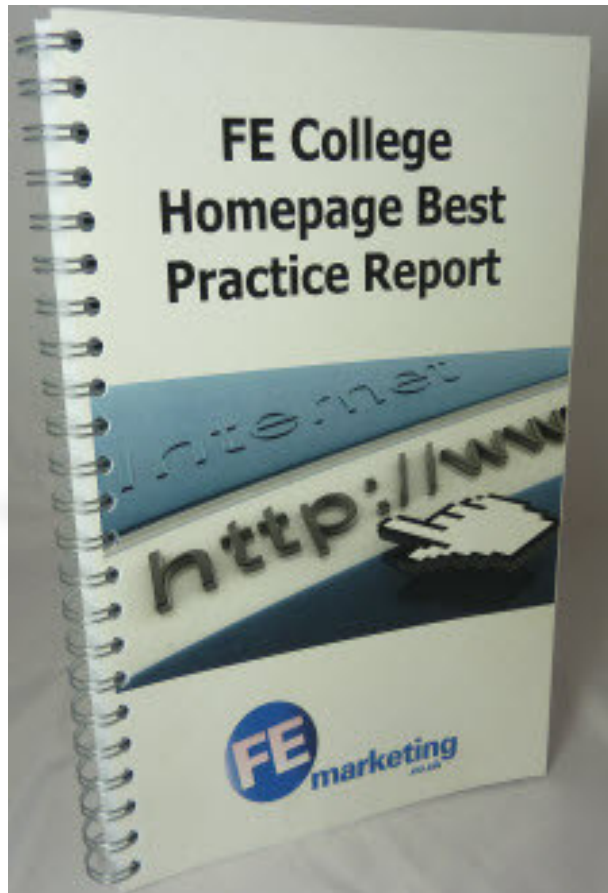
Louise Mamin
Business to Business Marketing Officer
City of Sunderland College

"We decided to purchase the report because we wanted to drive more traffic to our Employer Services section, but weren't sure where to start.

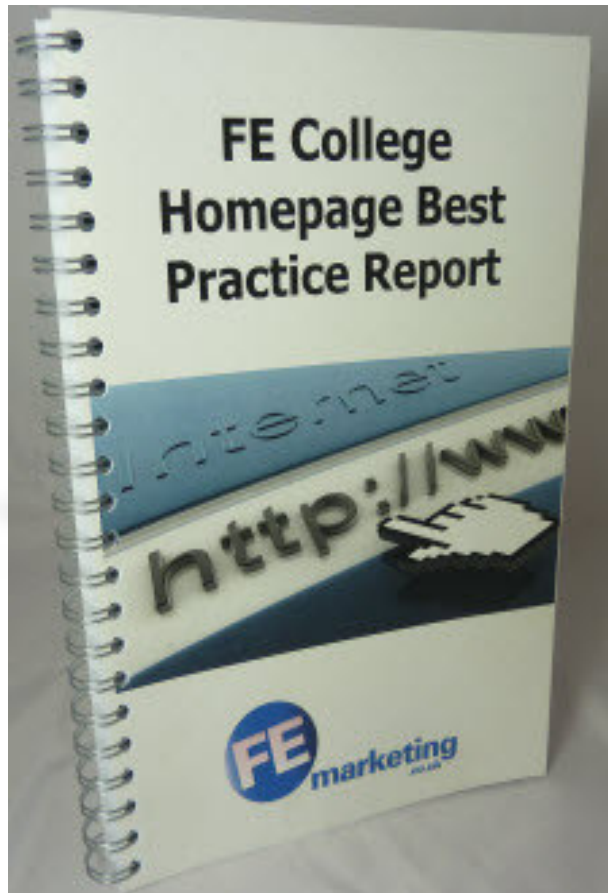
The report has been invaluable in providing us with useful hints and suggestions that we can implement with little effort and resources.

We found the information about what employers want and don't want to see on our pages particularly useful, especially as we don't have first-hand contact with this audience..."

Emma Thompson
Digital & Online Marketing Executive
Milton Keynes College



- 300 pages and 579 screenshots and examples of best practice from FE & Sixth Form college homepages...
- 24 home page best practice factors to help you improve your user's experience based on feedback from school leavers, adults and employers...
- Answers to the 40 most frequently asked questions from FE college Marketing Managers and Web Developers about home page design...



The FE College Home Page Design Best Practice Report is perfect for your college if you:

- Are planning to revamp your website in the coming months and looking for best practice, ideas and inspiration
- Have recently redesigned your website and are looking to test further improvements in the months ahead
- Do not have the budget to redesign your college's website but want to make improvements that are free /cheap, easy to implement and measurable...



Top Ten Questions Answered In The FE College Homepage Design Best Practice Report:

1. What content do school leavers, adults and employers expect to see on FE College homepages?
2. Should you display videos on your college's homepage?
3. Which homepage content is ignored by school leavers, adults and employers?
4. Should you display images of your college's senior management and facilities on your homepage?
5. Should you display testimonials and proof of your college's academic achievements on your homepage?
6. What are the biggest mistakes that FE and Sixth Form Colleges making with their homepage?
7. Should you display all your Latest News on your college's homepage?
8. Do visitors read information on your homepage that is 'below the fold'?
9. Should you offer visitors the option to download your prospectus from your homepage?
10. How important is it to offer search options on your college's homepage?



College Marketing & Employer Engagement Revolutionised



What FE Colleges Say About This Report...

"The FE College Homepage Design Best Practice Report delivered real value to our college.

I wanted to see if our college's homepage met the best practice criteria— I particularly wanted feedback about our navigation to ensure we are signposting our online visitors correctly.

As a result of the Report we have amended our homepage layout to ensure the course information is visible to all of our visitors"

John Gray
Marketing Manager
Dearne Valley College

"We purchased the FE College Homepage Design Best Practice Report because we wanted to assure ourselves we were traversing the right path and see if other FE Colleges were facing similar challenges.

The report has helped rationalise the improvements we wanted to make to our homepage ..."

Eve Davies
Project Co-ordinator
Merthyr Tydfil College



“The Employer Engagement Online Best Practice Report and FE College Homepage Design Best Practice Report are indispensable to me as an FE web developer.

We purchased the report because there was no real way of finding out all the information that it provides.

The report has proved an invaluable source of practical information to tackle common issues (which I think) most FE web developers are trying to solve.”

Heinrich Ferreira
Web Developer
Central Sussex College

"Purchasing the Homepage Best Practice Report has provided not only invaluable insights into best practice design of College homepages but also valuable research into the needs of different target markets e.g. school leavers.

As a sixth form college, the budgets for website development and research are minimal.

Therefore for me personally, this report has been worth every penny and highlighted gaps even on our new website based on the report's findings. “

Varsha Patel
Marketing and Communications Manager
Palmer's College

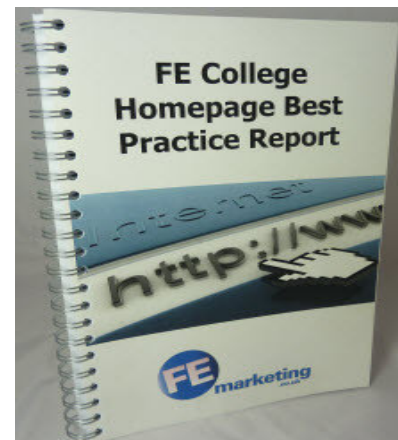
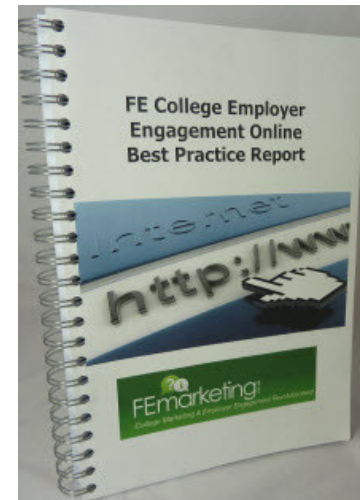


- Colleges invested up to £495 + VAT for each report
- Colleges asked us if we can offer as downloadable PDF for a reduced investment...
- Put together a package that allows any College to access all the best practice strategies cost effectively...



FOR A VERY LIMITED TIME

You can download both
best practice reports for
the same investment





Bonuses

- Your College's Google Ranking Report (£97 Value)
- 1 hour Best Practice feedback session with report author on any aspect of the report or your website (£295 Value)



Your Investment:

- Employer Engagement Online Best Practice Report
- FE College Home Page Design Best Practice Report
- Your College's Google Ranking Report
- 1 hour Best Practice feedback session

£195 plus VAT

(saving of £795)

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Next Steps

To reserve your limited offer package:

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