



Supercharge Your Website without a Pricey Redesign



PRESENTED BY

Jarrett Smith, SVP Strategy, Echo Delta

Goals for Today's Mini Masterclass

01

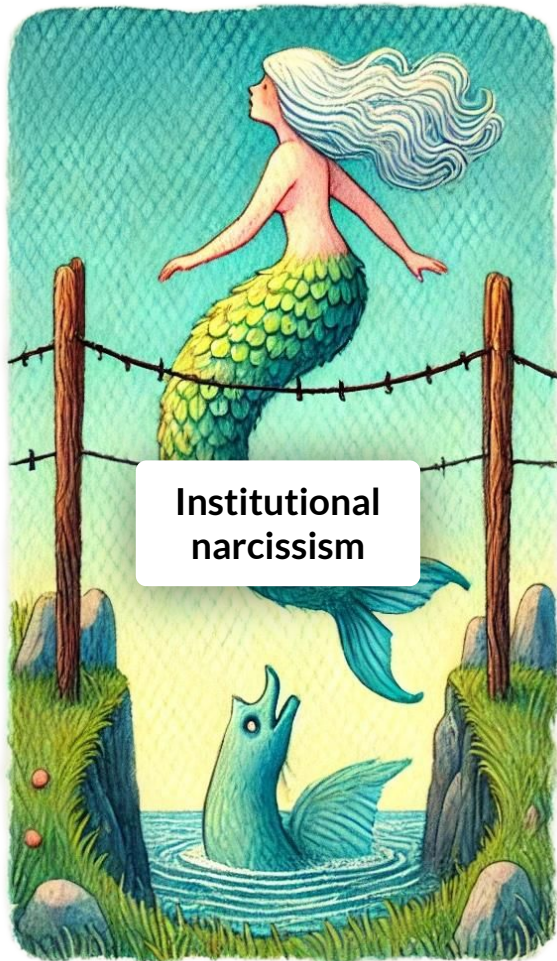
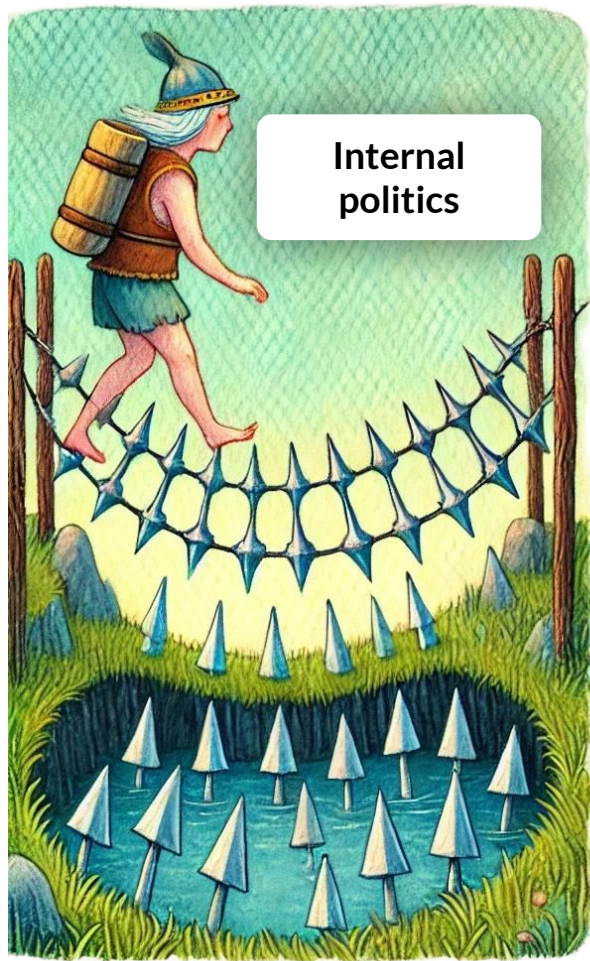
Recognize **institution-centric** vs. **student-centric** decisions on your .edu

02

Spot subtle **friction points** that frustrate prospective students

03

Practical ways to apply student-centric thinking to **three critical areas**



Is your .edu an accidental narcissist?

- Organizing content based on **org structure**
- **Higher ed jargon** and unnecessarily complex language
- **Walls of text** outlining mission statements, institutional history, and greetings from leaders
- Points of distinction with **no explanation** of how those things benefit students.
- A **dogmatic focus** on being thorough and accurate with little regard for what users will understand and use

Let's Make Our .EDUs Student-Centric

Student-Centric Websites

Prioritize Students' Needs

- How much will it cost?
- Do you have my program?
- How do I apply?
- Will I fit in here?

Demystify Higher Education

- Craft content to that meets students where they are
- Use straightforward language
- Be human and approachable

Usability and Accessibility Best Practices

- Avoiding usability “gotchas”
- WCAG

Three Areas to Improve First

The Program Discovery Experience

01

48%

of prospective students couldn't find their desired program, *even though the university offered it.*

- Nielsen Norman Group

Forcing students to select a degree level



Academics

About Academics

Academic Departments

Baccalaureate Degrees

Applied Technology Diplomas

AA Advising Tracks

AS Degrees

Certificates

Dual Enrollment

Continuing Education

Corporate Professional Development

Documents & Forms

Academic Programs

offers a wide variety of academic programs to the College's service area. The focus of each program is to assist each student or her educational or career goals.

Read on to learn more about our:

- [Baccalaureate Degrees \(BAS and BSN\)](#)
- [Advanced Technical Certificates \(ATC\)](#)
- [Associate in Arts \(AA\)](#)
- [Associate in Science \(AS\)](#)
- [College Credit Certificates \(CCC\)](#)
- [Applied Technology Diplomas \(ATD\)](#)
- [Vocational Certificates \(Clock Hour\) Programs](#)
- [Continuing Education](#)
- [Corporate Professional Development](#)
- [Developmental Education Information](#)

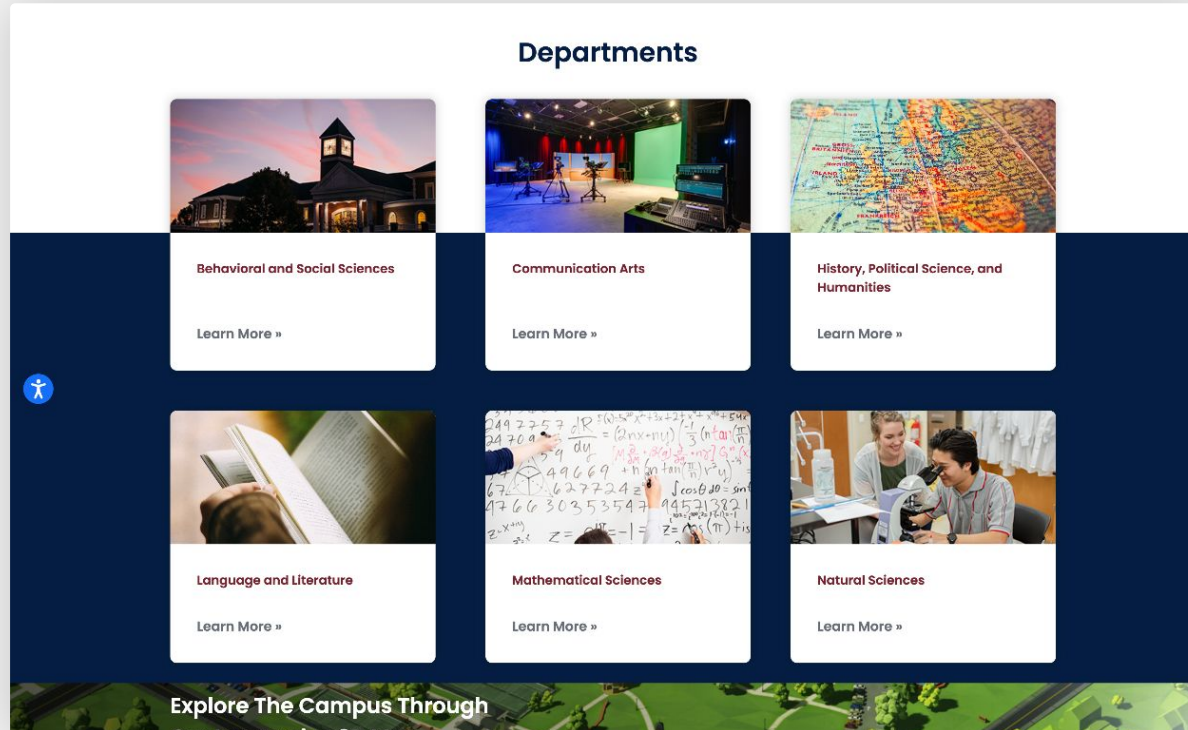
Forcing students to navigate org structure



Take a Look At Our Schools



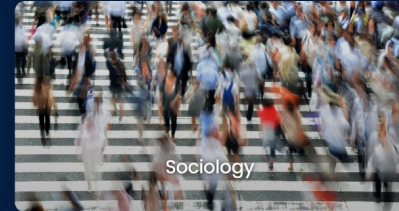
Forcing students to navigate org structure



Forcing students to navigate org structure



Programs



Unmanageable lists



Accounting †

African Studies

Anthropology & Archaeology

Applied Physics

Art

Art History

Asian Studies

Bioengineering

Biology

Chemistry/Biochemistry

Chinese

Civil Engineering

Community Health

Comparative Literature and Languages

Computer Engineering

Computer Science †

Criminology

Cybersecurity

Dance

Disability Studies*

Drama

Early Childhood Education †

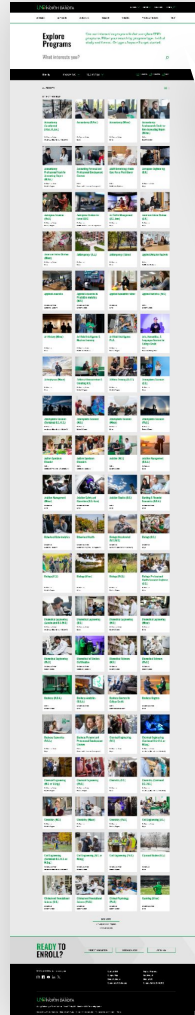
Economics †

Education (Secondary) – World Language

We've increased
the *interaction cost*

Comprehensive program finder pages

- Lists all credential programs
- Student-centric filtering:
 - Credential level / type
 - Area of study
 - Modality/format
 - Avg Time to Complete
 - Transfer-Ready Programs



Explore Programs

Use our interactive program finder to explore UND programs. Filter your search by program type, field of study and format. Or type a keyword to get started.

What interests you?

Filter By:

PROGRAM TYPE ▼

FIELD OF STUDY ▼

☒ ON CAMPUS ☒ OFF CAMPUS

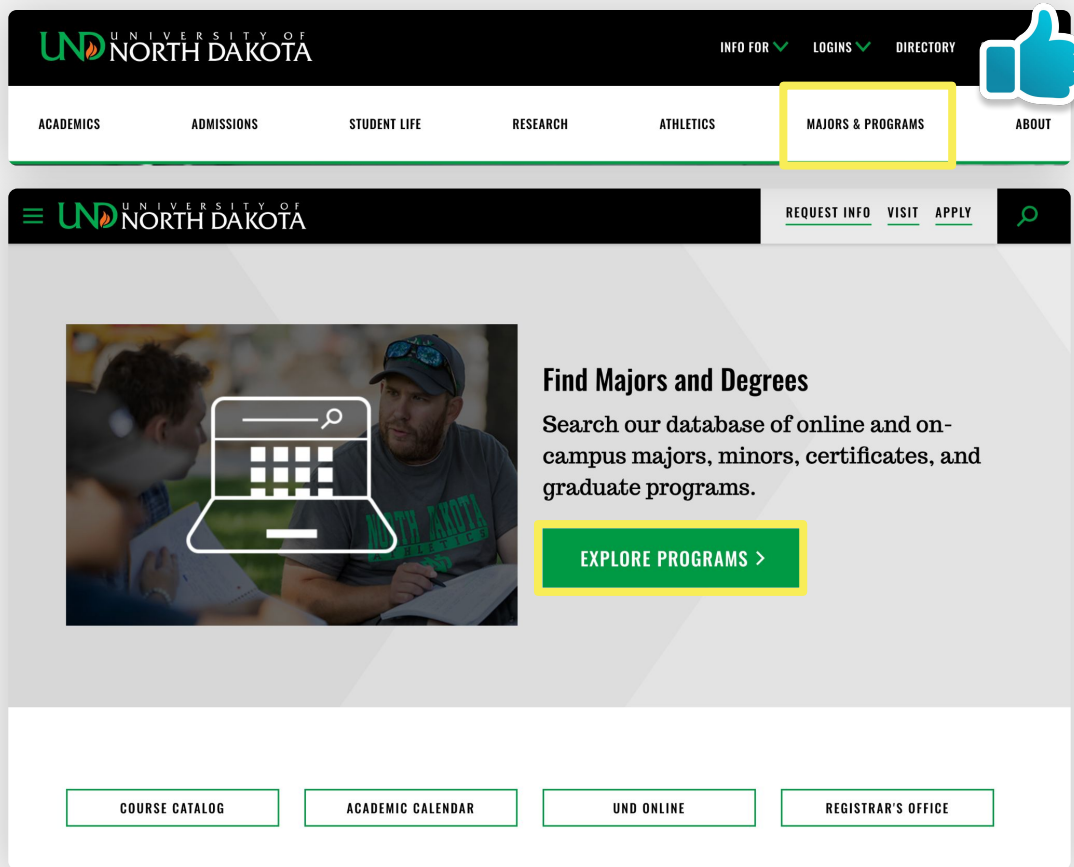
ALL PROGRAMS



Robust wayfinding

Link to the program finder from:

- Primary navigation
- Home page
- Top-level Academics page



Your program finder should be a top destination

Page path and screen class ▾ +		↓ Views	Total users	New users	Returning users	Bounce rate
Total		262,975 100% of total	102,650 100% of total	90,831 100% of total	11,295 100% of total	51.38% Avg 0%
1	/	50,817 (19.32%)	22,103 (21.53%)	16,090 (17.71%)	5,084 (45.01%)	28.52%
2	/degrees/	23,519 (8.94%)	7,525 (7.33%)	1,385 (1.52%)	1,253 (11.09%)	13.16%
3	/current-students	16,733 (6.36%)	4,893 (4.77%)	362 (0.4%)	2,306 (20.42%)	7.3%
4	/learn/your-new-way-forward	9,014 (3.43%)	6,906 (6.73%)	6,364 (7.01%)	382 (3.38%)	62.95%
5	/careers/jobs	6,992 (2.66%)	4,020 (3.92%)	2,723 (3%)	695 (6.15%)	35.64%

Program Page Content

02

2-5X

Higher conversion rates than sitewide average

Capture non-brand, program-related search

49% of high school seniors search using the name of a specific major or academic program

Source: 2023 E-Expectations Trend Report, RNL



22 keywords 13 Mar 2025 Compare with: 13 Sep 2024 Main positions										
<input type="checkbox"/> Keyword	Intents	SF	Volume	KD	CPC	Traffic	Change	Paid	Position	Change
<input type="checkbox"/> + bachelor of business analytics	I C	1	350	11	6.38	0	-20	0	7 → ×	Lo
<input type="checkbox"/> + business analytics degrees	I	2	300	27	7.57	33	+33	0	51 → 3	Lo
<input type="checkbox"/> + bachelor of science in business analytics	I	2	90	7	4.82	2	-8	0	3 → 10	Lo
<input type="checkbox"/> + business analysis degree	I	5	90	6	7.31	0	-3	0	9 → 29	Lo
<input type="checkbox"/> + business analytics bachelor's degree	I C	1	80	10	9.62	1	-4	0	6 → 14	Lo
<input type="checkbox"/> + bs in business analytics	I	2	80	13	4.82	4	+3	0	17 → 7	Lo
<input type="checkbox"/> + bachelor's in business analytics	I C	3	70	9	6.38	0	-6	0	5 → ×	Lo
<input type="checkbox"/> + bachelors of business analytics	I	2	70	9	0.00	4		0	6	Lo
<input type="checkbox"/> + business analytics undergraduate degree	I	1	60	17	5.63	3	+2	0	11 → 7	Lo
<input type="checkbox"/> + bachelors in business analytics	I C	2	60	12	6.66	22	+20	0	9 → 1	Lo
<input type="checkbox"/> + bs business analytics	I	1	50	10	4.82	0	-5	0	4 → ×	Lo
<input type="checkbox"/> + degrees in business analytics	I	2	50	16	9.00	5	+5	0	17 → 4	Lo
<input type="checkbox"/> + what is business analytics degree	I	2	50	9	2.96	2	+2	0	43 → 8	Lo
<input type="checkbox"/> + business analytics degree courses	I	2	40	16	5.58	2	+2	0	41 → 7	Lo
<input type="checkbox"/> + bachelor's degree in business analytics	I	2	40	14	6.38	5	+3	0	8 → 3	Lo
<input type="checkbox"/> + business analytics bachelor	I	2	30	12	6.38	1		0	13 → 10	Lo
<input type="checkbox"/> + degree business analytics	I C	2	30	12	0.00	1	+1	0	48 → 8	Lo
<input type="checkbox"/> + business analyst degree programs	I C	1	30	14	11.49	3		0	4	Lo
<input type="checkbox"/> + business analytics bachelor degree	I	1	20	14	9.62	2		0	3	Lo
<input type="checkbox"/> + bachelor degree in business analytics	I	2	20	11	6.38	2		0	4	Lo
<input type="checkbox"/> + bachelors in business data analytics degree program	I C	2	0	19	N/A	0		0	18 → 9	Lo
<input type="checkbox"/> + best business analytics undergraduate programs	I	1	N/A	6	N/A	0		0	8 → ×	Lo

Economics

REQUEST INFO

APPLY NOW

Understand the resources of the world.

A major in economics prepares you for a career in industry or government, or for graduate school. Economics is also an excellent choice if you are considering law school. The basic economics concentration includes coursework in micro and macroeconomic theories, international and managerial economics and finance. You can also choose concentrations in general business or international business.

Program Highlights

Career Opportunities

- Business Manager
- Financial Planner
- Mortgage Broker
- Real Estate Agent

Academic Program Requirements

- Required Courses

Economics

Bachelor of Arts

Program Overview

Explore how societies allocate scarce resources in the presence of unlimited wants and important questions like: why are some countries poor and others rich and why do some jobs pay high salaries while others pay low wages?

The department offers courses in economic theory as well as quantitative analytical training. Our students will not only gain conceptual understanding of economic issues, but also empirical problem solving skills that can be applied to a variety of fields including international, monetary, financial economics, labor, development, as well as behavioral economics.

Economics is the study of ways in which individuals, groups, and nations choose to allocate scarce resources to produce, exchange, and consume goods and services. Poverty, unemployment, climate change, violent conflict, inflation and inequality are pressing issues in our world. The economics curriculum helps students understand the basic theories that explain some of these problems and provides students with some of the tools needed to begin to answer questions related to these challenges. We also examine the various ways to address these issues and the role of government. In addition to the traditional economics major, students who

What You'll Learn

The Economics major gives students theoretical and empirical applications. Students begin by acquiring a deep foundation in microeconomics and macroeconomics and in econometrics, then take courses in specialized areas, including international trade and finance, poverty and discrimination, behavioral economics and labor economics, among others. You'll learn:

A working understanding of regulatory, fiscal and monetary policy

Application of economic theory to a range of economic problems and effective communication of your analysis

The ability to define and analyze economic problems using graphical, algebraic, and statistical methods

Program Highlights

Omicron Delta Epsilon

Omicron Delta Epsilon, the International Economics Honor Society, strives to recognize scholastic attainment in economics and establish closer ties between students and faculty in economics. The Agnes Scott chapter meets these objectives by engaging in various activities around campus including an occasional economics discussion over lunch, social events, seminars, and field trips to places such as the Federal Reserve Bank.

The Economics Learning Center

The Economics Learning Center offers a welcoming learning environment for students who need assistance in economics classes. Students can get help from a professor or a learning assistant on a problem set, study with classmates, prepare for an upcoming exam, use computers, which have Excel and StatTransfer for working on a problem set or research project. Learning assistants and faculty members are available Monday through Friday. Students are encouraged to drop in and ask themselves, with other students, for help.

Internships and Research Opportunities

The department strongly encourages majors to complete at least one internship while at Agnes Scott. Internships are an important way for students to gain insight

Meet the Faculty



Amy P. Breidenthal
GAIL SAVAGE GLOVER '86 AND MARION E. GLOVER ASSISTANT PROFESSOR OF BUSINESS MANAGEMENT



Li Qi
HAL AND JULIA T. SMITH CHAIR OF FREE ENTERPRISE



Patricia Higinio Schneider
PROFESSOR OF ECONOMICS

Working in Economics

With the hands-on, experiential learning inherent in the economics major, you will acquire a well-rounded skill set that prepares you for professional work, or further study.

The economics major at Agnes Scott will prepare you for a career in business or non-profit fields by providing a thorough background in economic theory and applications. Some of our students choose to go on to graduate programs in economics or public policy while others go to law school. Some return to school to get an MBA after working for a few years.

Analyst (Data, Labor, Resource)

Legislative Aide

IT System Consultant

Sales Support Analyst

Consulting Associate

SEE MORE CAREERS

Which page...

- Inspires more **confidence** ?
- Best **differentiates** the offering?
- **Ranks higher** in search engines?
- Conveys the greatest **value** ?

1

Economics

[REQUEST INFO](#)[APPLY NOW](#)

Understand the resources of the world.

A major in economics prepares you for a career in industry or government, or for graduate school. Economics is also an excellent choice if you are considering law school. The basic economics concentration includes coursework in micro and macroeconomic theories, international and managerial economics and finance. You can also choose concentrations in general business or international business.

Program Highlights

Career Opportunities

- Business Manager
- Financial Planner
- Mortgage Broker
- Real Estate Agent

Academic Program Requirements

- [Required Courses](#)

2

Economics

Bachelor of Arts

Program Overview

Explore how societies allocate scarce resources in the presence of unlimited wants and important questions like why we have economic growth and others like why do some jobs pay high salaries while others pay low wages?

The department offers courses in economic theory as well as quantitative analytical training. Our students will not only gain conceptual understanding of economic issues, but also empirical problem solving skills that can be applied to a variety of fields including international, monetary, financial economics, labor, development, as well as behavioral economics.

Economics is the study of ways in which individuals, groups, and nations choose to allocate scarce resources to produce, exchange, and consume goods and services. Scarcity, opportunity cost, rational choice, rational expectations, efficient change, welfare, equity, inflation and inequality are pressing issues in our world. The economics curriculum helps students understand the basic theories that explain some of these problems and provide students with some of the tools needed to begin to answer questions related to these challenges. We also maintain the various ways to apply to these issues and the role of government, its influence on the individual economy, and the role of the market.

What You'll Learn

The Economics major gives students theoretical and empirical applications. Students begin by acquiring a strong foundation in microeconomics and macroeconomics and economics. The core courses in specialized areas, including international trade and finance, money and discrimination, behavioral economics and labor economics, among others, build upon this foundation.

Working understanding of principles, tools and economic policy.

Application of economic theory to a range of economic problems and effective communication of your analysis.

The ability to define and analyze economic problems using graphical, algebraic, and statistical methods.

Program Highlights

Oversee Delta Region

Oversee Delta Region. The department's focus is on the economic theory, which is the foundation of the department's research. The department's research is in the area of economic theory, which is the foundation of the department's research. The department's research is in the area of economic theory, which is the foundation of the department's research.

The Economics Learning Center

The Economics Learning Center offers a wide range of resources for students who need additional support in economics. The department's research is in the area of economic theory, which is the foundation of the department's research. The department's research is in the area of economic theory, which is the foundation of the department's research.

Internships and Research

The department strongly encourages students to gain research and internship experience. The department's research is in the area of economic theory, which is the foundation of the department's research. The department's research is in the area of economic theory, which is the foundation of the department's research.

Meet the Faculty

Dr. J. R. Smith
Professor of Economics

Dr. M. J. Jones
Associate Professor of Economics

Dr. K. L. Brown
Professor of Economics

Working in Economics

With the hands-on, experiential learning inherent in the economics major you will acquire a well-rounded skill set that prepares you for professional work, or further study.

The economics major at Delta State will prepare you for a career in business or law and finance by providing a thorough background in economic theory and applications. Some of our students choose to go on to graduate programs in economics or public policy while others go to law school. Some choose to go on to get a job after working for the year.

[Request Info](#)[Apply Now](#)

Anatomy of a Program Page



1 Program Name

Goal

Make the program and credential type unmistakably obvious. This is essential for **usability**, also important for **paid media** and **SEO**.

Standard

Use the full program name with credential type.



2 Program Overview

Goal

Communicate why the major/topic is worth studying and what students will learn and experience in the program.

Standard

- Use vivid language to describe what students will experience and who they will become as a result of the program.
- Inspire and motivate by putting the topic in a larger, more significant context.
- 75-100 quality words



3 Highlights

Goal

Give tangible reasons to believe students should study the topic at your college and not somewhere else.

Standard

Describe 2-3 unique facets of your program.

This can include:

- Facilities
- Partnerships
- Outcomes
- Faculty accomplishments
- Extracurricular activities
- Standout courses



Professional Outcomes

Goal

Demonstrate the long-term value of the program through career, salary, and education opportunities.

Standard

- List 3-5 relevant career options ranging from entry-level to advanced.
- Where possible, include graduate outcomes, companies graduates work for, salary and industry trend data.

1 → **Program Name** Bachelor's

2 → **Why Study [Program Subject] at [Your Institution]?**

3 → **Program Key Features and Highlights**

4 → **Admissions Requirements and Deadlines**

5 → **Featured Courses**

6 → **Career Options**

7 → **Call to Action**

7 Next Steps

Goal

Ensure interested students know the best next steps.

Standard

Provide a clear and logical call-to-action (CTA). Ensure the CTA visually stands out on the page.

Go Beyond

Provide options to account for different levels of interest or student journey. (e.g. RFI, apply, connect with a student)



**Academic catalogs
≠
done-for-you
program pages**

The problem with academic catalogs

1. Audience mismatch
2. Detail and complexity
3. Lack of persuasive content
4. Minimal brand messaging
5. Limited calls-to-action
6. Low visual engagement
7. Poor search engine optimization
8. Limited updates

The screenshot displays the University of Alabama's undergraduate catalog page for the Business Statistics, BS program. The header features the university's name and the catalog year. The page includes a breadcrumb trail, a navigation menu with 'Overview' highlighted, and a list of programs under the Department of Information Systems, Statistics and Management Science. A descriptive paragraph for the Business Statistics, BS program is provided, along with a 'PRINT OPTIONS' button and an 'APPLY NOW' button.

THE UNIVERSITY OF ALABAMA

2024-25 Undergraduate Catalog

Business Statistics, BS

Catalog Home > Undergraduate Catalog > Culverhouse College of Business > Department of Information Systems, Statistics and Management Science >

< Back to Department

Overview Requirements Career Opportunities

DEPARTMENT OF INFORMATION SYSTEMS, STATISTICS AND MANAGEMENT SCIENCE

- Business Cyber Security, BS
- Business Cyber Security, Minor
- Business Statistics, BS
- Management Information Systems, BS
- Operations Management, BS
- Statistics, Minor
- Supply Chain Management, Minor

PRINT OPTIONS

APPLY NOW

The Bachelor of Science in Business Statistics provides a base knowledge of statistical methods, the applications of these methods to various disciplines, and the mathematical underpinnings of statistical theory. The curriculum focuses on a core set of methods, including applied computational methods, and demonstrates how these methods can be used in everyday decision making in a business environment. The goal of the program is to enable students to enter the workforce providing an immediate positive impact to their employers by leveraging their knowledge of statistical analysis.

ua.edu

Communicating Cost & Affordability

03

Cost is the backbone of college choice

THE HECHINGER REPORT *Covering Innovation & Inequality in Education*

HIGHER EDUCATION

Decoding the price of college: Complexity of figuring out costs holds students back

Experts say many students think college is out of reach, despite financial aid options, because the process of applying is too daunting

by **OLIVIA SANCHEZ** May 16, 2022


Inside Higher Ed My account Become a Member Find A Job Solutions

August 22, 2024

For Parents, College Choice Is All About Cost

According to a new study, the top concerns among primary caretakers helping their kids decide where to go to college center on debt and the cost of a degree.

By [Liam Knox](#)



Parents and guardians welcome communication from colleges about the true cost of a degree.

Photo illustration by Justin Morrison/Inside Higher Ed | EyeEm Mobile GmbH/Stock/Getty Images

Advertisement

**YOUR
RETIREMENT
INCOME
PLAN IS
INC MPL TE.**

Your people deserve a guaranteed retirement check for life.

What will it
actually cost
to attend?

Credit hour-only presentations create work and uncertainty



Tuition Cost Per Credit Hour

- \$ 101 per credit hour for Johnson County residents*
(Tuition = \$85/credit hour, Fees = \$16/credit hour)
- \$ 121 per credit hour for other Kansas county residents*
(Tuition = \$105/credit hour, Fees = \$16/credit hour)
- \$ 149 per credit hour for **Metro Rate****
(Tuition = \$133/credit hour, Fees = \$16/credit hour)
- \$ 237 per credit hour for out-of-state and **visa holders**
(Tuition = \$221/credit hour, Fees = \$16/credit hour)
- \$ 16 per credit hour for Age 60+ ([see requirements](#))
(Tuition = \$16/credit hour)

To calculate total credit hours times tuition rate use the [extended tuition table](#).

The cost per credit hour includes required fees for all students. These fees support: Student Activities=\$7, Debt Reduction=\$5, Parking and Roads=\$3 and Sustainability Initiatives=\$1.

Tuition-only presentations create work and uncertainty



UNDERGRADUATE TUITION ✓

GRADUATE TUITION

OTHER COSTS AND FEES

PROGRAM-SPECIFIC COSTS

Undergraduate Tuition (full-time)

Description	2024-2025 Tuition	2025-2026 Tuition
Academic year (fall and spring)	\$39,350	\$40,500
Per semester	\$19,675	\$20,250

Undergraduate Tuition Per Credit Hour

Description	2024-2025 Tuition per credit hour	2025-2026 Tuition per credit hour
1-5 total hours	\$940	\$968
6-11 total hours	\$1,465	\$1,508
19th hour and above	\$940	\$968
Summer (online & traditional)	\$575 (2024)	\$585 (2025)
Dual Enrollment (1-11 credits per semester)	\$350	\$350

Better option:
include estimated
cost of attendance
totals



Estimated Costs of Attendance

Living On Campus, 2024–2025



ESTIMATED COSTS OF ATTENDANCE: LIVING ON CAMPUS, 2024–25		
BILLED EXPENSES	IOWA RESIDENTS	NONRESIDENTS
Tuition & fees*	\$11,283	\$33,371
Housing & food**	\$13,680	\$13,680
Total billed expenses	\$24,963	\$47,051
Other estimated expenses	Iowa Residents	Nonresidents
Books & supplies	\$950	\$950
Personal expenses***	\$3,458	\$3,458
Transportation	\$1,140	\$1,140
Total estimated expenses	\$5,548	\$5,548

Living at Home, 2024–2025



admissions.uiowa.edu

**Bonus points:
ensure your net
price calculator is
linked nearby**



Overall Costs

The cost of attendance (COA) is more than just tuition. As a Greener, your annual budget includes tuition, books and supplies, room and board (regardless of where you live), transportation, and personal expenses. Estimate your cost of attendance with [our Net Price Calculator](#).

Overview of Costs for the 2024 - 2025 Academic Year

Type	Washington Resident	Western Undergraduate Exchange	Nonresident
Tuition*	\$8,088	\$11,721	\$30,729
Mandatory Fees**	\$1,176	\$1,176	\$1,176
Books and Supplies	\$528	\$528	\$528
Room and Board	\$17,310	\$17,310	\$17,310
Transportation	\$2,898	\$2,898	\$2,898
Personal Expenses	\$1,848	\$1,848	\$1,848
Total Annual COA	\$31,848	\$35,481	\$54,489

The table shows tuition for a typical full-time student taking 12 to 16 credits each quarter. Costs cover the nine-month academic year (three quarters) beginning in September and ending in June. [Summer tuition and fees](#) are different.

*Student fees are not included in tuition. Some fees are based on the number of credits you take each quarter. Some programs may have special fees for supplies or travel. Financial Services maintains a comprehensive list of [student fees](#).

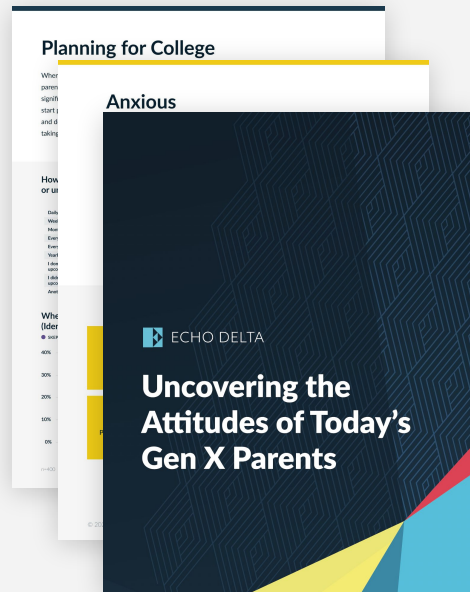
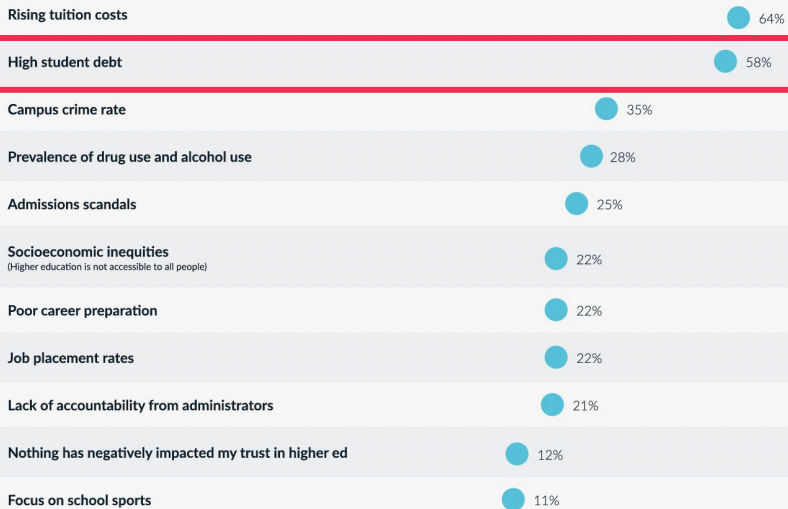
**Published figure is the amount mandatory for all undergraduate students in 2024-25. Fees can vary by location, course or program, and whether living on or off campus.

evergreen.edu

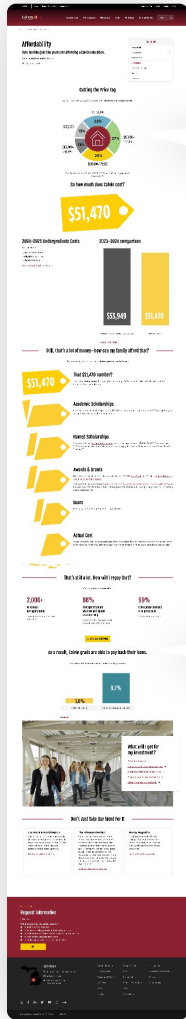
Reduce anxiety
around debt

Debt is a persistent concern

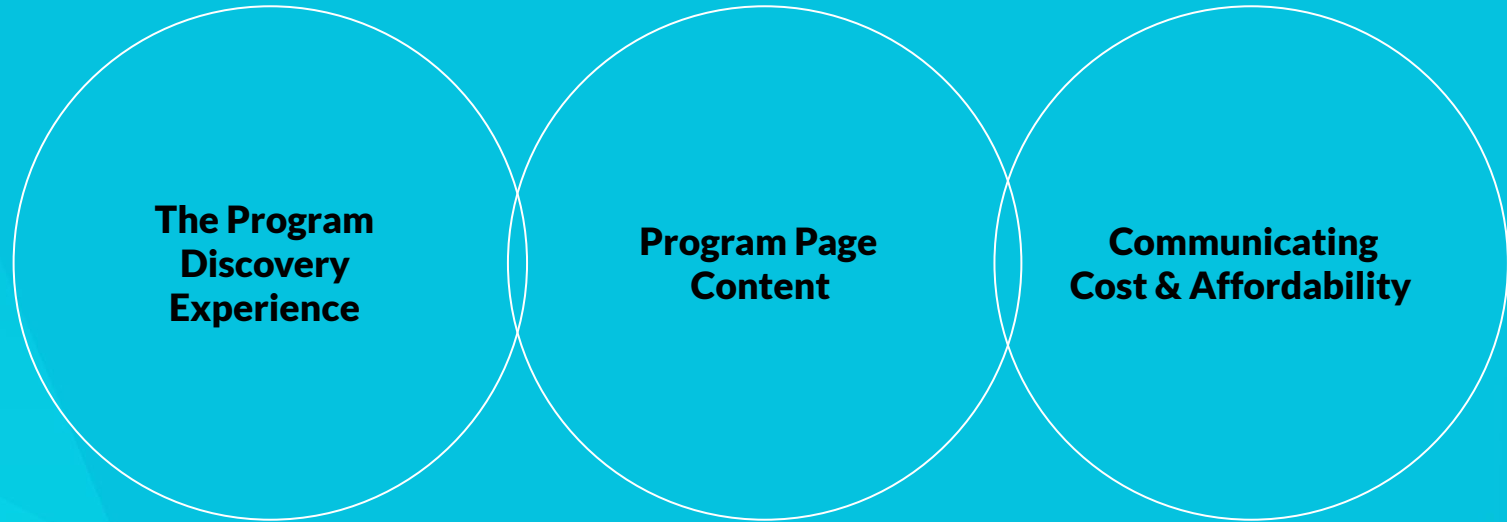
Have any of the following negatively impacted your trust in higher education?
(Choose all that apply.)



echodelta.co/genx



Three Areas to Improve First



Further Help

Start Improving Your .EDU Website Content & Usability Audit



- Rate your site against **70 research-backed** usability standards
- Evaluate content quality and organization
- Build **buy-in and alignment** across stakeholders
- Create a **prioritized roadmap** for change

echodelta.co/audit

The screenshot displays the PESCC Website Content & Usability Audit Tracker, a comprehensive tool for evaluating website content and usability. The interface includes a spreadsheet view with columns for Page Title, Location, Last Modified, Word Count, Reading Level, and various content quality metrics. A sidebar on the right provides detailed analysis for selected pages, including sections for Client Review, Page Details, and Content Analysis.

Analysis of evergreen.edu

In this section, we will outline several areas of opportunity that apply broadly to evergreen.edu and that we believe should be addressed during redesign.

Body Content is often Dense, Complex, and Institutionally-Centric

As mentioned earlier, research indicates that even highly literate audiences prefer straightforward, economical language when reading web pages. However, the many higher education websites, evergreen.edu's content leans towards a complex and sometimes verbose writing style that requires pre-existing knowledge and advanced reading skills to understand fully. This was quantified during an audit of evergreen.edu conducted by Lullabot in 2020, which evaluated page content based on the Flesch-Kincaid readability algorithm. This tool estimates the US grade level readers would need to understand the text and assign a reading ease score.

The charts below, from Lullabot's report, indicate that many pages on evergreen.edu require advanced reading skills to comprehend. While this may be unavoidable for certain topics, it suggests there's an opportunity to simplify content so that more pages approach the 7th-grade reading level recommended by the WC3 and [guides](#).

Cost & Aid

Paying for college is inherently complex. Not surprisingly, research shows students and parents to decipher information on these topics. Unfortunately, even just these sections. More than any other section of a college website, this page writing content is most likely to be complex and confusing to up to many.

As noted in Lullabot's Top Tasks Survey Report, for prospective students, accounts for four out of five of the top tasks. Further, both prospective are more interested in the how (process and deadline) than the what (get and [link](#)).

What's Working

- The main [Cost & Aid](#) page features an easy-to-understand table of attendance. In the paragraph above, there is a link to the [link](#) detailed pages on fees and costs for graduate programs are also.
- The main [Cost & Aid](#) page provides easy-to-find contact information to apply for financial aid. Relevant links to more detailed pages are in the right column.
- There are detailed pages that define and explain how to access [and](#) [link](#).

What's Not Working

- The main [Cost & Aid](#) page has a few opportunities for improvement:
 - The page presents information on tuition, graduate cost aid and scholarships. Additionally, it mentions the role of which is true but off topic for this page. This adds clutter.
 - The page encourages students to all students to apply for scholarships each year, then directs students to apply for both in more detail. This is okay, but it assumes struggle between financial aid and scholarship and leaves it up to trigger pictures of deadlines and when to apply for admission.
 - There is no contact information for students who need help.
- Content on the [Cost & Aid](#) and [Scholarships](#) page is quite lengthy. Of information like deadlines is pushed towards the bottom. Additionally, the page has no deadline information but no guidance on upcoming deadlines.
- The [Washington State Tuition Waiver 2019](#) page appears to have broken content.



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