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Survey of College Admissions Landing Page Design Practices

Primary Research Group Staff

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The study is based on data from 67 colleges and universities about their admissions website landing page design practices. Studies have shown the unique importance of the landing page for college admissions efforts and this report helps college officials entrusted with landing page development to answer questions such as: What are the best practices in design and development? What kind of photographs are colleges choosing for their admissions landing page website? How are they chosen? What kind of links are presented on the landing page and to what kind of resources? How often do colleges change the landing page and when they do what do they do and what are the results? How many colleges use consultants to devise the landing page? Which colleges are viewed as models? Just a few of the study's many findings are that: 57.14% of the colleges sampled included a direct link on the admissions landing page to videos about the college. 80% of colleges sampled have changed the look and feel of their admissions landing page at least once over the past three years. Only 1.43% said that their changes resulted in a decline in visits or time spent per visit. 31.82% of private colleges in the sample have used a consultant to help devise the admissions landing page of the college website.

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