



# Web Content for Online Programs

June 10, 2020



# Housekeeping

- Use the Q&A button to ask questions at any time during the presentation
- If you have any technical difficulties, send a message in the Q&A area or call 800.553.8878
- The presentation slides and recording will be available after the webinar

# Upcoming Webinar

## **How a Call-to-Action Strategy Can Improve your Marketing ROI**

Tuesday, June 30 at 12:30 PM CDT

Presented by Mariah Obiedzinski

Register at [www.Stamats.com/webinars](http://www.Stamats.com/webinars)

# Your Webinar Presenters

Industry leaders in #HigherEd, #DigitalStrategy, #CustomerExperience, #JourneyMapping



**Sandra Fancher**

Chief Innovation Officer



**Joan Benson**

AVP Digital &  
Creative Strategy

# About Stamats



60+ Years  
Serving  
Higher Ed



300+ Academic  
Programs  
Analyzed



Private and  
Public Clients  
Coast to Coast

10,000 Students  
Surveyed in 2019



Starting Assumptions



A hand is holding a smartphone with a blank white screen. In the background, a laptop is open, also displaying a blank white screen. The scene is set in a bright, out-of-focus indoor environment, possibly near a window. Two dark grey text boxes are overlaid on the right side of the image.

## Assumption #1

Google is your home page. Every prospect's journey begins on a SERP.

## Assumption #2

Online degree programs compete fiercely against each other. You need solid, dedicated content to sell your program over the competition's.







### Assumption #3

Online prospects have different priorities. Your content needs to speak to that.



## Assumption #4

On-campus  
programs will  
return.

# Get Clear About Your Audience





# Doug, Online Prospect



LIFE GOAL Make a great living making the best beer.

EDUCATION GOAL Sharpen my ability to negotiate & to plan for growth (& slowdowns!)

AGE 32

WORK Brewmaster in uncle's microbrewery

FAMILY Wife Anna. First child on the way.

BIO A quiet yet sociable guy, Doug joined the brewery about a year after his uncle started it. He'd kicked around various jobs before then. The brewery took off once they started working on it together. Tap room, regional awards. Anna's career built well, too.

EDUCATIONAL BACKGROUND BA, regional public

FRUSTRATIONS Before the pandemic, his big concern was getting the new bottling line running. Now, it's cashflow and loans.

MOTIVATIONS Business is just going to be slow for a while. He has faith it will pick up again. Seems like a good time to get the MBA that will help him grow the business later.

MODALITY Definitely online. Between the family business and the family, Doug needs PREFERENCE flexibility. Also, he likes to do things on his own.

REASONING



# Elena, On-Campus Prospect



LIFE GOAL Taste everything

EDUCATION GOAL Move as far up as I can.

AGE 31

WORK Regional sales, digital agency

FAMILY Maybe.

BIO "With three older brothers, I was spoiled tough," is how she says it. She has a lot of drive and a big personality. She's looking for a career with horizons.

EDUCATIONAL BACKGROUND CC transfer to 4-year private, BA

FRUSTRATIONS Glass ceiling? Small business ceiling? She doesn't know what she hit, but she's stalled, and that's not a speed she likes.

MOTIVATIONS Build out her skillset so she's qualified for the bigger companies, bigger challenges. Maybe international business? Assuming that bounces back.

MODALITY On campus because she wants to build a professional network. In sales, she PREFERENCE mostly meets clients & the team in the office. She wants the face-to-face time, REASONING if the pandemic will allow.

# Michael: Modality-Neutral Prospect



LIFE GOAL CFO for a growing enterprise

EDUCATION GOAL Drive sound strategic decisions, take on bigger risks & bigger rewards

AGE 25

WORK Tax and support work for a large accounting firm.

FAMILY Single. Two dogs. Not in a hurry for more heartache.

BIO Michael is quiet and hardworking. He considered going the additional year for his CPA, but he decided to work for a few years first. He's discovered that he has more of an eye for strategy than a lot of other people in the workplace. They see the numbers but not the patterns. He wants to dream bigger than he has in the past.

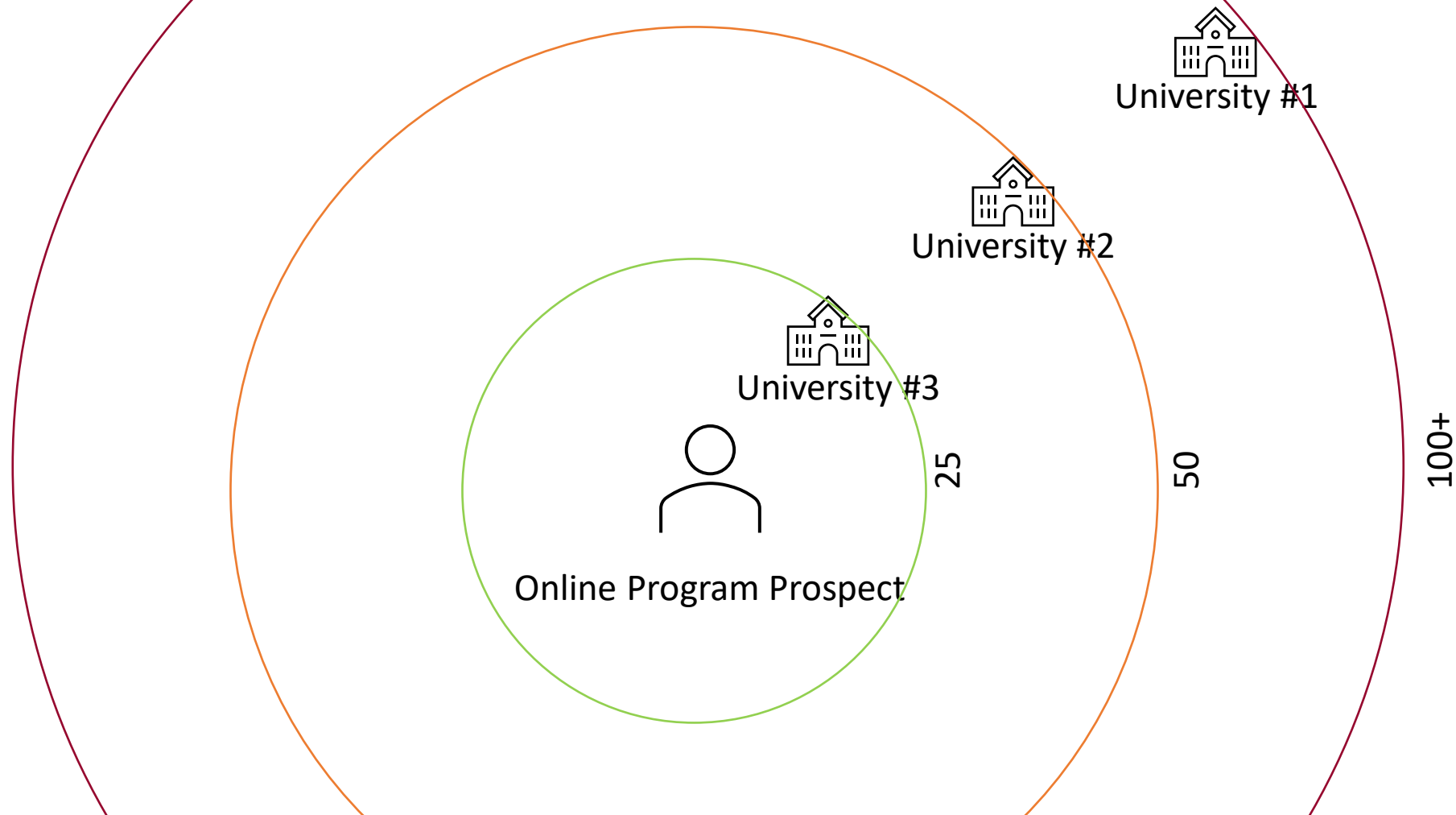
EDUCATIONAL  
BACKGROUND BBA at 4-year flagship public

FRUSTRATIONS Just three years in and the work seems repetitive. Wants bigger problems to chew on.

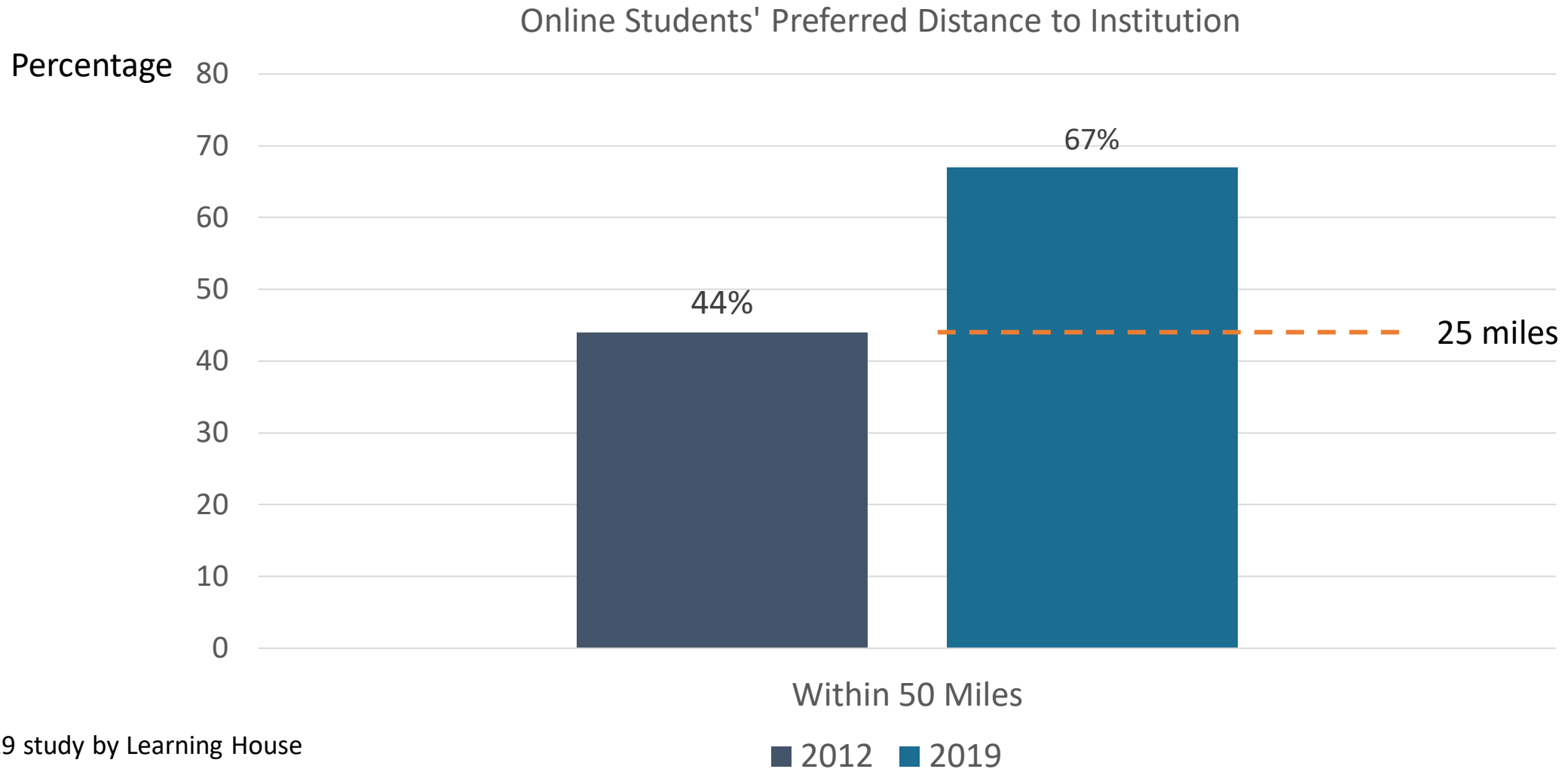
MOTIVATIONS Ready to grow. Looking for a challenge.

MODALITY  
PREFERENCE  
REASONING A little tired of everything on screens, but he also needs a lot of schedule flexibility in Q1.

# Online Is Not Geographically Neutral

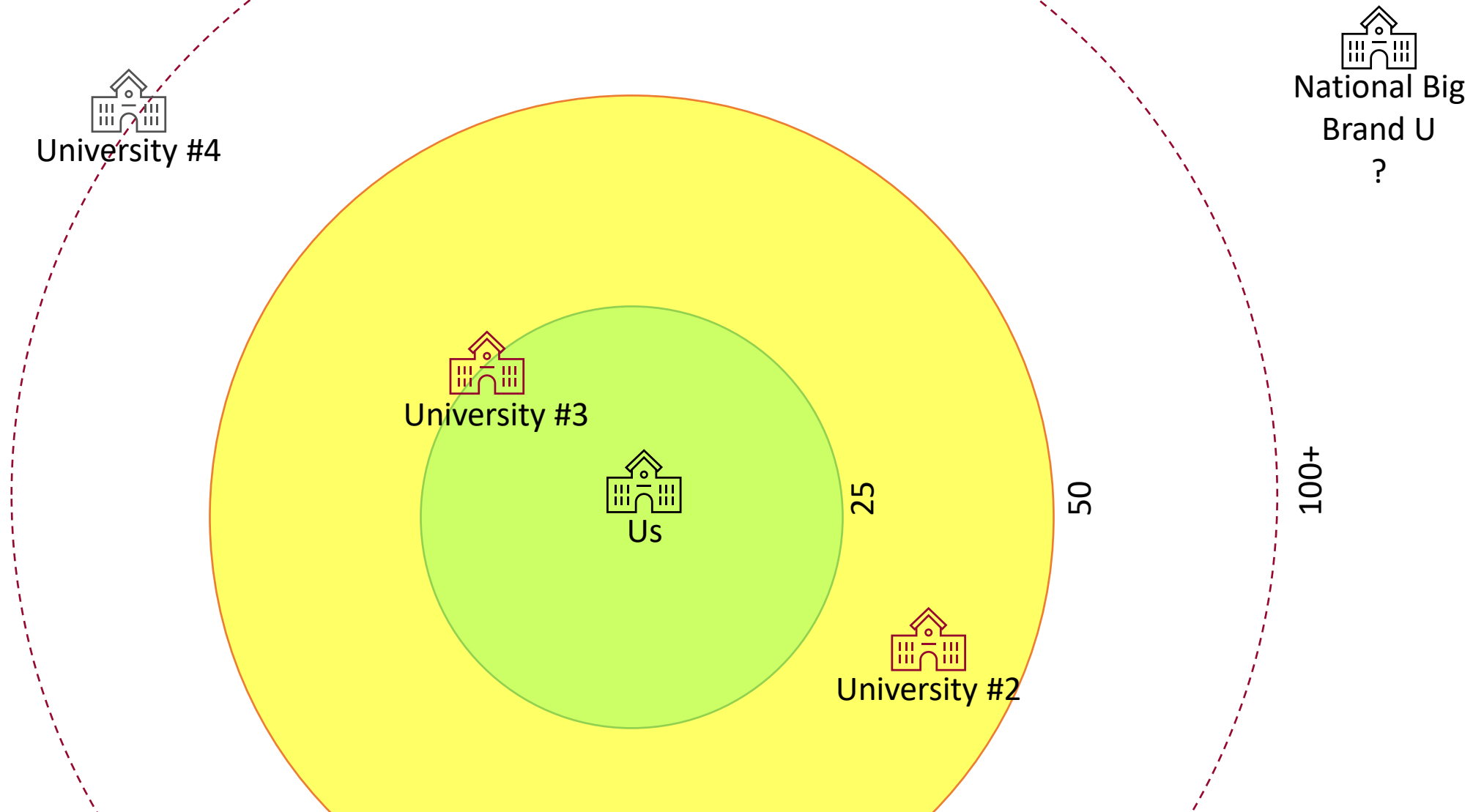


# Growing Preference for Near, Even Online





# Competitors Near You Matter Most



# Common Traps

Online  
disconnected  
from the on-  
campus  
program

One program  
page for both  
online and on-  
campus

Featuring on-  
campus over  
the online  
(Maybe presenting  
on-campus as  
default)

# Search #1



Google

online mba programs near cedar rapids

Search All News Shopping Images Maps More Settings Tools

About 1,860,000 results (0.68 seconds)

**Ad** · online.mtmercy.edu/mba · (888) 375-7506

**Online MBA Program - Mount Mercy University**

Earn Your **MBA** 100% **Online**. Connect with an Enrollment Coach Now. Improve Both Your Decision-Making and Your Career. Get **Program** Details Today. Flexible **online** courses. Regionally accredited. **Degree** for working adults. Accelerated format.

Mount Mercy University · Financial Aid Available · Accredited Online Degrees

**Ad** · online.sau.edu/mba/learn-more

**Earn Your MBA 100% Online - St. Ambrose University Online**

Learn from Professionals with Real-World Business Expertise at Your Own Pace Through SAU. Enroll for a 100% **Online MBA** on Your Terms with St. Ambrose University.

Request Information · Transfer Up to 90 Credits · Paying for School · Online MBA

**Ad** · online.drake.edu/online/mba

**Drake University MBA - 6-Week Courses**

Earn Your **MBA** in Just 2 Years. Affordable & Convenient. Apply Now! Make the Move to...

**Ad** · onlineinfo.ku.edu/online/mba

**Univers of Kansas Online MBA - GMAT Waiver Available**

KU **School of Business Online MBA Program**. GMAT Waiver Available. Request Info! You'll...

tippie.uiowa.edu · future-graduate-students · professio...

**Professional MBA Program | Tippie College of Business**

The Professional **MBA** (PMBA) **program** at Tippie College of Business offers **degree programs** in **Cedar Rapids**, Des Moines, and the Quad Cities. ... All Professional **MBA courses** in Fall 2020 will be delivered fully **online**. The GMAT/GRE ...

tippie.uiowa.edu · future-graduate-students · program...

# Search #2



Google

in-person mba programs near Cedar Rapids

Search All Maps News Shopping Images More Settings Tools

About 2,940,000 results (0.68 seconds)

**Ad** • online.mtmercy.edu/mba • (888) 375-7506  
**Mount Mercy University in Iowa | Top Online MBA Programs**  
Earn Your **MBA** 100% Online. Connect with an Enrollment Coach Today! **Degree** for working adults. Accelerated format. Flexible online courses. Regionally accredited.

**Mount Mercy University**  
Iowa's #1 Online Bachelors  
U.S. News & World Report

**Financial Aid Available**  
Your Education is An Investment  
View Financial Aid Options.

**Ad** • tippie.uiowa.edu/mba •  
**University of Iowa MBA - UIowa.edu**  
Earn Iowa's #1 Ranked **MBA**. Offering 3 **Program** Options in 4 Locations. Propel Your Career.

**Ad** • online.drake.edu/online/mba •  
**Drake University MBA | 6-Week Courses**  
Earn Your **MBA** in Just 2 Years. Affordable & Convenient. Apply Now! Make the Move to...

**Ad** • www.uiu.edu/uiu-mba-program • (800) 922-8168  
**MBA Business Administration | Upper Iowa University**  
Study & Learn Advanced Business Operations and Personnel Strategies. Enroll Now.

tippie.uiowa.edu › future-graduate-students › compare...  
**Compare Our Programs - Iowa MBA Programs | Tippie ...**  
Professional **MBA**. Format. **In person** and online (All **courses** in Fall 2020 will be delivered online). Length. 36 months (on average). Location. **Cedar Rapids** ...

tippie.uiowa.edu › future-graduate-students › professio...  
**Professional MBA Program | Tippie College of Business**  
The Professional **MBA** (PMBA) **program** at Tippie College of Business offers **degree programs** in **Cedar Rapids**, Des Moines, and the Quad Cities.  
Missing: person | Must include: person



# Search #3



Google

real mba programs near Cedar Rapids

About 2,840,000 results (0.62 seconds)

**Ad** · degree.pittstate.edu/ · (888) 712-3017  
**Pittsburg State University | Online MBA Degree Program**  
Learn more about our 100% Online Master of Business Administration **Program**. Complete Our Online **MBA** in as few as 12 months. Apply Today! No GRE/GMAT Required.

<b>Accounting</b> Increase Your Accounting Knowledge With Our Online Program. Apply Now!	<b>International Business</b> Increases Global Marketplace With An MBA In International Business.
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**Ad** · online.drake.edu/online/mba ·  
**Drake University MBA | 6-Week Courses**  
Earn Your **MBA** in Just 2 Years. Affordable & Convenient. Apply Now! Make the Move to ...

**Ad** · online.mtmercy.edu/mba · (888) 375-7506  
**Mount Mercy University in Iowa | Top Online MBA Programs**  
Earn Your **MBA** 100% Online. Connect with an Enrollment Coach Today! Accelerated format

**Ad** · tippie.uiowa.edu/mba ·  
**University of Iowa MBA - Ulowa.edu**  
Earn Iowa's #1 Ranked **MBA**. Offering 3 **Program** Options in 4 Locations. Propel Your Career.

Map showing locations of MBA programs near Cedar Rapids, Iowa:

- CRST International Graduate Center
- University of Iowa Tippie College of Business
- Purdue University Global - Cedar Rapids, Iowa

Map data ©2020

Rating ▾ Hours ▾



# Persona Meets Modality Neutral Content

The University of Texas Permian Basin | Course Catalog | MyUTPB | Library | News | Calendar | Directory

INFO FOR: Search



UT Permian Basin

Academics | Admissions & Aid | Life at UTPB | Community

Home | Academics | Degrees and Programs | MBA Program

ST INFO

RE



## MBA Programs

Master business. Build a career. Enjoy the rewards.

The Master of Business Administration (MBA) Program at UT Permian Basin will deliver the professional knowledge, tools, and network you need to create a lucrative business career.

With a healthy mix of classroom instruction, peer-based projects, and real-world experience, you'll be confident that you can step into the corner office after graduation. We know what employers want. We make sure you have it.

Want More Information?

REQUEST MBA INFORMATION

## Admission Requirements



# Persona Meets Online Specific Content

## A top-rated degree, minus the barrier to entry

In a world where online MBA programs range from \$7,000 to \$20,000 a year, our program offers exceptional accessibility, and mix of virtual and live sessions at our price. We're ranked in the top 10 for online MBA programs, and you'll gain skills you can take to work and use in your career.



### Not just any online MBA

With a Big Ten MBA on your resume, you won't have to wait for the career acceleration you want. Courses are taught by the same faculty as our nationally-ranked Professional MBA program, and you'll learn alongside committed, experienced classmates.

[See program overview](#)

### Learn the way you like

From real-time lectures to virtual content, you'll find just the right mix of team-based and independent study. Most courses include weekly 60–90 minute live sessions and much of the coursework can be completed on your own time. Choose one of three start times, finish up in two years, or take a bit longer — it's up to you.

### Virtual gets personal

Personal attention is crucial to your success — and we deliver that. Online classes are limited to around 45 students, so you'll get to know classmates and professors on a first-name basis. Live sessions, small group projects, discussion boards, and personalized career services help you build a solid professional network.

### Video: Iowa's New Online MBA

Discover the newest and most convenient way to earn the Iowa MBA from anywhere in this video from a recent webinar. We cover courses, timing and plans of study, and getting in, including admission criteria and deadlines.

[Watch now](#)

# Persona Meets On-Campus Specific Content

## Iowa's #1 part-time MBA for working professionals

Your career is in a solid place. But getting to the next goal is a challenge. That's where the Professional MBA Program comes in. Earn your MBA, and gain skills that bring your goals within reach, no matter where you are.



### Acceleration, not interruption

Think a top-ranked MBA means leaving your job? Think again. The state's #1-ranked part-time MBA is also its most flexible, designed to balance work, family, and courses. Most classes meet just one night a week. [Learn more.](#)

### Hone skills, move up the ladder

Gain know-how that you can apply today and a career boost that pays off. An MBA is how marketers get familiar with a 10K, or how sales managers understand logistics. Knowing how decisions impact the entire business is the key to moving up. [See program overview.](#)

### The best is nearby

Earn the globally respected Iowa MBA in Cedar Rapids, Des Moines, and the Quad Cities. Take classes, see your advisor, attend student events, and more—all [close to where you live and work](#). Add even more flexibility with online and accelerated courses.

## Video: Meet Iowa's #1-ranked MBA

Check out this video of a recent webinar, where we covered must-know program info about the state's top-ranked part-time MBA. Learn how to customize the MBA for your life and how to skip the standardized test and start right away.

[Watch the video](#)

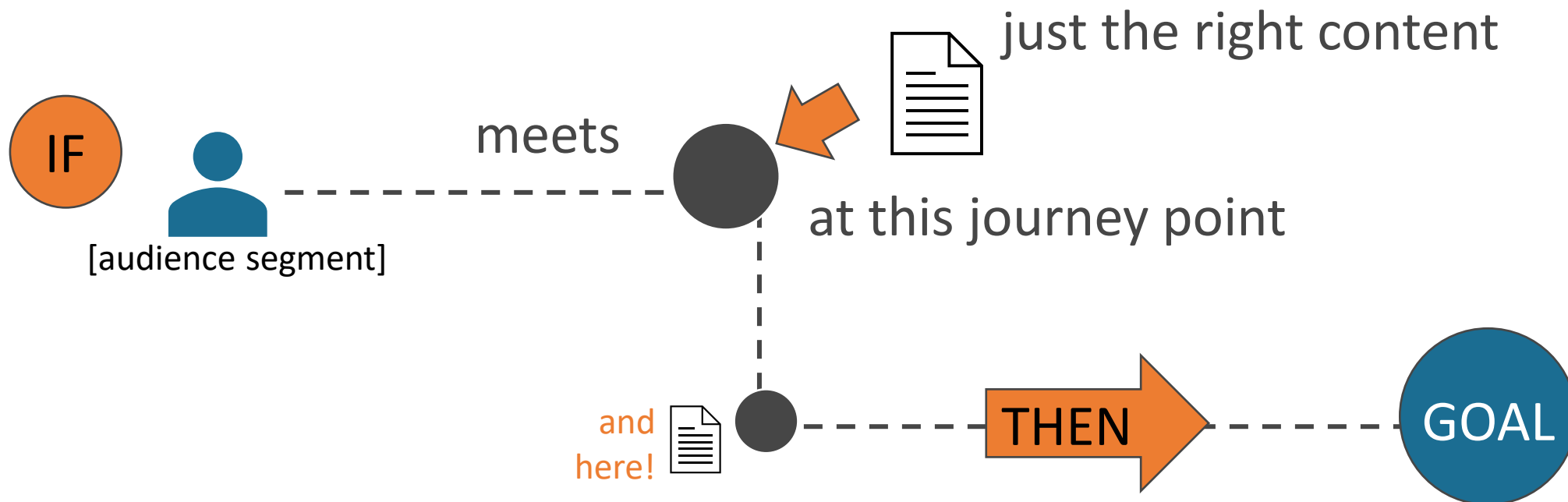




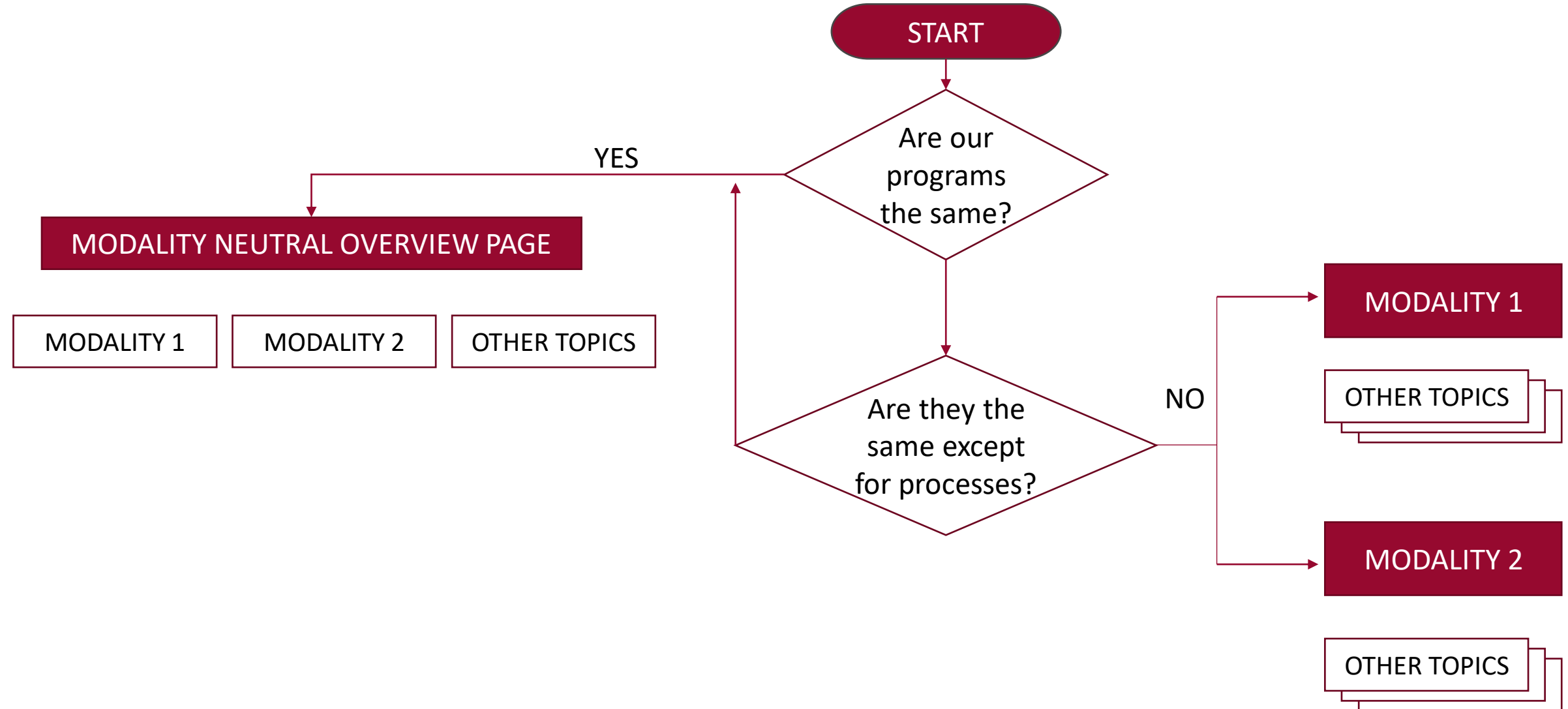
# How Do You Define Your Program?

## AUDIENCE MEETS CONTENT

Is it the same program, just delivered on-campus or online?  
Does the curriculum, student support, or cohort differ significantly?  
Do admissions, costs, aid, or other processes differ?



# Navigation Decision Tree



Program Finders, Filters & Other Tools






# Program Finder Search

## Filter by Level

- ☐ Bachelor's
- ☐ Certificate
- ☐ Concentration
- ☐ Minor  
(Undergraduate)
- ☐ Combined Bachelors  
& Masters
- ☐ Master's
- ☐ Doctoral
- ☐ Dual Graduate  
Degrees
- ☐ Other Programs

## PROGRAM OPTIONS

- ☐ Online Option 
- ☐ Dual Degree
- ☐ Accelerated  

☐ ONLINE ONLY

## Delivery Method

- ☐ On-Campus
- ☐ Online

# Program Finder Browsing

The screenshot shows a website header with navigation tabs: Programs, Admissions, Student Network, Faculty + Research, and About. A search icon is located to the right of the About tab. Below the header, the 'Programs' section is active, displaying a list of program types: MBA (highlighted in red), Master of Management, Master of Quantitative Management, PhD, and Executive Education. To the right of this list is a 'BROWSE BY' section with options: In-Person, Online, and STEM Qualifying. Further right is a featured section for the 'DAYTIME MBA' with a photo of students and the text 'Leaders who bring out the best in others.' and a 'LEARN MORE' link.

Programs Admissions Student Network Faculty + Research About

**MBA**

- Master of Management
- Master of Quantitative Management
- PhD
- Executive Education

**BROWSE BY**

- In-Person
- Online
- STEM Qualifying

**DAYTIME MBA**  
Leaders who bring out the best in others.  
[LEARN MORE](#)

**BUSINESS ADMINISTRATION MBA  
(MASTER OF BUSINESS)**

 On Campus

**BUSINESS ADMINISTRATION MBA  
(MASTER OF BUSINESS)**

 Online

The screenshot shows a grid of program categories. The first row contains: SHOW ALL, BS UNDERGRADUATE PROGRAMS, MS MASTERS PROGRAMS, and 4+1 BS/MASTERS PROGRAMS. The second row contains: PHD DOCTORATE PROGRAMS, MI UNDERGRADUATE MINORS, O ONLINE PROGRAMS, and C GRADUATE CERTIFICATES. Each category is represented by a white box with an orange header and a red bar at the bottom.

**SHOW ALL**

**BS** UNDERGRADUATE PROGRAMS

**MS** MASTERS PROGRAMS

**4+1** BS/MASTERS PROGRAMS

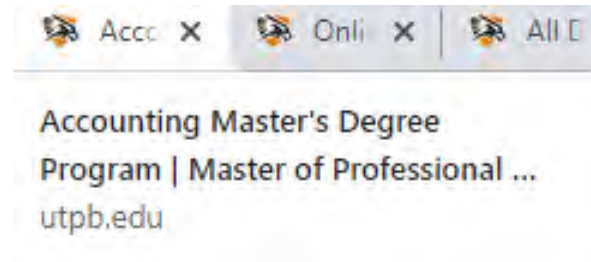
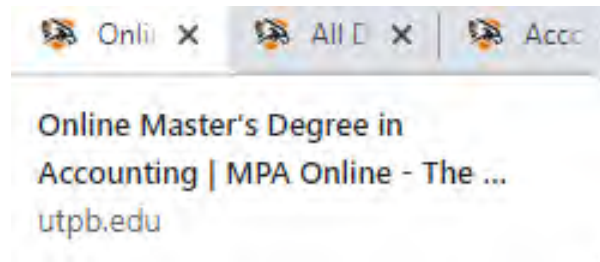
**PHD** DOCTORATE PROGRAMS

**MI** UNDERGRADUATE MINORS

**O** ONLINE PROGRAMS

**C** GRADUATE CERTIFICATES

# HTML Page Titles



Online > Program Name > School

## Online MBA Accounting - Texas A&M University Corpus Christi

Tuition. The **Online MBA – Accounting program** at Texas A&M-Corpus Christi provides an affordable pathway to earning a respected **graduate degree**. Tuition and fees are subject to change without notice by action of the Board of Regents.

# Featured Snippet Replaced # Slot



Online Master's Degree in Accounting UTPB



[All](#) [News](#) [Images](#) [Videos](#) [Shopping](#) [More](#) [Settings](#) [Tools](#)

About 60,600 results (0.60 seconds)

Ad · onlinemsa.illinois.edu/ ▾

[University of Illinois | MS in Accounting 100% Online | illinois.edu](#)

Not an **accounting** major? Look no further! Be a CPA and increase your earnings potential. Become a Finance and **Accounting** Leader! Gain **accounting** and big data skills. Apply now. #1 ranked faculty. 100% **online**. GMAT waivers available. No fee to apply.

[Program Details](#)

Watch Our Video To Get an  
Overview Of the iMSA Program.

[Application Information](#)

Read Through the Information To  
Apply For Admission At Our College.

The **Master of Professional Accountancy (MPA)** **online degree program** admits students who have completed a baccalaureate **degree in accounting**, business or any other undergraduate field and students who are currently pursuing a BBA in **accounting** at **UT Permian Basin**.



[www.utpb.edu](#) · [academics](#) · [programs](#) · [mpa-online](#) ▾

[Online Master's Degree in Accounting | MPA Online ... - UTPB](#)

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[Accounting Master's Degree Program | Master of ... - UTPB](#)

The **Master of Professional Accountancy (MPA)** program is designed to serve both as a fifth year of study for continuing undergraduate students who intend to ...

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[Accounting Programs in Texas - The University of ... - UTPB](#)

A **UTPB** graduate with a **degree in Accounting** can apply the principles of **accounting** and business to analyze... **Master of Professional Accountancy Online** ...



Common Trap Recommendation

# Common Traps

And how to escape them

1) Crosslink

2) Include all in  
Program  
Finder

1) Use decision  
tree

2) Prioritize:  
capacity &  
competition  
(50-mile radius)

1) Clear KPIs for  
each program

2) Stakeholder  
engagement

3) Follow  
decision tree

Reminders

A photograph of three young adults walking outdoors in front of a brick building. On the left, a white man with brown hair and a beard, wearing a blue denim shirt over a pink t-shirt, holds a green folder and a cup of orange juice. In the center, a Black man with glasses and a white t-shirt, wearing a yellow backpack, holds a sandwich and a cup of orange juice. On the right, a Black woman with long braids, glasses, and a white t-shirt, wearing a plaid skirt, holds a cup of orange juice and a stack of colorful folders. They are all smiling and looking towards the right.

Consider the  
audience first





Treat online and on-campus  
as two programs





Evaluate all journey touchpoints  
for adjusted content

# Helpful Tips

# Stamats Resources

- Blog article on this topic
  - [stamats.com/online-degrees-website-best-practices/](https://stamats.com/online-degrees-website-best-practices/)
- Webinar will be On Demand
  - [stamats.com/webinars/](https://stamats.com/webinars/)



# THANK YOU



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