



The 7 Habits of Highly Effective and Persuasive Websites

Presenter
Rob Jansen

StudyPortals

BachelorsPortal | MastersPortal | PhDportal | ShortCoursesPortal | DistanceLearningPortal | PreparationCoursesPortal | ScholarshipPortal | STeXX

IN A NUTSHELL

- **TREND:** More people use online channels
- **GOAL:** Secure your future bookings
- **HOW:** Build your organisation around a highly effective and persuasive website



THE 7 HABITS OF HIGHLY EFFECTIVE PERSUASIVE WEBSITES

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

HOW AM I GOING TO SOLVE MY PROBLEM?

- ME, MYSELF, AND STUDYPORTALS PART → SKIP
- HABIT 1-4 → GEAR UP
- HABIT 5: SEDUCE YOUR VISITORS → FEW ANECDOTES, YOU GET TO TALK!
- HABIT 6: FOLLOW UP → ONE MORE ANECDOTE
- HABIT 7: RETURN ON INVESTMENT → GOOGLE ANALYTICS, CONTINUES AT MY STAND 😊

THE 7 HABITS OF HIGHLY EFFECTIVE PERSUASIVE WEBSITES

➤ Habit 1 – Consistent message



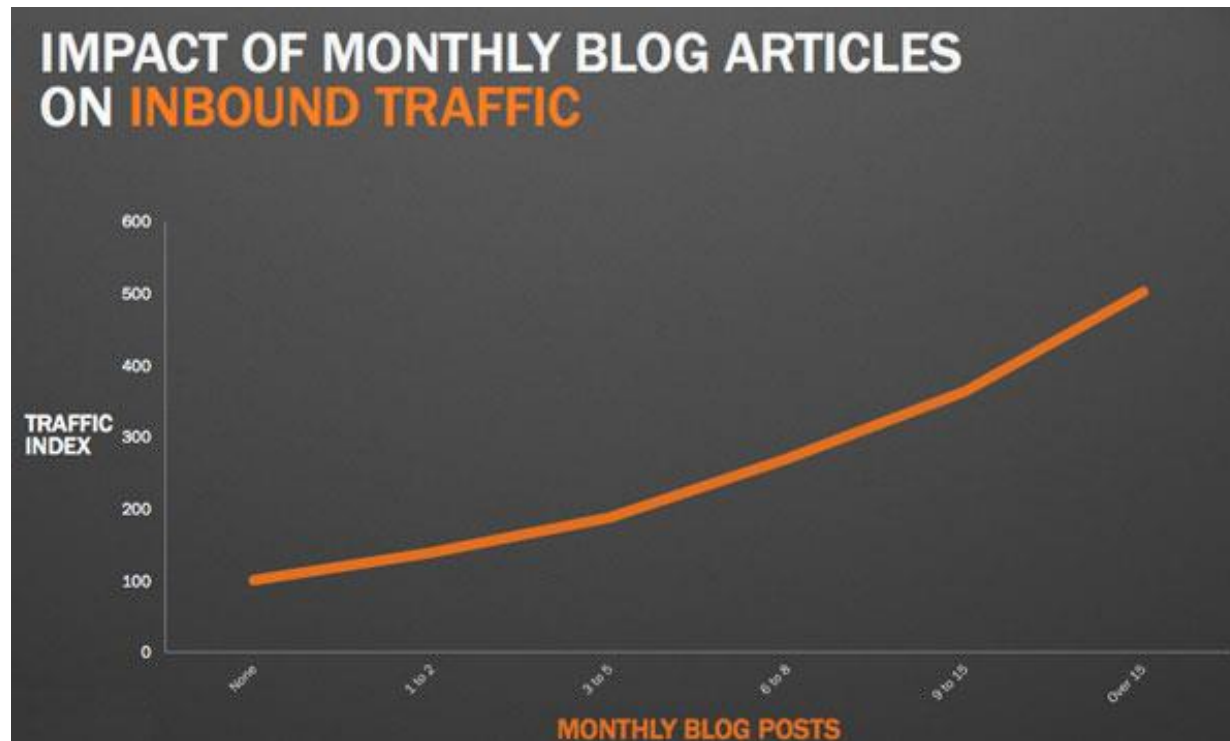
HABIT 1: CONSISTENT MESSAGE

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



KEEP ON TALKING

- Talk about what they want to know: nightlife, progression to university, career, etc



THE 7 HABITS OF HIGHLY EFFECTIVE PERSUASIVE WEBSITES

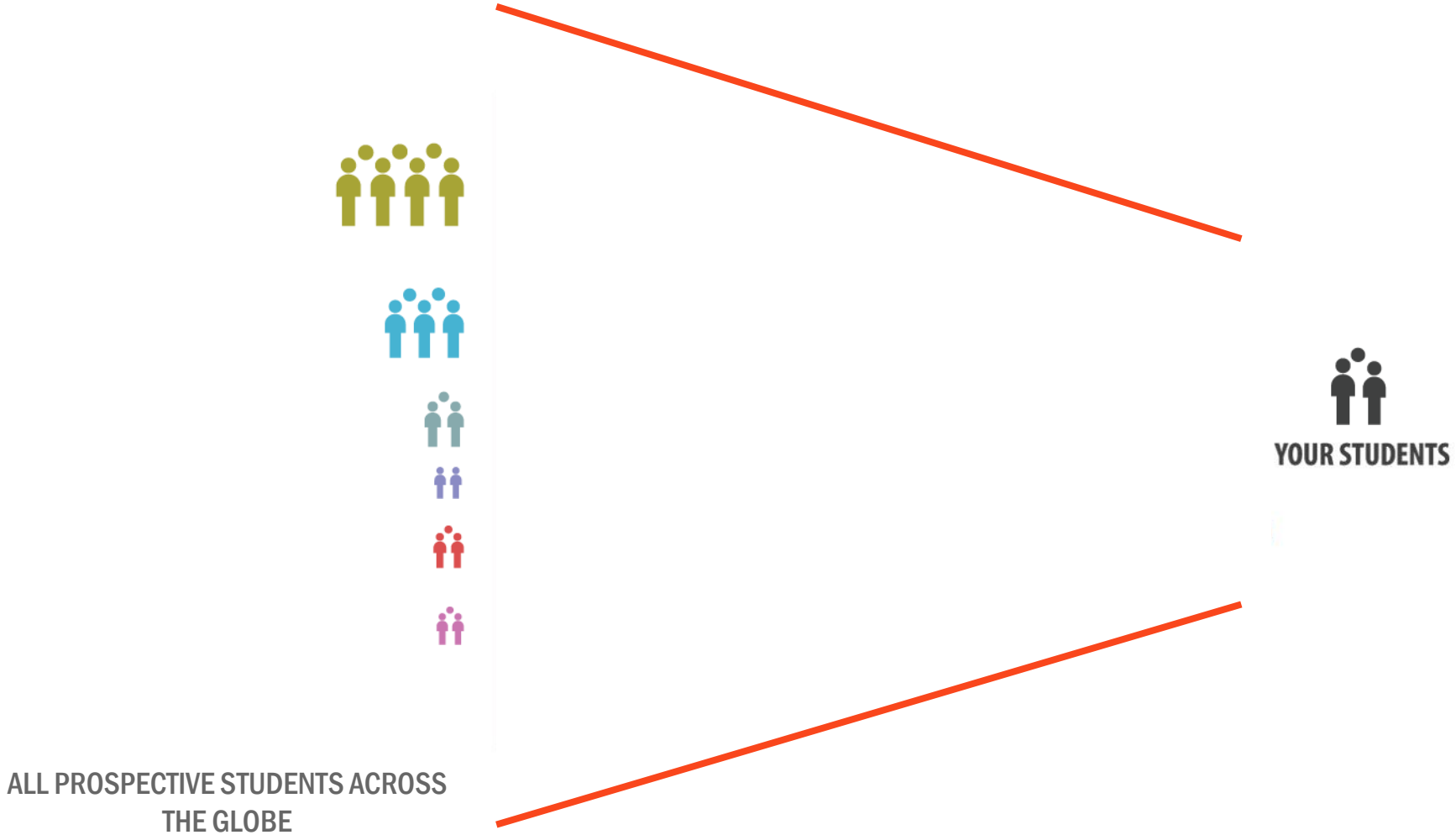


- Habit 1 – Consistent message
- Habit 2 – Attract high-quality visitors

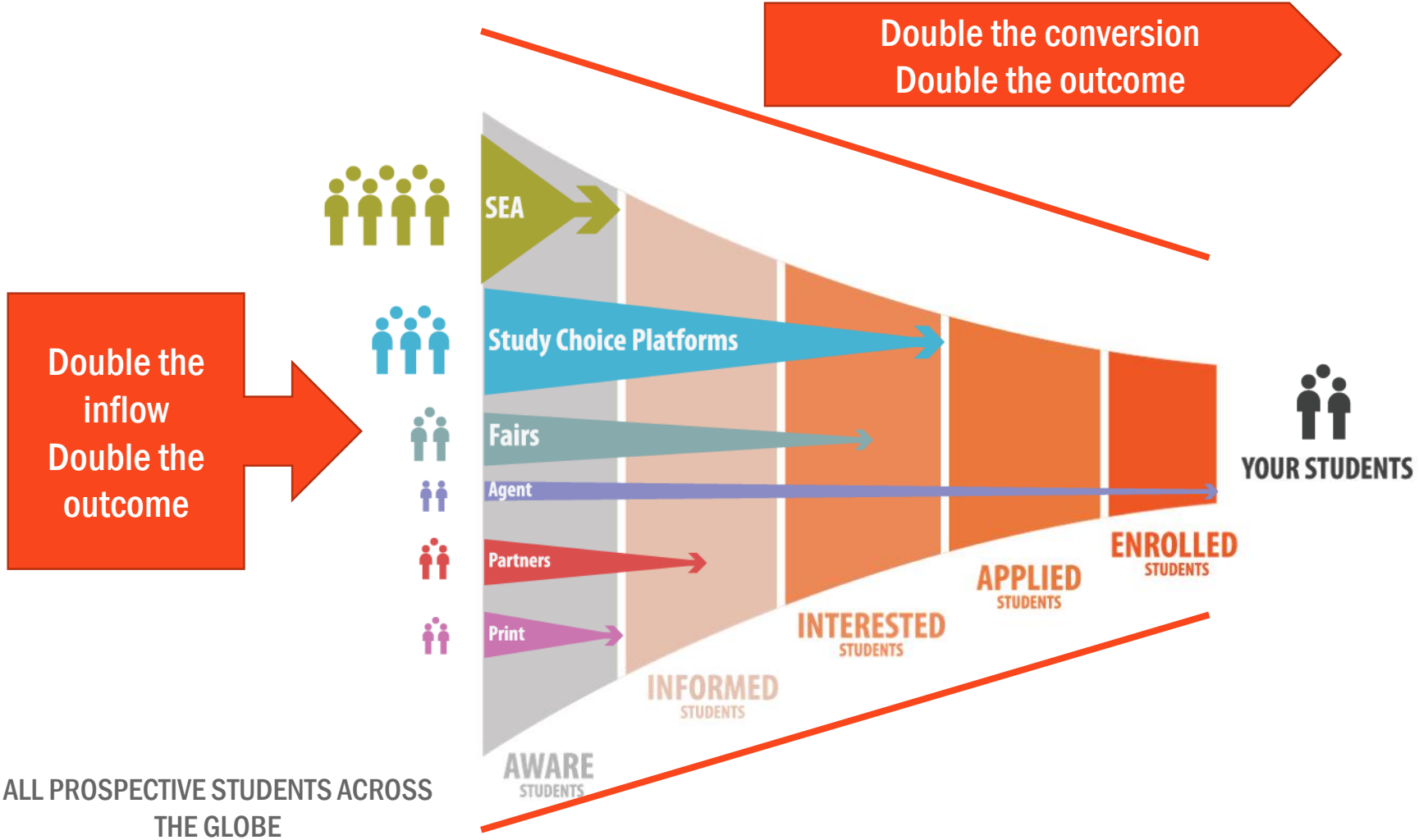
HABIT 2: ATTRACT HIGH-QUALITY VISITORS



UNDERSTAND RECRUITMENT FUNNEL



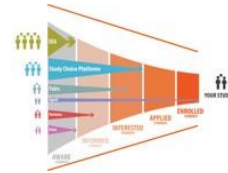
UNDERSTAND RECRUITMENT FUNNEL



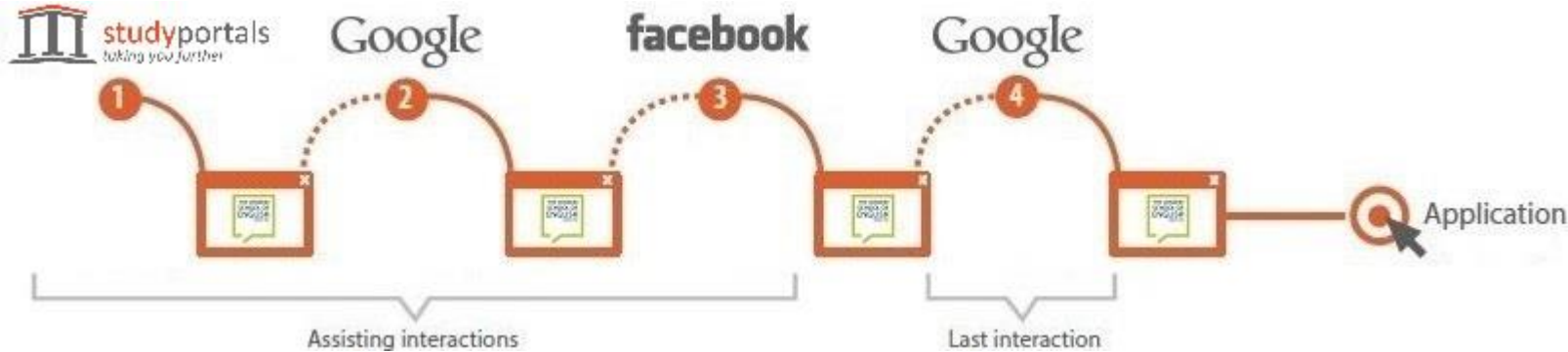
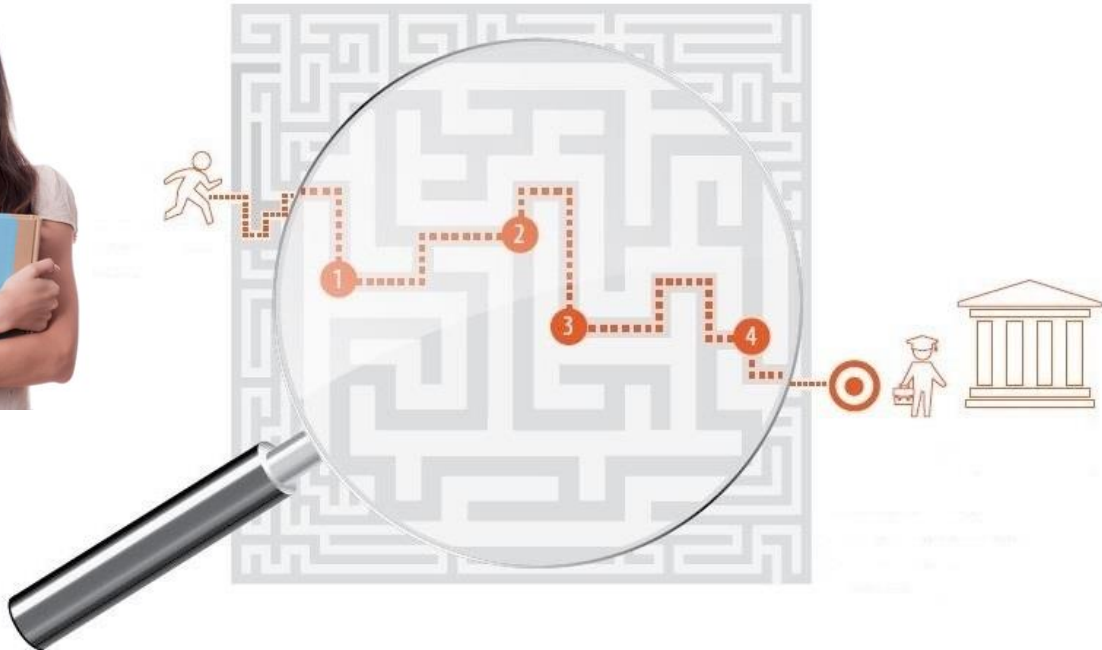
THE 7 HABITS OF HIGHLY EFFECTIVE PERSUASIVE WEBSITES



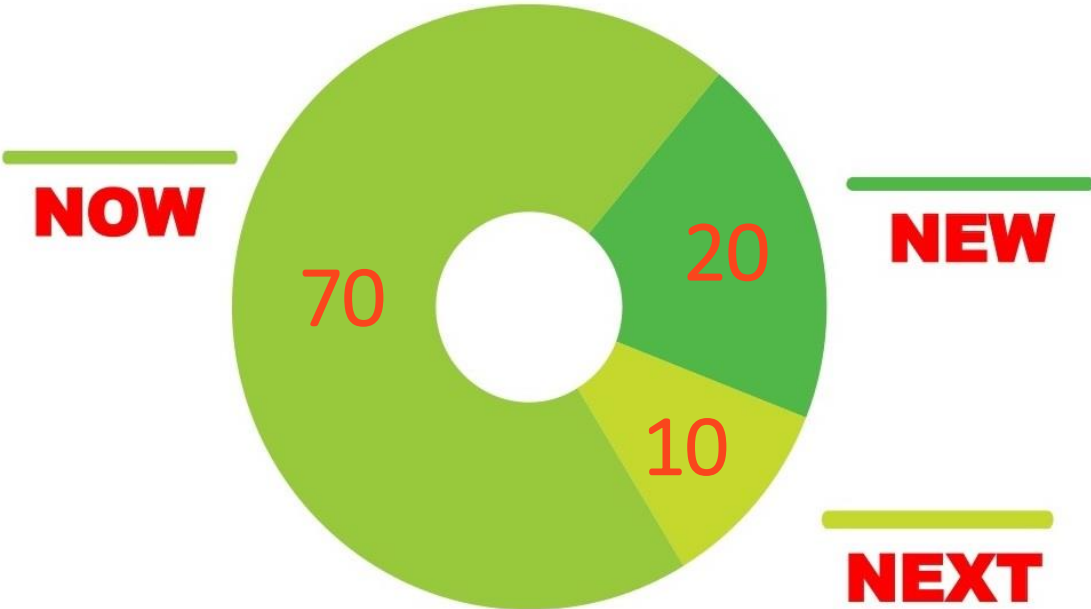
- Habit 1 – Consistent message
- Habit 2 – Attract high-quality visitors
- Habit 3 – Use multiple channels



HABIT 3: USE MULTIPLE CHANNELS



INSPIRE YOURSELF BY THE BIG GUYS



WHAT HAPPENED ON 21 APRIL 2015?



THE 7 HABITS OF HIGHLY EFFECTIVE PERSUASIVE WEBSITES

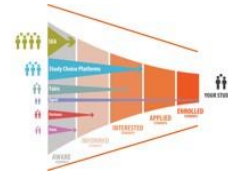


➤ Habit 1 – Consistent message

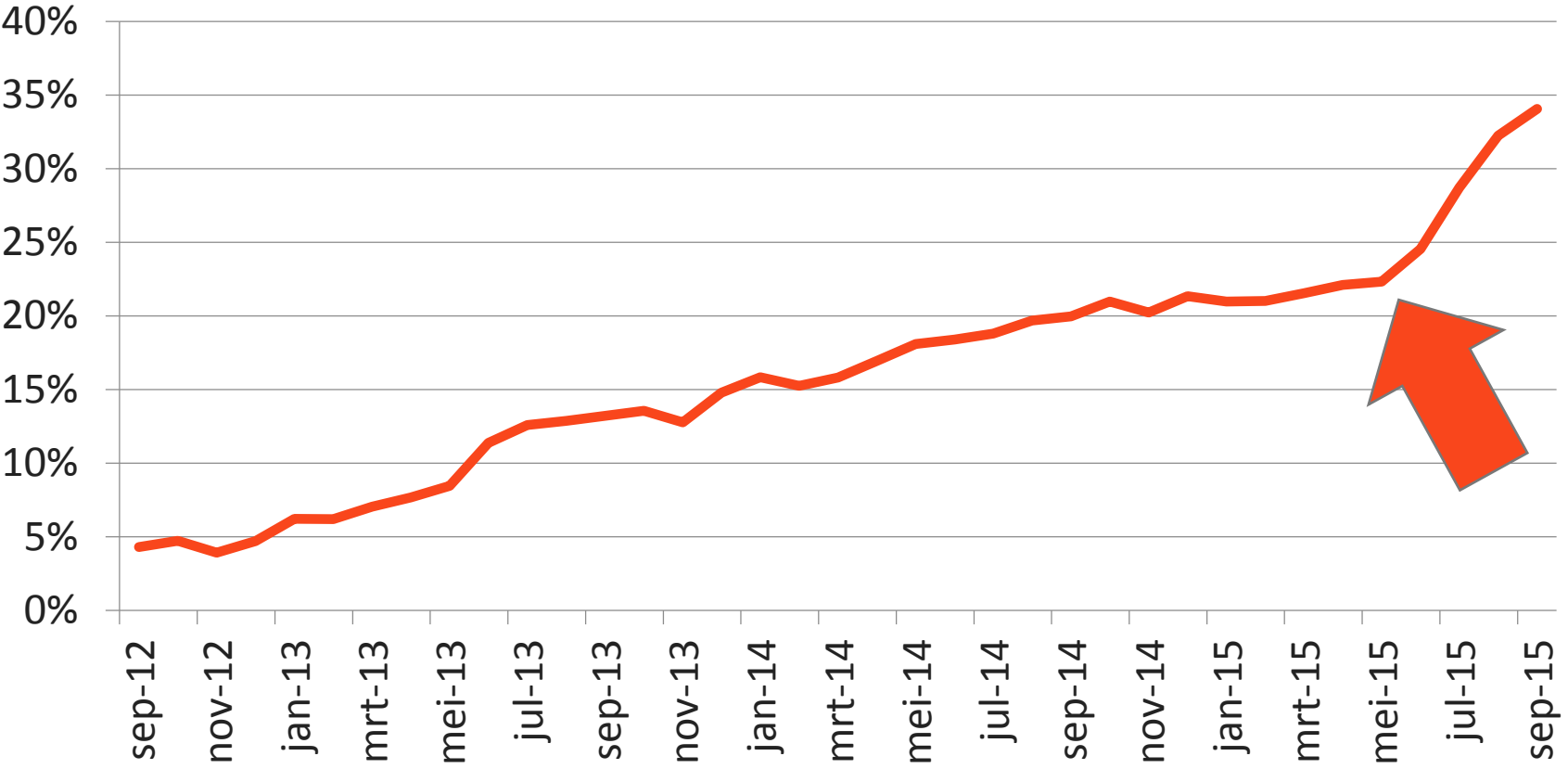
➤ Habit 2 – Attract high-quality visitors

➤ Habit 3 – Use multiple channels

➤ Habit 4 – MobileFriendly website



HABIT 4: MOBILEFRIENDLY WEBSITE



Percentage of mobile traffic on MastersPortal.com

HABIT 4: MOBILEFRIENDLY WEBSITE



The only way to do it right is a MobileFriendly website

THE 7 HABITS OF HIGHLY EFFECTIVE PERSUASIVE WEBSITES



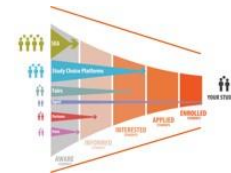
➤ Habit 1 – Consistent message

➤ Habit 2 – Attract high-quality visitors

➤ Habit 3 – Use multiple channels

➤ Habit 4 – MobileFriendly website

➤ Habit 5 – Seduce your visitors to act



HABIT 5: SEDUCE YOUR VISITORS TO ACT

[**CLICK HERE**](#)



ART OF SEDUCTION



art of seduction



Rob



R

Alle

Afbeeldingen

Video's

Shopping

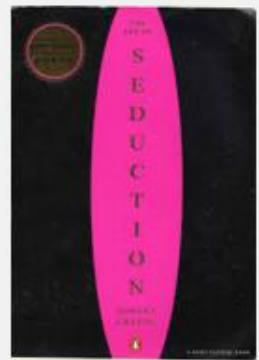
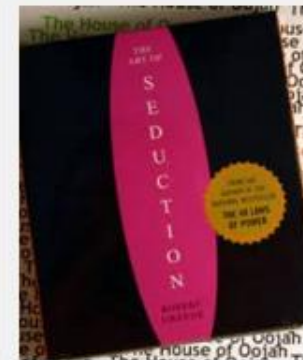
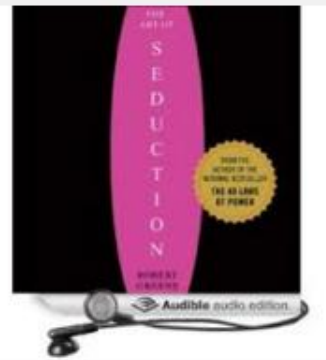
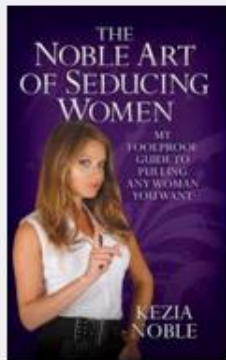
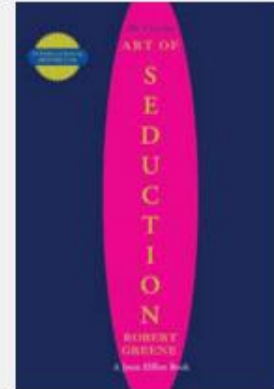
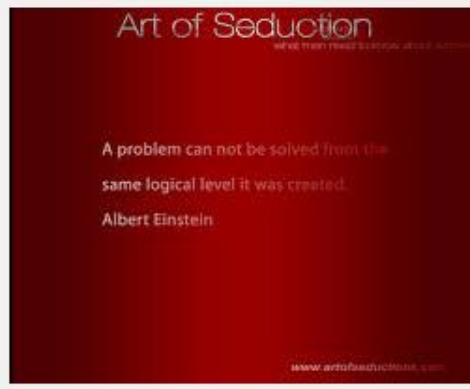
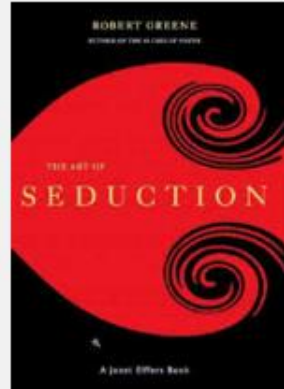
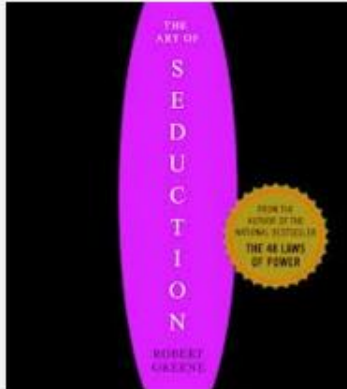
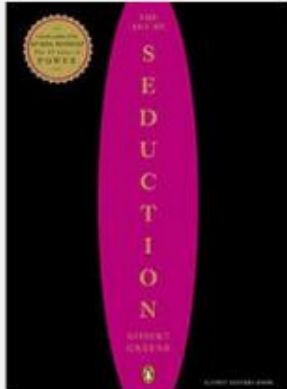
Boeken

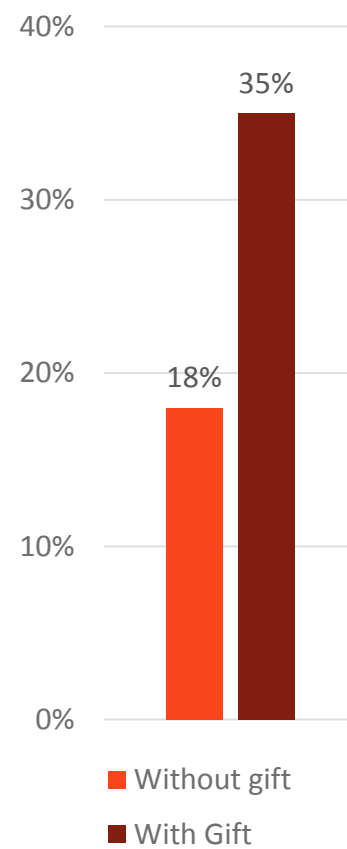
Meer ▾

Zoekhulpmiddelen



Safe Search ▾





HOME

SCHOOL

COURSES

ACCOMMODATION

BRISTOL

STUDENT CORNER

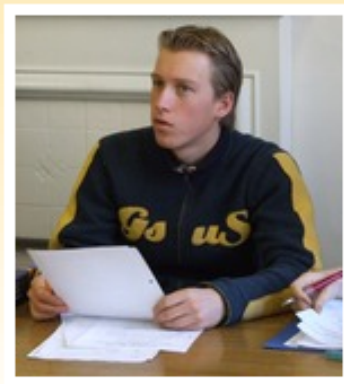
DATES & FEES

ENROL

CONTACT US



TEST YOUR ENGLISH



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

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

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

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

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

First name

Family name

Nationality

Email address

Do you wish to study at ELC Bristol?

- Yes No Don't know

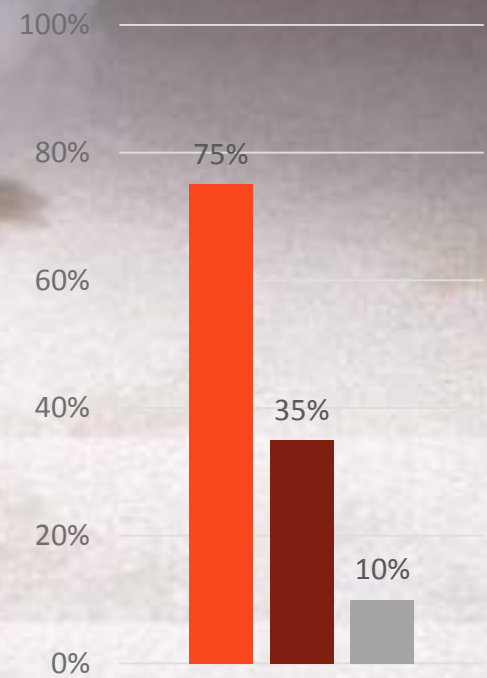
Would you like to receive updated information and news from the school in future?

- Yes No


Which level do you think you are?

- Elementary Intermediate Advanced Not sure of your level

Start test



- 1 Person
- 3 People
- 3 People (2 passive)

A man with short brown hair and glasses, wearing a white dress shirt and a striped tie, is sitting on a concrete bench outdoors. He is holding a lit cigarette in his right hand, with smoke rising from it. He is looking towards the camera with a thoughtful expression. A black bag is visible on the bench to his right. The background is a blurred green landscape.

“It's a real tough decision. They've got big stars speaking for it, and big stars speaking against it. You don't know how to vote.”

Location

Brighton ▼

Nationality

All nationalities ▼



Filipe Euscher
German

[Read More...](#)



Marianna Di Micheli
Italian

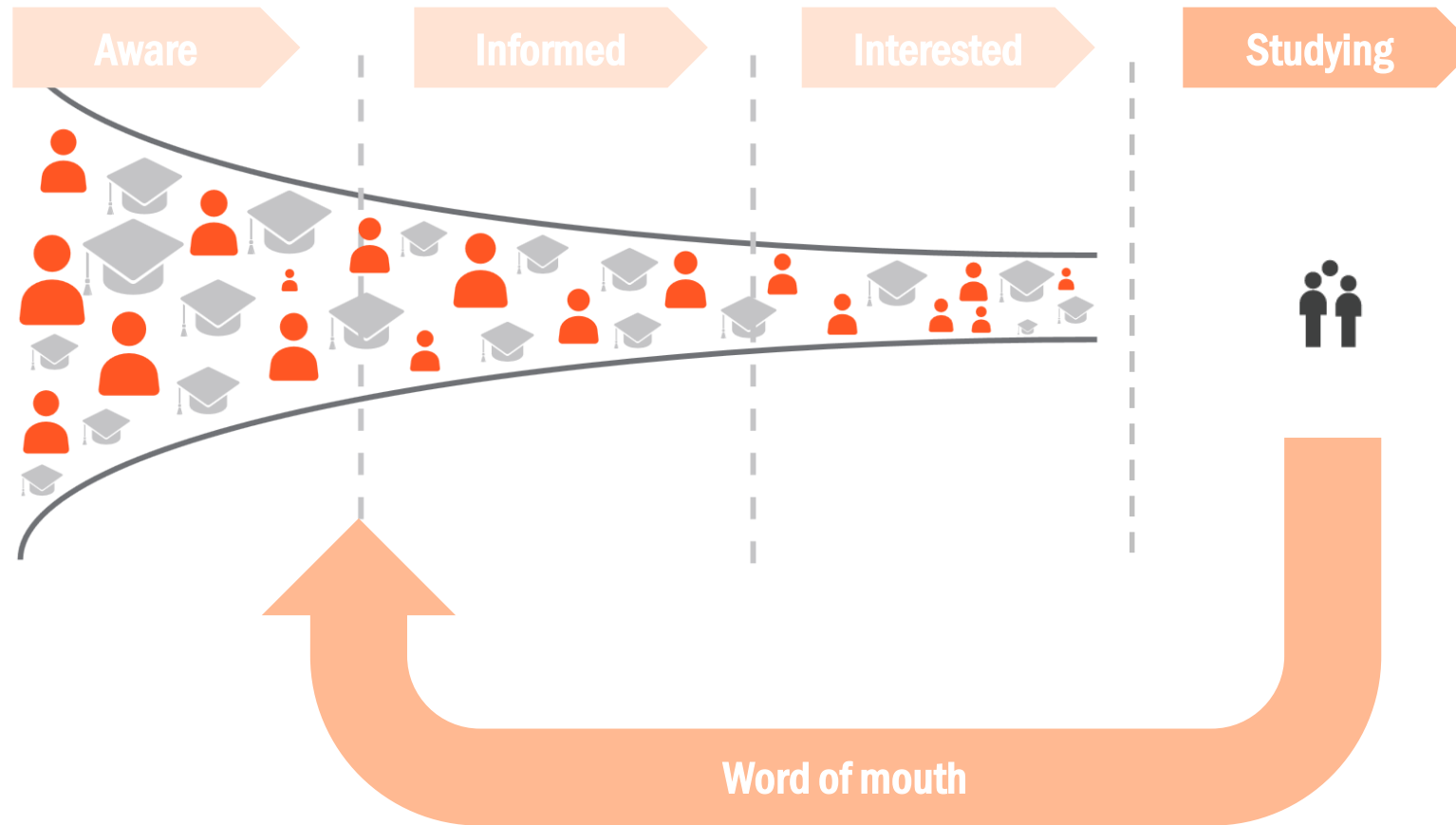
[Read More...](#)



Sara Kuonen
Swiss

[Read More...](#)

WHAT DO OTHER PEOPLE SAY?



LET YOUR (EX) STUDENTS DO THE WORK





Happy at Atlas!



4.386 weergaven

+ Toevoegen aan ↻ Delen ⋮ Meer

👍 52 👎 2

Gepubliceerd op 8 apr. 2014

Categorie Onderwijs
Licentie Standaard YouTube-licentie



YUMMIEST



YUMMIER



YUMMY



YUM

Children 0

.genius Show Genius discounts first

Search



Show map

Tip: [Open the map](#) to find your perfect place to stay.

Breakfast included



Park Avenue Belgravia ★★★★★

Central London, London – Metro access



5 people are looking at this moment

Booked 17 times today

.genius 10% Today's Value Deal

Double Room

In high demand - only 3 rooms left on our site!

-34% €179

€118

Breakfast included

See all 3 available rooms >

Good 7.7

Location 8.7

1,485 reviews

Filter by:

Popular for business travellers

- Breakfast included 192
- Free WiFi 298
- Twin beds 159
- Parking 74
- Airport shuttle 49
- Fitness centre 10
- Free cancellation 234

Your budget

- € 0 - € 20 per night 25
- € 20 - € 45 per night 20

Breakfast included



Brunel Hotel ★★★

Central London, London – Metro access



4 people are looking at this moment

Booked 6 times today

.genius 10% Today's Value Deal

Single Room

In high demand - only 2 rooms left on our site!

-47% €179

€94

Breakfast included

See all 6 available rooms >

Good 7.1

Location 8.2

958 reviews

Apartments

Paula Apartment - Covent Garden -

Very good 8.3

Location 9.3



THE 7 HABITS OF HIGHLY EFFECTIVE PERSUASIVE WEBSITES



➤ Habit 1 – Consistent message

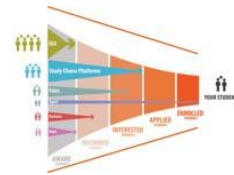
➤ Habit 2 – Attract high-quality visitors

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➤ Habit 5 – Seduce your visitors to act

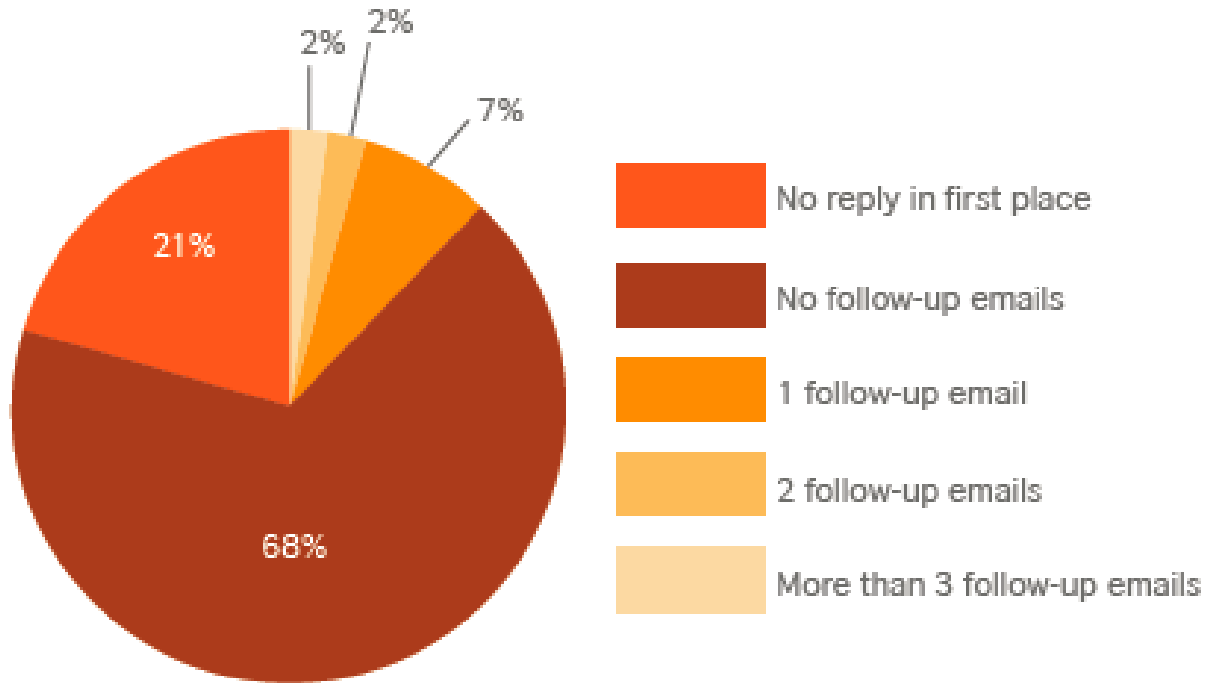
➤ Habit 6 – Follow up!



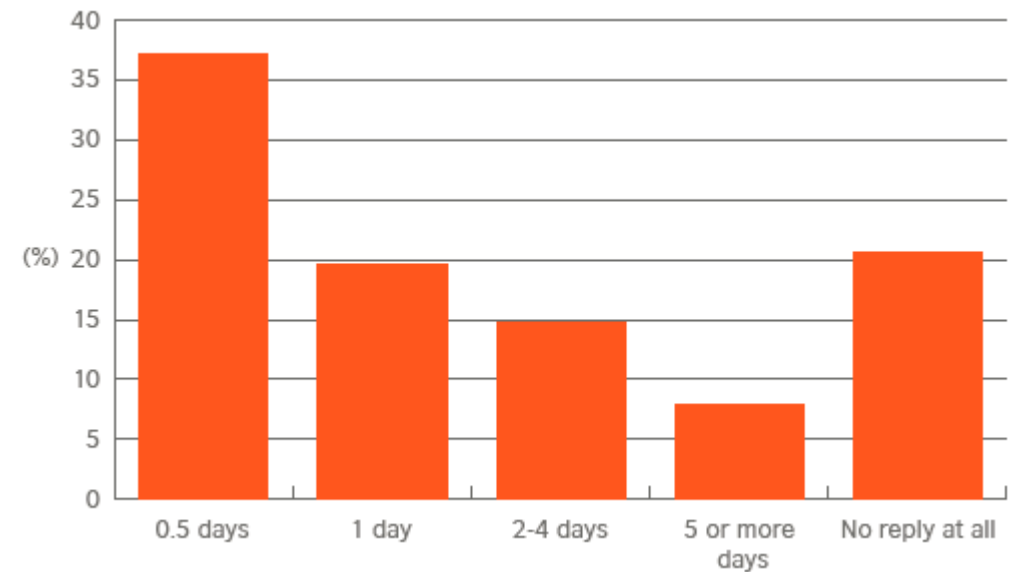
HABIT 6



PERSISTENCE + SPEED = MORE BOOKINGS



Don't mess up
with your follow up.



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

Source: <http://www.studyportals.com/intelligence/top-500-benchmark-through-student-eyes/>

...ONE MORE PROBLEM



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

- John Wanamaker,

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

THE 7 HABITS OF HIGHLY EFFECTIVE PERSUASIVE WEBSITES



➤ Habit 1 – Consistent message

➤ Habit 2 – Attract high-quality visitors

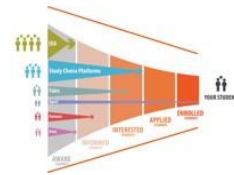
➤ Habit 3 – Use multiple channels

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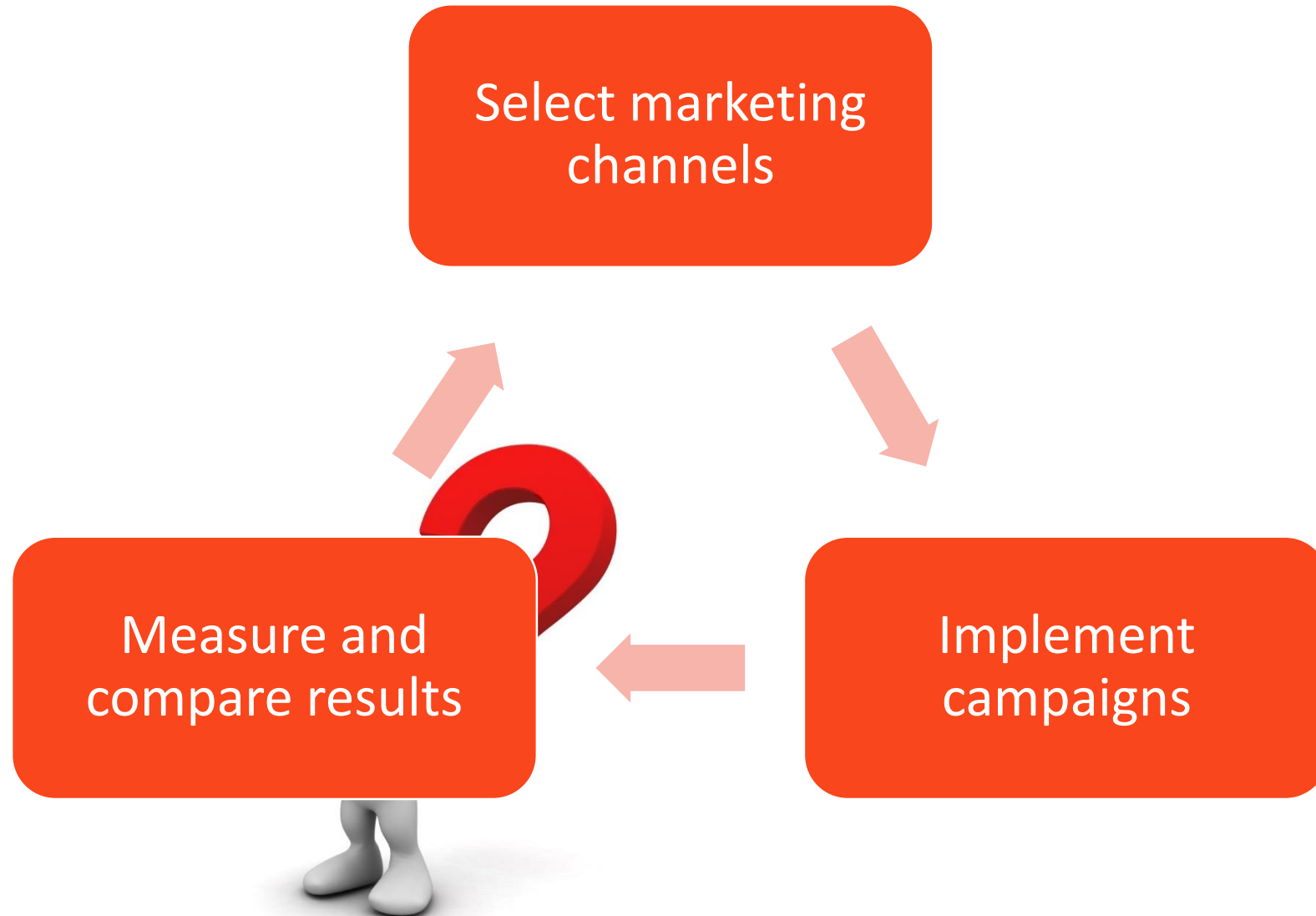
➤ Habit 5 – Seduce your visitors to act

➤ Habit 6 – Follow up!

➤ Habit 7 – Measure your Return on Investment



HABIT 7: MEASURE YOUR RETURN ON INVESTMENT



FIND THE DIFFERENCES



POLL

How often do you use Google Analytics yourself?

- Once a week or more
- Once a month or more
- Less than once a month



Google Analytics

POLL

How far can you track?

- Quality of traffic (bounce rate, avg session duration, etc)
- Goal completions (leads, online applications)
- Student bookings (student name linked to last-click channel)
- Full multi-channel (student name linked to multiple channels)



QUANTITY VS. QUALITY

The screenshot shows the Google Analytics Reporting interface. At the top, the navigation bar includes 'Home', 'Reporting' (highlighted with a red box and a '1' above it), 'Customization', and 'Admin'. The left sidebar contains a search bar and a menu with categories like 'Custom', 'Acquisition', 'All Traffic', 'AdWords', etc. The 'Source/Medium' category is highlighted with a red box and a '2' next to it. The main content area displays a table of traffic data. The 'Sessions' column header is also highlighted with a red box. The table lists 10 traffic sources, with the third row, 'reddit.com / referral', highlighted in green.

	Source / Medium ?	Sessions
		283,706 % of Total: 100.00% (283,706)
<input type="checkbox"/>	1. (direct) / (none)	128,321 (45.23%)
<input type="checkbox"/>	2. google / organic	46,865 (16.52%)
<input type="checkbox"/>	3. reddit.com / referral	45,856 (16.16%)
<input type="checkbox"/>	4. youtube.com / referral	9,086 (3.20%)
<input type="checkbox"/>	5. imgur.com / referral	5,891 (2.08%)
<input type="checkbox"/>	6. cnn.com / referral	4,462 (1.57%)
<input type="checkbox"/>	7. floating-lamps.com / referral	3,126 (1.10%)
<input type="checkbox"/>	8. thecreatorsproject.vice.com / referral	2,863 (1.01%)
<input type="checkbox"/>	9. dumpert.nl / referral	2,665 (0.94%)
<input type="checkbox"/>	10. m.youtube.com / referral	1,768 (0.62%)

QUANTITY VS. QUALITY

1

Google Analytics Home **Reporting** Customization Admin http://www.

Find reports & more

Source / Medium ?

Sessions ↓ % New Sessions New Users ? Bounce Rate ? Pages / Session ? Avg. Session Duration ?

2 Source/Medium

	Source / Medium ?	Sessions ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
		283,706 % of Total: 100.00% (283,706)	87.28% Avg for View: 87.17% (0.13%)	247,630 % of Total: 100.13% (247,316)	52.02% Avg for View: 52.02% (0.00%)	3.01 Avg for View: 3.01 (0.00%)	00:01:39 Avg for View: 00:01:39 (0.00%)
	1. (direct) / (none)	128,321 (45.23%)	86.18%	110,593 (44.66%)	44.62%	3.32	00:01:47
	2. google / organic	46,865 (16.52%)	75.96%	35,600 (14.38%)	43.60%	3.70	00:02:34
	3. reddit.com / referral	45,856 (16.16%)	99.22%	45,500 (18.37%)	95.95%	1.09	00:00:05
	4. youtube.com / referral	9,086 (3.20%)	89.34%	8,117 (3.28%)	23.89%	4.45	00:02:21
	5. imgur.com / referral	5,891 (2.08%)	94.30%	5,555 (2.24%)	42.08%	2.33	00:01:06
	6. cnn.com / referral	4,462 (1.57%)	93.75%	4,183 (1.69%)	42.78%	3.10	00:02:03
	7. floating-lamps.com / referral	3,126 (1.10%)	85.99%	2,688 (1.09%)	55.57%	2.57	00:01:31
	8. thecreatorsproject.vice.com / referral	2,863 (1.01%)	83.27%	2,384 (0.96%)	22.70%	4.91	00:03:25
	9. dumpert.nl / referral	2,665 (0.94%)	95.12%	2,535 (1.02%)	18.72%	4.12	00:01:34
	10. m.youtube.com / referral	1,768 (0.62%)	81.96%	1,449 (0.59%)	37.39%	3.19	00:01:40

CALL-TO-ACTION



Learn English in London

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

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

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

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

London Accommodation Special Offer

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

The banner features a background image of a group of people in a classroom setting. On the left, there is a book titled 'The Ultimate Guide to Learning English Abroad'. The main text asks 'Is this your FIRST time planning an English language course abroad?' and encourages users to get started with the guide. A prominent orange button with a white arrow icon is located at the bottom right, containing the text 'Download our FREE guide now'. The button is highlighted with a green border.

THANK YOU!

[EC Home](#)[EC Network](#) ▾[Blogs](#) ▾[Partners](#)study@ecenglish.com ✉[+356 23 790 555](#) ☎[EN](#) 🌐[School Locations](#)[English Courses](#)[The EC Experience](#)[Price List](#)[Contact us](#)[Get a quote](#)

Thank you! Now download our guide.

We really hope you enjoy our guide to learning English abroad.

Ready to talk?

If you want helpful, friendly advice about choosing your school, our student counsellors are just a phone call away. Call us or give us your phone number and **we'll call you back.**

[Let's talk!](#)[Download our Guide](#)

click on the download button above to get your free guide

Share this guide!



CREATING SEGMENTS

	Application Pages	4,545 (10.96%)	55.73%	2,533 (11.17%)	3.65%	14.33	00:16:22	6.51%	296 (10.80%)	£0.00 (0.00%)	
	All Sessions	73,357 (1.37%)	60.76%	44,573 (2.00%)	27.96%	6.04	00:06:40	1.89%	1,385 (0.29%)	£0.00 (0.00%)	
4.	baidu / organic										
	Application Pages	959 (2.23%)	39.52%	379 (1.07%)	2.50%	12.77	00:21:57	1.25%	12 (0.44%)	£0.00 (0.00%)	
	All Sessions	10,546 (0.20%)	39.17%	4,131 (0.10%)	30.31%	5.31	00:07:23	1.46%	154 (0.70%)	£0.00 (0.00%)	
5.	mastersportal.eu / referral										
	Application Pages	651 (1.51%)	74.50%	485 (2.14%)	0.00%	8.55	00:08:29	12.75%	83 (3.03%)	£0.00 (0.00%)	
	All Sessions	5,468 (0.10%)	58.23%	3,184 (0.14%)	50.86%	3.60	00:03:22	4.11%	225 (1.02%)	£0.00 (0.00%)	
6.	kic.org.uk / referral										
	Application Pages	391 (0.91%)	24.30%	95 (0.42%)	6.14%	17.10	00:13:10	9.21%	36 (1.31%)	£0.00 (0.00%)	
	All Sessions	12,901 (0.24%)	22.66%	2,923 (0.13%)	26.79%	7.39	00:08:58	2.02%	260 (1.18%)	£0.00 (0.00%)	
7.	bing / organic										
	Application Pages	355 (0.82%)	60.00%	213 (0.94%)	6.76%	12.24	00:12:57	10.14%	36 (1.31%)	£0.00 (0.00%)	
	All Sessions	83,382 (1.55%)	37.46%	31,234 (1.40%)	36.78%	3.87	00:04:03	0.65%	544 (2.47%)	£0.00 (0.00%)	
8.	yahoo / organic										
	Application Pages	284 (0.66%)	58.45%	166 (0.73%)	8.45%	15.63	00:13:38	12.68%	36 (1.31%)	£0.00 (0.00%)	
	All Sessions	49,189 (0.92%)	30.94%	15,221 (0.68%)	45.67%	3.41	00:02:38	0.58%	284 (1.29%)	£0.00 (0.00%)	
9.	facebook.com / referral										
	Application Pages	260 (0.60%)	36.54%	95 (0.42%)	0.00%	23.35	00:24:58	22.69%	59 (2.15%)	£0.00 (0.00%)	
	All Sessions	29,684 (0.55%)	22.45%	6,663 (0.30%)	48.48%	3.16	00:03:09	0.80%	237 (1.08%)	£0.00 (0.00%)	
10.	scholarship-positions.com / referral										
	Application Pages	237 (0.55%)	45.15%	107 (0.47%)	0.00%	12.78	00:14:31	5.06%	12 (0.44%)	£0.00 (0.00%)	
	All Sessions	3,764 (0.07%)	54.70%	2,059 (0.09%)	31.46%	5.22	00:05:54	3.13%	118 (0.54%)	£0.00 (0.00%)	
11.	findamasters.com / referral										
	Application Pages	225 (0.52%)	42.22%	95 (0.42%)	0.00%	10.94	00:11:11	10.67%	24 (0.88%)	£0.00 (0.00%)	
	All Sessions	5,421 (0.10%)	55.23%	2,994 (0.13%)	31.21%	4.90	00:04:08	2.62%	142 (0.65%)	£0.00 (0.00%)	

➤ Drop by at my stand with your GA and I can show you today how to do this yourself, it's EASY!

➤ Take-away: with segments you can look in the past, before you had any goals.

SETTING UP GOALS

The screenshot displays the Google Analytics Admin interface for 'Example University'. The top navigation bar includes 'HOME', 'REPORTING', 'CUSTOMISATION', and 'ADMIN'. The 'ADMIN' tab is highlighted with a red box and a red number '1'. Below the navigation bar, the 'Administration' section for 'Example University' is shown. The interface is divided into three columns: ACCOUNT, PROPERTY, and VIEW. The 'ACCOUNT' column lists 'Example University' and options like 'Account Settings', 'User Management', 'All Filters', 'Change History', and 'Rubbish Bin'. The 'PROPERTY' column lists 'Example University' and options like 'Property Settings', 'User Management', and 'Tracking Info'. The 'VIEW' column lists 'All Web Site Data' and options like 'View Settings', 'User Management', 'Goals', 'Content Grouping', 'Filters', and 'Channel Settings'. The 'Goals' option in the VIEW column is highlighted with a red box and a red number '2'. The top right corner features a notification bell with '3', a grid icon, a vertical ellipsis, and a user profile icon.

Example University
All Web Site Data

HOME REPORTING CUSTOMISATION **ADMIN**

Administration
Example University

ACCOUNT
Example University

- Account Settings
- User Management
- All Filters
- Change History
- Rubbish Bin

PROPERTY
Example University

- Property Settings
- User Management
- Tracking Info

PRODUCT LINKING

- AdWords Linking
- AdSense Linking

VIEW
All Web Site Data

- View Settings
- User Management
- Goals**
- Content Grouping
- Filters
- Channel Settings

SETTING UP GOALS

Example University
All Web Site Data

HOME REPORTING CUSTOMISATION **ADMIN**

Administration > View Goals

Example University / Example University / All Web Site Data

VIEW
All Web Site Data

- View Settings
- User Management
- Goals**
- Content Grouping
- Filters
- Channel Settings

+ NEW GOAL Import from Gallery Search

<input type="checkbox"/>	Goal	ID	Past 7 day conversions	Recording
There is no data for this view.				

20 goals left

SETTING UP GOALS

Example University
All Web Site Data

HOME REPORTING CUSTOMISATION ADMIN

VIEW
All Web Site Data

- View Settings
- User Management
- Goals**
- Content Grouping
- Filters
- Channel Settings
- E-commerce Settings
- Calculated Metrics BETA
- PERSONAL TOOLS & ASSETS
- Segments
- Annotations
- Attribution Models

1 Goal set-up

Template

Select a template to start with a pre-filled configuration

REVENUE

- Make a payment Completed online payment
- Register online Signed up for a class or scheduled an appointment
- Schedule visit Made an appointment or reservation
- Donate Completed online donation

ACQUISITION

- Create an account Successful sign up, account or view created

ENQUIRY

- Submission Uploaded or finished online application, exam or form
- View schedule Viewed calendar or deadlines

ENGAGEMENT

- Media play Played interactive media, like a video, slideshow or product demo
- Share / social connect Shared to a social network or emailed
- Newsletter sign up Signed up for newsletter or mailings

Smart Goal Smart Goal not available.
Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your AdWords bidding. [Learn more](#)

1 Custom

2

2 Goal description

3 Goal details

SETTING UP GOALS

Example University
All Web Site Data

HOME REPORTING CUSTOMISATION **ADMIN**

Administration > View Goals

Example University / Example University / All Web Site Data

VIEW
All Web Site Data

- View Settings
- User Management
- Goals**
- Content Grouping
- Filters
- Channel Settings
- E-commerce Settings
- Calculated Metrics BETA

PERSONAL TOOLS & ASSETS
Segments

✓ Goal set-up Edit
Custom

2 Goal description
Name
How to Apply page traffic

Goal slot ID
Goal ID 1 / Goal Set 1

3 **Type**

- Destination** e.g. thanks.html
- Duration e.g. 5 minutes or more
- Pages/Screens per session e.g. 3 pages
- Event e.g. played a video
- Smart Goal Smart Goal not available.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your AdWords bidding. [Learn more](#)

Continue **Cancel**

SETTING UP GOALS

The screenshot shows the 'Goal set-up' page in Google Analytics. The breadcrumb trail is 'Administration > View Goals > Example University / Example University / All Web Site Data'. The left sidebar contains navigation options: VIEW (All Web Site Data), View Settings, User Management, Goals (highlighted), Content Grouping, Filters, Channel Settings, E-commerce Settings, and Calculated Metrics BETA. The main content area shows the goal configuration steps: 1. Goal set-up (Custom), 2. Goal description (Name: How to Apply page traffic, Goal type: Destination), 3. Goal details (Destination). The 'Destination' section is expanded, showing a dropdown menu with 'Equal to' selected. The text input field contains '/thankyou.html'. A red box highlights the 'Equal to' option in the dropdown, and another red box highlights the text input field. A red arrow points to the text input field with the annotation '5 - Type the link that you would like to track'. Below the dropdown, there is a 'Funnel' section with a toggle set to 'OFF'. At the bottom, there is a 'Verify this Goal' button and a 'Save' button. A red box highlights the 'Save' button, and a red arrow points to it with the annotation '7'. Another red arrow points to the 'Verify this Goal' button with the annotation '6 - Verify your goal: if the result is %0 then it is not working - try to see what is wrong'.

Example University
All Web Site Data

HOME REPORTING CUSTOMISATION ADMIN

Administration > View Goals

Example University / Example University / All Web Site Data

VIEW
All Web Site Data

View Settings
User Management
Goals
Content Grouping
Filters
Channel Settings
E-commerce Settings
Calculated Metrics BETA

PERSONAL TOOLS & ASSETS
Segments

Goal set-up Edit
Custom

Goal description Edit
Name: How to Apply page traffic
Goal type: Destination

3 Goal details
Destination

4 Equal to /thankyou.html Case sensitive
Equal to
Begins with
Regular expression

5 - Type the link that you would like to track

Funnel optional
OFF
Specify a path that you expect traffic to take towards the destination. Use it to analyse the entrance and exit points that impact your Goal.

6 - Verify your goal: if the result is %0 then it is not working - try to see what is wrong

Verify this Goal See how often this Goal would have converted based on your data from the past 7 days.

7 Save Cancel

SETTING UP GOALS

Example University
All Web Site Data

HOME REPORTING CUSTOMISATION **ADMIN**

Administration > View Goals

Example University / Example University / All Web Site Data

VIEW
All Web Site Data

- View Settings
- User Management
- Goals**
- Content Grouping
- Filters
- Channel Settings

+ NEW GOAL | Import from Gallery | Search

<input type="checkbox"/>	Goal	ID	Past 7 day conversions	Recording
<input type="checkbox"/>	How to Apply page traffic	Goal ID 1 / Goal Set 1	0	<input checked="" type="checkbox"/>

Done 😊

19 goals left

› **EVENTS** →

- › Brochure download
- › Contact via email
- › Contact via phone

CONVERSION RATE PER CHANNEL

Source / Medium	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	UKPASS Link (Goal 5 Conversion Rate)	UKPASS Link (Goal 5 Completions)
	5,131,959 % of Total: 100.00% (5,131,959)	41.41% Avg for View: 41.41% (0.00%)	2,125,227 % of Total: 100.00% (2,125,227)	45.76% Avg for View: 45.76% (0.00%)	3.26 Avg for View: 3.26 (0.00%)	00:03:58 Avg for View: 00:03:58 (0.00%)	0.40% Avg for View: 0.40% (0.00%)	20,774 % of Total: 100.00% (20,774)
1. google / organic	2,896,334 (56.44%)	36.23%	1,049,270 (49.37%)	45.66%	3.40	00:03:19	0.47%	13,536 (65.16%)
2. (direct) / (none)	1,475,775 (28.76%)	53.02%	782,523 (38.82%)	46.10%	2.72	00:05:10	0.16%	2,332 (11.23%)
3. bing / organic	81,895 (1.60%)	37.07%	30,361 (1.43%)	38.77%	3.74	00:03:47	0.52%	425 (2.05%)
4. scholars4dev.com / referral	65,972 (1.29%)	61.62%	40,650 (1.91%)	28.46%	5.95	00:06:27	1.87%	1,236 (5.95%)
5. [redacted]	59,372 (1.16%)	0.28%	165 (0.01%)	34.84%	3.86	00:04:50	0.04%	26 (0.13%)
6. yahoo / organic	49,969 (0.97%)	30.35%	15,167 (0.71%)	41.01%	3.48	00:02:54	0.47%	233 (1.12%)
7. [redacted]	34,175 (0.67%)	0.10%	35 (0.00%)	53.06%	2.83	00:07:06	0.02%	8 (0.04%)
8. facebook.com / referral	27,778 (0.54%)	22.36%	6,212 (0.29%)	49.02%	2.95	00:03:07	0.30%	83 (0.40%)
9. t.co / referral	22,348 (0.44%)	20.55%	4,592 (0.22%)	56.32%	3.14	00:04:55	0.06%	13 (0.06%)
10. search.ucas.com / referral	16,805 (0.33%)	45.53%	7,652 (0.36%)	45.63%	4.31	00:03:06	0.01%	2 (0.01%)
11. l.facebook.com / referral	16,184 (0.32%)	28.28%	4,577 (0.22%)	51.90%	3.21	00:04:32	0.71%	115 (0.55%)
12. m.facebook.com / referral	14,576 (0.28%)	77.55%	11,303 (0.53%)	77.40%	1.87	00:00:59	0.05%	7 (0.03%)
13. indeed.co.uk / referral	12,705 (0.25%)	73.75%	9,370 (0.44%)	76.92%	1.59	00:01:27	0.00%	0 (0.00%)
14. jobs.ac.uk / referral	12,574 (0.25%)	49.94%	6,280 (0.30%)	60.51%	2.76	00:02:15	0.50%	63 (0.30%)
15. baidu / organic	12,237 (0.24%)	34.21%	4,186 (0.20%)	27.77%	5.14	00:07:40	1.82%	223 (1.07%)
16. kic.org.uk / referral	12,095 (0.24%)	21.02%	2,542 (0.12%)	26.98%	6.88	00:06:52	1.19%	144 (0.69%)
17. Google-Display / CPC	10,110 (0.20%)	57.63%	5,826 (0.27%)	78.91%	1.63	00:01:09	0.02%	2 (0.01%)
18. Google / CPC	7,182 (0.14%)	67.68%	4,861 (0.23%)	39.04%	4.54	00:03:15	0.60%	43 (0.21%)
19. facebook / cpc	6,938 (0.14%)	89.59%	6,216 (0.29%)	80.50%	1.79	00:00:41	0.01%	1 (0.00%)
20. [redacted]	6,449 (0.13%)	0.28%	18 (0.00%)	58.60%	2.67	00:08:28	0.08%	5 (0.02%)
21. [redacted]	6,407 (0.12%)	63.18%	4,048 (0.19%)	69.00%	1.86	00:01:12	0.03%	2 (0.01%)
22. [redacted]	6,101 (0.12%)	0.13%	8 (0.00%)	56.99%	2.61	00:08:21	0.02%	1 (0.00%)
23. findamasters.com / referral	5,726 (0.11%)	53.11%	3,041 (0.14%)	31.85%	5.13	00:04:08	3.13%	179 (0.86%)
24. mastersportal.eu / referral	5,662 (0.11%)	56.38%	3,192 (0.15%)	50.11%	4.03	00:03:44	4.96%	281 (1.35%)
25. en.wikipedia.org / referral	5,078 (0.10%)	63.69%	3,234 (0.15%)	34.78%	5.80	00:04:11	0.63%	32 (0.15%)
26. lm.facebook.com / referral	4,780 (0.09%)	55.31%	2,644 (0.12%)	67.59%	2.23	00:01:55	0.08%	4 (0.02%)

CAMPAIGNS

Google Analytics

Home **1** Reporting Customization Admin http://www.

Find reports & more

- Custom
- Benchmarking
- Users Flow
- Acquisition
- Overview
- All Traffic
 - Channels
 - Treemaps
 - Source/Medium
 - Referrals
- AdWords
- Search Engine Optimization
- Social
 - 2** Campaigns

Source / Medium ?	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	283,706 % of Total: 100.00% (283,706)	87.28% Avg for View: 87.17% (0.13%)	247,630 % of Total: 100.13% (247,316)	52.02% Avg for View: 52.02% (0.00%)	3.01 Avg for View: 3.01 (0.00%)	00:01:39 Avg for View: 00:01:39 (0.00%)
1. (direct) / (none)	128,321 (45.23%)	86.18%	110,593 (44.66%)	44.62%	3.32	00:01:47
2. google / organic	46,865 (16.52%)	75.96%	35,600 (14.38%)	43.60%	3.70	00:02:34
3. reddit.com / referral	45,856 (16.16%)	99.22%	45,500 (18.37%)	95.95%	1.09	00:00:05
4. youtube.com / referral	9,086 (3.20%)	89.34%	8,117 (3.28%)	23.89%	4.45	00:02:21
5. imgur.com / referral	5,891 (2.08%)	94.30%	5,555 (2.24%)	42.08%	2.33	00:01:06
6. cnn.com / referral	4,462 (1.57%)	93.75%	4,183 (1.69%)	42.78%	3.10	00:02:03
7. floating-lamps.com / referral	3,126 (1.10%)	85.99%	2,688 (1.09%)	55.57%	2.57	00:01:31
8. thecreatorsproject.vice.com / referral	2,863 (1.01%)	83.27%	2,384 (0.96%)	22.70%	4.91	00:03:25
9. dumpert.nl / referral	2,665 (0.94%)	95.12%	2,535 (1.02%)	18.72%	4.12	00:01:34
10. m.youtube.com / referral	1,768 (0.62%)	81.96%	1,449 (0.59%)	37.39%	3.19	00:01:40

CAMPAIGN URL BUILDER

Campaign URL Builder

This tool allows you to easily add campaign parameters to URLs so you can track **Custom Campaigns** in Google Analytics.

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

* Website URL

The full website URL (e.g. `https://www.example.com`)

* Campaign Source

The referrer: (e.g. `google`, `newsletter`)

Campaign Medium

Marketing medium: (e.g. `cpc`, `banner`, `email`)

Campaign Name

Product, promo code, or slogan (e.g. `spring_sale`)

Campaign Term

Identify the paid keywords


Campaign Content

Use to differentiate ads

Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign

Set the campaign parameters in the fragment portion of the URL (not recommended).

 Copy URL

 Convert URL to Short Link

<https://ga-dev-tools.appspot.com/campaign-url-builder/>

SPORTSNATION

SUN SPORTS
HEAT

HOUSTON

62

MIAMI

77

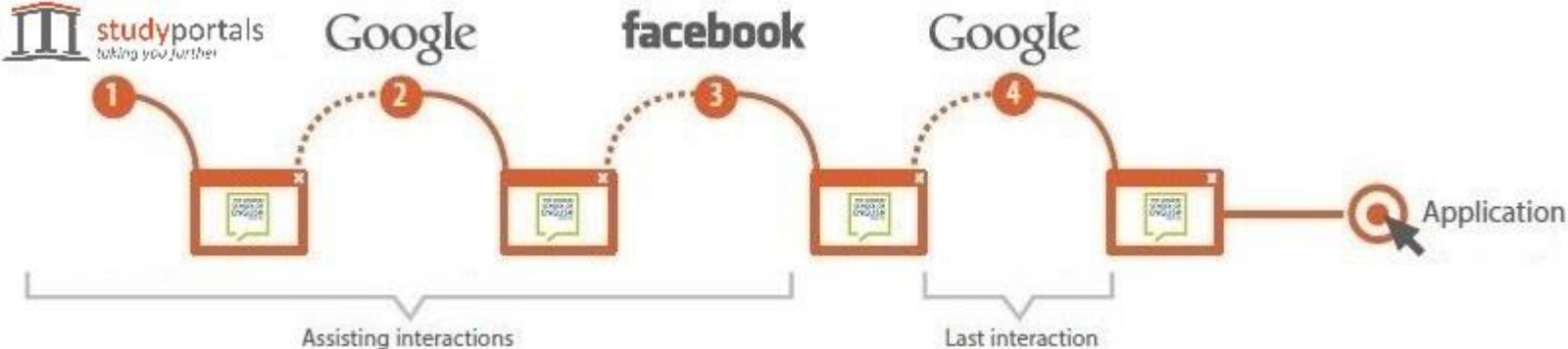
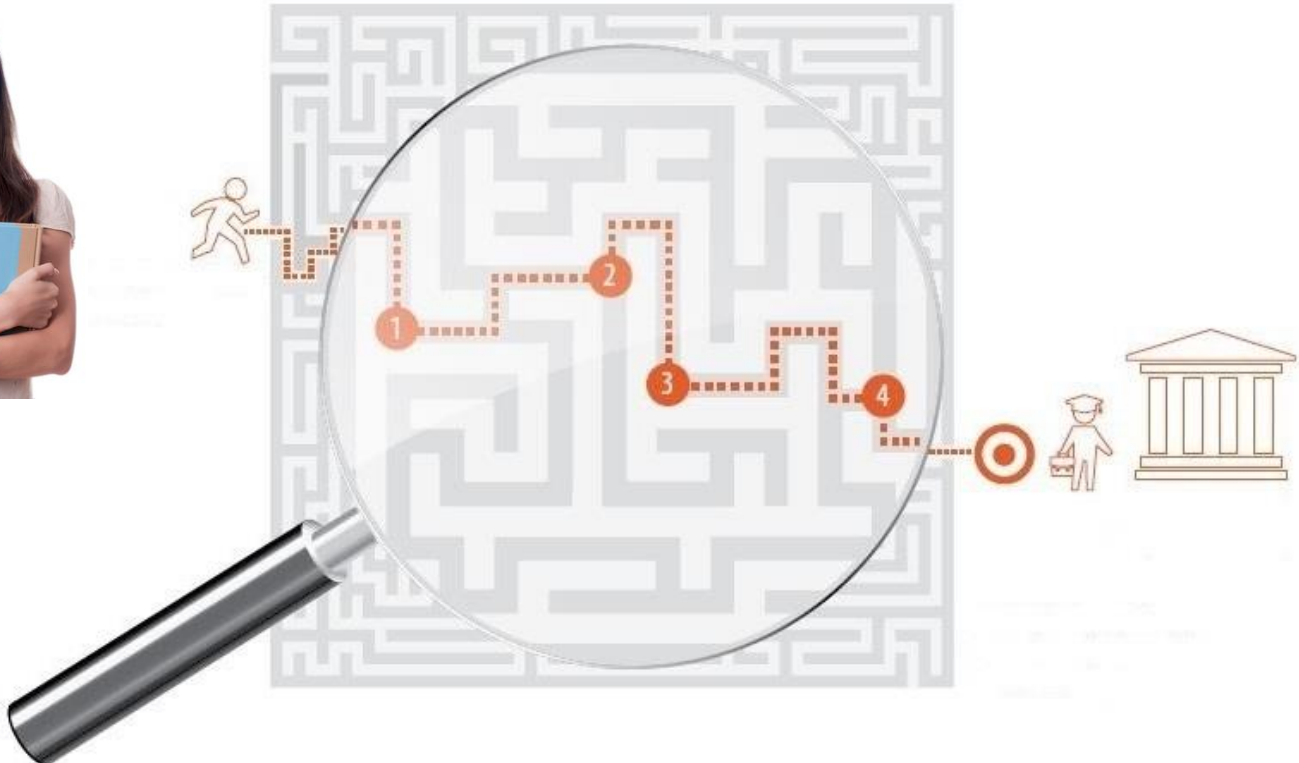
3RD

7:11

:20

American Airlines

STUDENTS USE MULTIPLE CHANNELS



JUST ONLINE APPLICATION FORM WILL INCREASE BIAS

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

Step 4: Accommodation

*School Accommodation Yes No

Step 5: Transfers

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


Transfer on Arrival Yes No

Transfer on Departure Yes No

Step 6: Payment

*Payment 250€ Deposit Full Payment

*Method of Payment

 Secure 256-bit encryption provided by PAIR SSL

Cardholder Name

Credit Card #  

Exp. Date (mm/yyyy) /

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

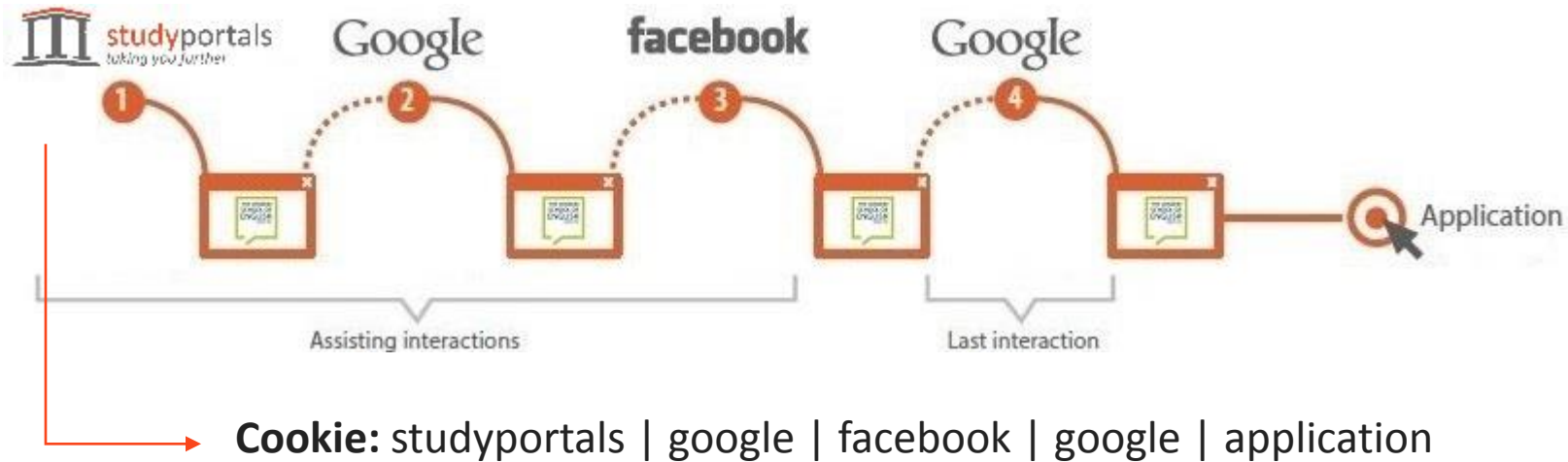
Enroll in

COOKIE TRACKING

Wait, I remember that person.
He was here before! —



COOKIE TRACKING



Form Submission Details				Form Fields on Your Page							
	Date/Time Submitted	IP Address	Variant	First name	Last name	Email	Country of residence	Nationality	Phone number	Age	Source
9	16 days ago	80.113.202.148	a	Meltem	test	test@gmail.com	Albania	Albania			(direct) MastersPortal (direct) MastersPortal (direct)
8	16 days ago	80.113.202.148	a	Max	Källér	max@studyportals.com	Netherlands	Netherlands	+31629541348	25	(direct) MastersPortal (direct)
7	16 days ago	80.113.202.148	a	thijs	test	tthoisythijs@gmail.uk	Bahrain	Azerbaijan			(direct) MastersPortal
6	16 days ago	80.113.202.148	a	Meltem	Oktay	testlast@test.com	Turkey	Turkey		26	(direct) MastersPortal (direct)
5	16 days ago	80.113.202.148	a	THijs	Test	thoisythijs@gmail.com	Netherlands	Namibia		25	(direct) MastersPortal
4	17 days ago	80.113.202.148	a	Meltem	Oktay	test@test.com					(direct) MastersPortal

LANDING PAGES

Bachelor Agricultural and Environmental Management

Overview

Business Academy Aarhus offers a Bachelor's top-up programme in Agricultural and Environmental Management that is the ideal programme if you want to improve your agricultural and environmental competencies and acquire skills that enable you to analyse, organise and develop your field of expertise. The main focus of the programme is the combination of theory and practice within the different subjects, and you will experience a scientific level that is higher than the level you know from, for example, the AP degree.

The programme consists of three semesters of twenty weeks each. The first two semesters consist of various mandatory business subjects and subjects related to your chosen study line (see below). The mandatory subjects will give you basic knowledge about management, strategy, communication and sales. The third semester consists of an internship followed by a bachelor thesis.

The programme is divided into two study lines:

- Environmental and Nature Management
- Agricultural Management

As a Bachelor in Agricultural and Environmental Management you will acquire a deeper basic knowledge and specific qualifications, which are related to the profession and your future job.

The programme is taught in English.

Request FREE Information

Get more info

Program details

Duration: 3 semesters
Starting Semester: August 2017
Tuition fee: €17,000 (non-EU)
no fee (EU/EEA)
Location: Aarhus / Denmark



Download a brochure, ask a question or request more information.

Key Facts



Truly International

Roughly 20% of our student population are international students, representing over 60 countries. In fact, we are the university in Aarhus with the highest percentage of international students in the student body.

Denmark's student city

If you want to experience a big city with a stunning town like then come to Aarhus. With a thriving art, culture and food scene, Aarhus also boasts beautiful sandy beaches and ancient woods. All this, within cycling distance from our main campus.

Practical orientation

Like to get your hands dirty? Good, because we only offer hands-on programmes. Each programme has a compulsory internship which ranges from 3-6 months. With this real life experience, you can test, drive your career plan, develop skills and gain confidence.



JAN REZEK
FROM CZECH REPUBLIC

"Studying here has taught me how to interact with students from all over the world with different backgrounds, cultures and languages - something that I find really useful in real life. I can highly recommend the school, as the classes and teaching prepares students for real life work-related situations."

Find out more

Download a brochure, ask a question or request more information.

Download brochure

Request FREE Information

First Name *

Last Name *

Email *

Country of Residence *

Select a Country ▼

Nationality *

Select a Country ▼

Question (optional)

Submit

By submitting my information, I consent to be contacted via telephone (including cell phone, if provided), e-mail, and text message.

Thank You!

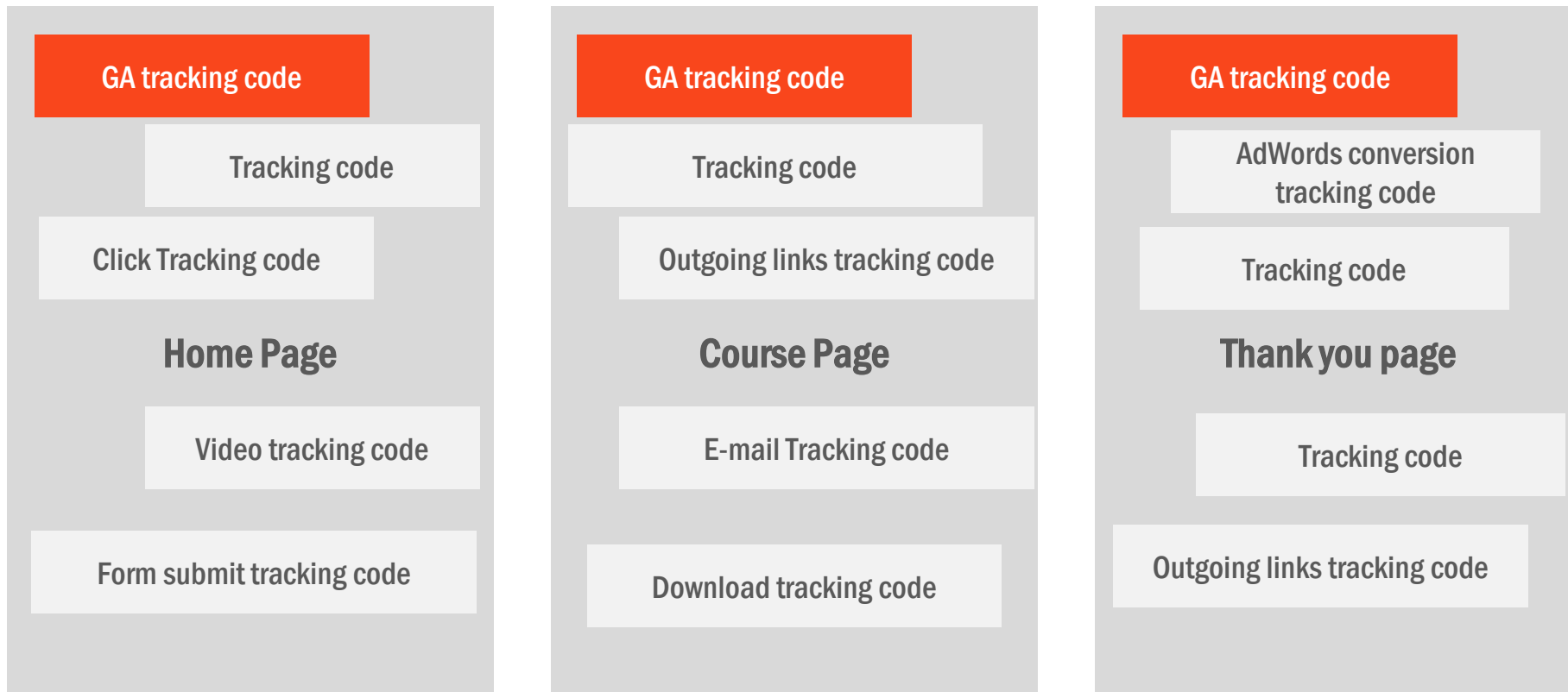
Your form has been submitted.

We will be contacting you within 2 weeks.

Download brochure

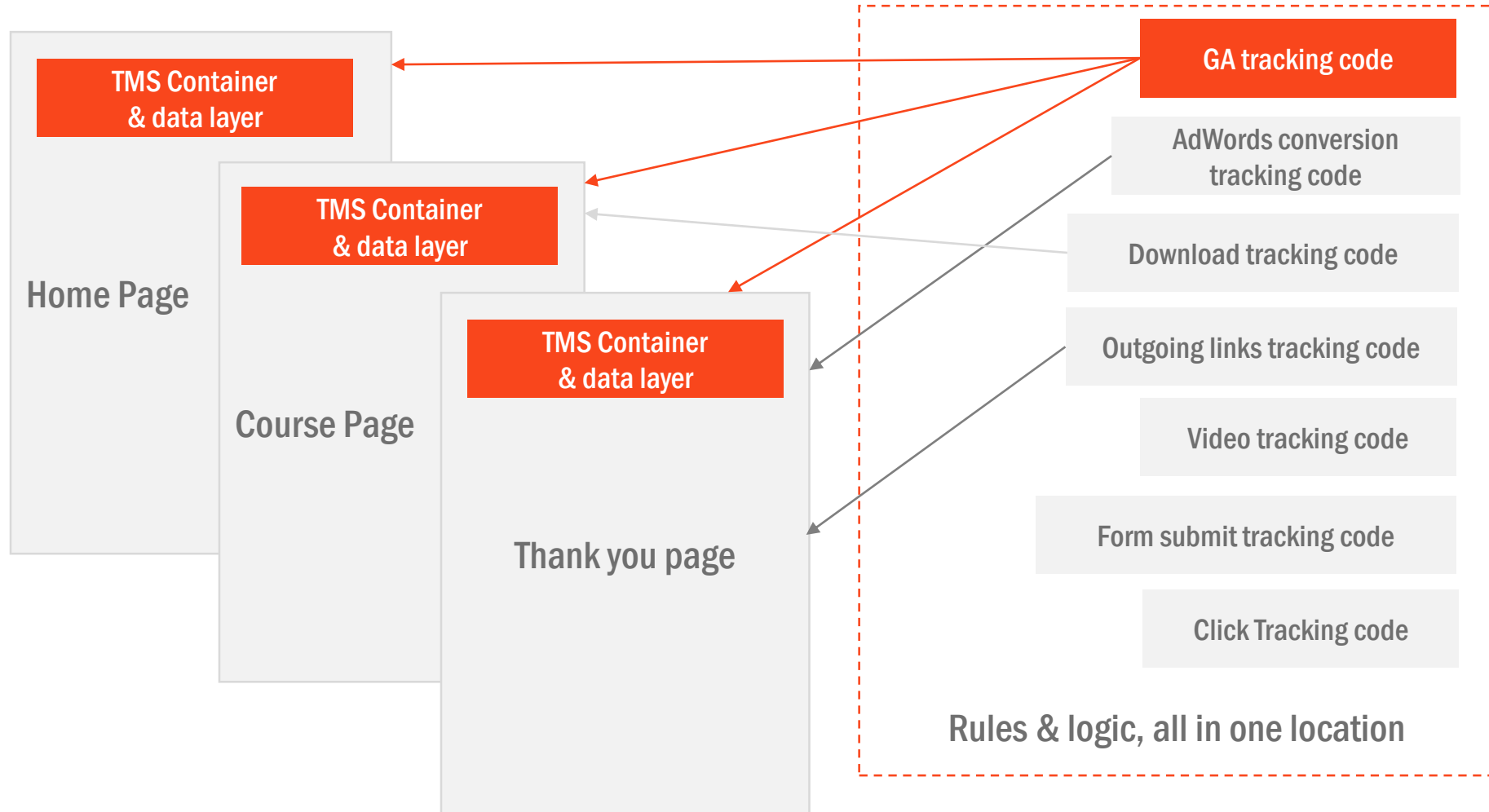
GOOGLE TAG MANAGER

➤ How does it work? - The old way

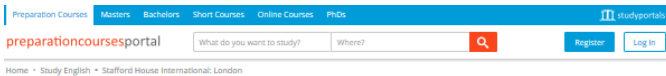


GOOGLE TAG MANAGER

➤ How does it work? – Tag Management System (TMS) way



PIXEL TRACKING



Home > Study English > Stafford House International: London

Stafford House International: London



Stafford House School of English was founded in 1952. With over 60 years' experience and success behind them, it remained focused on maintaining the highest standards and on the development of each student's full potential. For more information check the school website.

London is a truly global city. Home to an infinite variety of attractions, shops and restaurants. The school is situated in the heart of the city 2 Southamption Place is right next to Islington tube station and 9 minute walk away from Southamption Place and just a minute from the British Museum.

Teaching Method

Here are some of teaching proven methods that guarantee our students' success in learning English:

- class participation
- creative thinking
- regular personal tutorials
- testing

Services & Facilities

- accommodation booking
- airport transfers
- visa renewal
- health facilities and care
- confidential welfare counsellor
- emergency assistance 24 hours every day
- Safe, supportive environment

Social life

A dedicated team of activity organisers will help you get the most out of your spare time in the UK, including:

- excursions to London

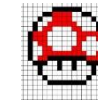


London doesn't need introductions - it is one of the world's greatest



› Tracking pixel on online marketing page/ad

› Conversion pixel on thank you/last page



Book your course with Stafford House School of English. It should take no more than a few minutes.

APPLICATION COMPLETE

✓ Thank you for your application. An email confirmation has been sent to you. A member of our team will be in contact with you within 48 hours (Mon - Fri).

Visit our Facebook Pages for regular updates on what is going on in our Schools:

f STAFFORDHOUSELONDON

f STAFFORDHOUSEBRIGHTON

f STAFFORDHOUSECANTERBURY

T: +44 (0) 1223 447707

E: admissions@staffordhouse.com

Skype: stafford.house.admissions

THE 7 HABITS OF HIGHLY EFFECTIVE PERSUASIVE WEBSITES



➤ Habit 1 – Consistent message

➤ Habit 2 – Attract high-quality visitors

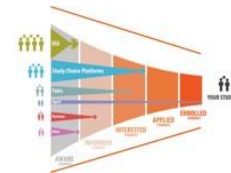
➤ Habit 3 – Use multiple channels

➤ Habit 4 – MobileFriendly website

➤ Habit 5 – Seduce your visitors to act

➤ Habit 6 – Follow up!

➤ Habit 7 – Measure your Return on Investment



Rob.jansen@studyportals.com



THANK YOU!