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| Session Title: | Next level engagement: Maximizing website conversion |
| Speaker(s): | Tom Greveson CEO, and Jonny Harper, Technical Director – Revolution Viewing |
| Chair: | Dylan Cozens |
| Reporter: | Amy Fairbrother |

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| Speaker/Institution Bio/Information: | Revolution Viewing is an award-winning rich media agency producing virtual experiences, personalized videos, 360 photography and more. |
| Overview/Aim of session: | To help increase website conversion and share insights to what students are looking for on university websites |
| Workshop Content | <p>About: Revolution viewing was founded in 2004 and is a visual content technology business.</p> <p>The mission is “empowering people to make life changing decisions” and for HE it is “empower students to find their perfect university”</p> <ul style="list-style-type: none"> • Has 27 universities on their advisory board and have worked with 10 universities <p>Judging a university by it’s website:</p> <ul style="list-style-type: none"> • Played a short video on students perspectives on website. Summary is if a student can’t find the information in 2-3 clicks, they would judge the university “I have low attention and am too busy” <p>Revolution viewing ran a primary research study in September 2020. It consisted of:</p> <ul style="list-style-type: none"> • 64 students • 37 questions • 84% in year 13 • 56% female, 44%male • 700 comments made |

- Students were based in Scotland, north of England, Midlands and London

Students commented that they are most interested in when using a website (ordered by most popular order):

1. Course information – 53
2. Student experience – 53
3. Content from teaching staff
4. Q&A
5. Campus
6. Tours
7. Accommodation
8. Facilities
9. Social life
10. General information
11. Local area
12. Financial support
13. Employability / work experience

What students are actually clicking on

1. Support 6.8%
2. Campus 7.2%
3. Subject information 28.4%
4. Accommodation 21.4%
5. Student life 16%
6. Welcome 9.1%
7. Campus 7.2%

Personalized experiences

Universities have a one size fits all approach and commonly try to cater for a range of users, such as

- Perspective students
- Existing students
- Staff
- Businesses
- Alumni
- PG/Research

Users need to see content that is suitable for them and it is important to push people to the right content

Impact of personalization

- 57% more likely to click on one CTA
- 106% longer spent on site per session on average
- 30x more likely to consent to email communications
- 36x more likely to click chat to students and staff

Website sections

most universities break down their sections like the following “study | international | research | life”

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| | <p>these are not user friendly and should have more breakdown to help users navigate the website.</p> <p>Interactive content:</p> <ul style="list-style-type: none"> • Rather than listing options on lengthy bullet points, it works better to showcase content through 360 content – can view examples here: https://mmu-ve.web.app/welcome • This can be made fully accessible too <p>Maximizing conversion:</p> <ul style="list-style-type: none"> • Student insight “if a university website isn’t visually appealing – I’ll click off” <p>University web search:</p> <ul style="list-style-type: none"> • Students experiences 2 minute search to find where to book an open day when demo-ing various uni websites • One then used the search option, and had a 401 message • Another student gave up looking at 1 minute <p>Searchers need to work in order to convert students. Students like to try and find things themselves, if they don’t find after 1-2 minutes, they will use the search bar.</p> <p>Actions universities should take:</p> <ul style="list-style-type: none"> • Course pages should include attractive photos • Ideally have a video pre-face • Accommodation – visuals are essential, photos and 360s • City – extremely important to perspective student • Personalization – the more you can do to make content personalized, the better • Focus on all of the above, this will help to reduce click off and increase conversion |
| <p>Case Studies/Examples:</p> | <p>Vepple is a virtual website experience that is designed to combat common university issues with their website, you can explore it here: https://www.revolutionviewing.com/what-we-do/vepple/</p> |
| <p>Scenarios/Roundtable discussions:</p> | <p>Discussion around what most universities have issues with on their website. Feedback included:</p> <ul style="list-style-type: none"> • User journey – too many clicks to find content • Corporate and recruitment pages – difficult balance • Outreach and WP – No control over pages |

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| Questions and Answers: | Q: 360 content looks great and engaging, however it isn't always accessible for all users, how do you go about this? A: Vepples 360 content can have alt tags and accessibility features, so it works well with screen readers too |
| Summary Key takeaways: | Students judge universities based on their website and far too many universities do not have a good search function. Websites should have minimal clicks to content. Students want visually engaging content. Personalized user journeys on your website can result in: <ul style="list-style-type: none">• 57% more likely to click on one CTA• 106% longer spent on site per session on average• 30x more likely to consent to email communications• 36x more likely to click chat to students and staff |