

## Addendum H: CoB Website Assessment and Actions

### Eduvantis External Website Review Recommendations and Action Taken

*(Full Report Available Upon Request)*

- Website not secure (HTTPS). Users who visit http sites get a warning that their connection is not secure. This affects website credibility and can discourage users from clicking through to the site from search. Having an HTTPS site is also a confirmed ranking factor for Google.
  - Action: Met with University Communications to address this issue. It has been resolved and the site is now secure.
- The paid search landscape in Georgia for online MBA programs is highly competitive with schools looking to aggressively promote their program differentiators (“finish in as few as 14 months” & “want to skip the GMAT”)
  - Action: The GMAT waiver based on significant work experience, an advanced degree, or a minimum GPA from an AACSB accredited institution offered by the CoB is one of the most significant recruiting tools we have for graduate business programs. Prior to this recommendation, a prospective student was directed to contact the Graduate Programs in Business Office for a copy of the GMAT waiver guidelines. Based on this recommendation, we wanted to make it easier for a prospective student to access the GMAT waiver form; therefore, we created a link to the form and embedded it on the web site so that a prospective student could have immediate access to the GMAT waiver request form.
- Mobile conversion is significantly higher than desktop (3.93% vs. 5.60%).
  - Action: Edited website to ensure that it is easily readable on a mobile phone. Made sure that action items such as the “Request for More Information” form appears above the fold on each web page.
- Remove wordiness, focus on differentiators. Current testimonials on page are too wordy. Break up blocks of text with images.
  - Action: Edited web site of each graduate program to reduce some of the wordiness and to add some graphics. Split some of the content up into bulleted lists to focus on differentiators. Replaced written testimonials with a video testimonial.
- Remove unnecessary form fields and utilize a stronger call to action.
  - Action: We were using a standard request for information form created by Graduate Admissions to collect information from prospective students that fed directly into the CRM once filled out. The form had several form fields. Based on this recommendation, we worked with Graduate Admissions to shorten the form for prospective graduate business students in an effort to try to get more prospects to actually complete the form. The form is embedded in a “Request More Information” call to action link.
- Missing embedded Request for Information (RFI) Forms.
  - Action: Embedded the RFI forms in several locations on each web page to make it easier for a prospective student to see and access the RFI form.
- Site loads slower than industry average on mobile devices
  - Action: Met with University Communications to discuss this issue. Action has been resolved.

- Leverage student testimonials on web site
  - Action: Filmed a student testimonial for each online graduate business program and added it to the web site.
    - WebMBA – [Sarah Rose Harrill on Vimeo](#); [Dr. Joseph Ducksworth on Vimeo](#)
    - MLSCM-[Tom Price on Vimeo](#)
    - MMIS [Jasmine McSwain on Vimeo](#)
- Update URL on makeyournextmove.org with school name.
  - Action: Discussed this with Lenz Marketing (creator and host of web site). They felt we were too far along with the “Make Your Next Move” tagline to make this change. Since then we have ended our contract with Lenz and this web site will become inactive in 2022.