

Improving Our Web Presence

Website content is the most influential source of information for future students. While having an attractive website design can enhance positive perceptions of your programs, an attractive website alone doesn't guarantee students will come to your site. And if they cannot find what they are looking for once they get to your site, it doesn't guarantee that they will move through the enrollment funnel.

It is estimated that **93 percent of online experiences begin with a search engine.** 70 percent of links search users click on are organic (unpaid), and only 15 percent of users will move beyond the first page of search results to find information. These are powerful reasons to focus first on making sure your content is allowing your website to be found via search.

(Source: <https://www.imforza.com/blog/8-seo-stats-that-are-hard-to-ignore/>)

Drive more traffic to your website

Improving your search engine (Google) results is all about the words. But not all words are created equally. Utilize the strategies below to increase the likelihood of a student finding your website through organic search.

1. Take a look at your page URLs (folders and filenames that make up your web address)
 - a. Use dash-separated words without spaces
 - b. Make sure the words are meaningful and descriptive of what is on the page
 - c. Don't be redundant in your URL structure
 - d. Examples
 - i. Bad example: k-state.edu/dept/stu/stu_current/pgmoptions
 - ii. Good example: k-state.edu/admissions/academics/health-professions
2. Take a look at your page titles (the title that appears in the browser tab)
 - a. Accurately describe the page's content
 - b. Create a unique title for each page
 - c. Be brief, but descriptive and deliberate, aiming for less than 60 characters
 - d. Examples
 - i. Bad example:
 1. Majors and programs | Academics | Kansas State University
 - ii. Good example:
 1. Undergraduate majors and graduate programs at K-State
 - e. Resource: <http://moz.com/learn/seo/title-tag>
3. Use correct html headings in each page, such as H1, H2, H3 and H4
 - a. Headings are ranked by search engines
 - b. Headings define the page outline and style the content
 - c. Use these section divisions instead of self-styling with bolding
 - d. You can select headings from the dropdowns in the CMS editor
4. Use meaningful link text
 - a. Link text should be the title or phrase of the content you're linking to
 - b. "Click here" and written out web addresses do not index well in search engines and have a negative impact on scanning content

5. Use ALT text appropriately, the text associated with an image
 - a. This text is indexed by search engines and read by screen readers
 - b. Avoid utilizing images to convey significant portions of your content; the only part of the image that crawlers will read is the alt text.
 - c. Do you have facts or brags buried in images? Pull those into body text!
 - d. Alt tag resource: <http://moz.com/learn/seo/alt-text>

Writing for the web

Is your page content formatted into digestible “chunks”, i.e. do you have descriptive subheads throughout your page and bullet points to make content easily scannable? Or do you have paragraphs of text that can be rewritten to be more user friendly? Use these tips to create pages that are easy to read and quickly digestible for both students and search engines:

- a. Edit for short sentences with bulleted lists
- b. Use headings to break up the content and identify subject areas
- c. Identify keywords for your content area and rewrite content to use them in a natural or conversational way, but don't overpack or “stuff” them
 - i. Google Keyword Planner: (<https://ads.google.com/home/tools/keyword-planner/>)
 - ii. Moz Keyword Explorer: (<https://moz.com/mozpro/lander/keyword-research>)
 - iii. Keyword tool: (<https://keywordtool.io/>)
- e. Resources:
 - i. <https://www.nngroup.com/topic/writing-web/>
 - ii. <https://moz.com/blog/write-for-seo-2018>

Support driving prospects through the enrollment funnel

Do you have appropriate back-linking to central recruitment functions, i.e. request info, visit, and apply on pages that future students will use in their discovery process?

- a. We recommend these links for major or program pages.
 - i. Undergraduate programs:
 1. Request info: <https://www.k-state.edu/admissions/request/>
 2. Visit: <http://www.k-state.edu/admissions/visit/>
 3. Apply: <http://www.k-state.edu/admissions/apply/>
 - ii. Graduate programs:
 4. Request info: <https://www.applyweb.com/fixie/form/s/T6O14z4>
 5. Visit: <http://www.k-state.edu/grad/admissions/campustours.html>
 6. Apply: <http://www.k-state.edu/grad/admissions/application-process/index.html>
- b. Request sidebar buttons from your DCM client manager.

Where do I go if I have questions about any of this?

Email webservices@k-state.edu

Contact your client manager: <https://www.k-state.edu/marketing/client-managers/>

Example before: <http://www.k-state.edu/webservices/tips/example-before.html>

KANSAS STATE UNIVERSITY

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K-State home » DCM » Web Services » Accounting

Web Services

Web Services home

Web Editor meetings

Web Publishing (CMS)

Event calendar publishing

Accessibility

Staff

Division of Communications and Marketing

Accounting

Accounting is more exciting to learn than you think. Accountants are no longer stereotypical number crunchers. Your future accounting career can take you from large firms and world-class clients, to helping government agencies uncover fraud and other crimes as a forensic accountant.

Kansas State University will prepare you for a great and rewarding career. Our accounting program has full accreditation from the Association to Advance Collegiate Schools of Business (AACSB), the main accrediting agency in the world. Accounting majors are some of the best students in the College of Business Administration; they consistently have the highest GPA and ACT scores.

Accounting students gain insights to their future career by completing internships during the school year and summer. Our Accounting Department places more than 70 students each year with accounting internships. More than 90 percent of accounting graduates find jobs after graduation and many of them have job offers before they even complete their coursework.

What's more, the accounting department has designated more than \$111,000 per year in scholarship money just for accounting students.

Want to learn more?

Check out the [Accounting curriculum guide \(PDF\)](#) or visit the [Accounting Department webpage](#).

For more information about majoring in accounting and the College of Business Administration, please contact:

Risa Langelo
Recruitment Coordinator
(785) 532-6180
cbarecruiting@ksu.edu

If you are a current student at Kansas State University interested in switching to a major in the College of Business Administration, please contact

Risa Langelo

Recruitment Coordinator
(785) 532-6180
cbarecruiting@ksu.edu

Web Services

Kansas State University
128 Dole Hall
Manhattan, KS 66506

785-532-2535
785-532-7355 fax
webservices@k-state.edu

Example after <http://www.k-state.edu/webservices/tips/example-after.html>

KANSAS STATE UNIVERSITY

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K-State home » DCM » Web Services » Accounting

Web Services

Web Services home

Web Editor meetings

Web Publishing (CMS)

Event calendar publishing

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Accounting degree

Accounting is more exciting to learn than you think. Accountants are no longer stereotypical number crunchers. Your future accounting career can take you from large firms and world-class clients, to helping government agencies uncover fraud and other crimes as a forensic accountant.

Curriculum

Learn more about the accounting courses and curriculum requirements that make up your accounting degree.

- Learn more from the [Majors and Programs Guide \(PDF\)](#)
- Learn about career opportunities
- View the [four-year plan and detailed requirements \(PDF\)](#)

Internships

Accounting students gain insights to their future career by completing internships during the school year and summer. Our Accounting Department places more

Request info

Apply today

Visit

Scholarships

Contact

Risa Langelo
Recruitment Coordinator
785-532-6180
business@ksu.edu

Changing majors?

If you are a current student