Have the Fight about the Website

Website Scavenger Hunt

See how many key pieces of information you can find within 90 seconds for a program of your choice offered by your unit

90s
Average time prospects spend on a university webpage

Is there an RFI submission? ☐	Is there a spotlight on faculty expertise/research? ☐	Are there program discounts or scholarships advertised? ☐	Are the application requirements and deadline listed? ☐
Is there contact info for a real person? ☐	Is there information on transfer credit options? ☐	Is the program tuition readily available? ☐	Is program duration quickly accessible? ☐
Is the program start date listed? ☐	Are student outcomes shared? ☐	Are there photos of real students? ☐	Is there an application link or button? ☐
Are there student or alumni testimonials? ☐	Are program differentiators listed? ☐	Does the page show labor market data for the field? ☐	Can viewers read text on a mobile device without needing to zoom in? ☐

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