



# Report Addresses How College Websites Attract New Students

*Equipped with the results from a recent study, KDG presents their top five items that are essential to attracting prospective students on the web.*

ALLENTOWN, PENNSYLVANIA, UNITED STATES, July 11, 2016 /EINPresswire.com/ -- Technology provider KDG has released their annual report detailing the reasons some college websites do a better job than others at attracting new students.



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*Kyle David, CEO*

"Our research revealed five factors that are key to [making a college website an effective recruiting tool](#)," said Kyle David, CEO of KDG. "Colleges that use these techniques in their website designs see significantly better enrollment numbers than those that do not."

These report is the result of a year of research and user testing, and examined prospective students' experiences with dozens of college and university websites. Using one-on-one user tests, focus groups, and user-experience studies, KDG asked hundreds of prospective students to provide feedback their experience with school websites. KDG asked students to evaluate school websites based on the following criteria: usability, uniqueness, focus, and message retention, especially as compared with competitive schools.

"When we reviewed the data, we were surprised at how much attention prospective students give to the websites of colleges they are considering," added David. "Students know what they are looking for. When they find that information on the school website, presented in the manner they expect to see it, they tend to look deeper into that institution. Otherwise, they just move on."

As indicated by the report, school websites increasingly impact prospective students' interest in a school and, therefore, enrollment rates. Institutions that have learned how to write their websites to target prospective students have experienced a 30-40% increase in the overall time spent by visitors during the past admissions cycle.

KDG has released a free overview of the report on their blog at: <http://kyledavidgroup.com/blog/5-things-prospective-students-are-looking-for-in-a-college-website/>

About KDG: KDG (formerly The Kyle David Group) is a leading provider of [web development for higher education](#). With over 15 years of experience in using technology to help education clients to improve enrollment, campus climate, and alumni participation, KDG has developed a reputation for being able to see and respond proactively to changing markets. Most recently, KDG won wide acclaim for developing unique and engaging [higher education crowdfunding campaigns](#). Learn more at [www.kyledavidgroup.com](http://www.kyledavidgroup.com)

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