

COPY SAMPLE – COLLEGE WEBSITE [Redesign]

PROJECT: WRITE BUSINESS SCHOOL PAGE WITHIN A LARGE COLLEGE SITE.

PAGE IS TARGETED LARGELY AT FOREIGN STUDENTS.

SEO / Copy rationale

for [http://www.\[confidential\].ca/business/programs.aspx](http://www.[confidential].ca/business/programs.aspx) as submitted to client.

Page title tag:

[A strong keyword/ranking influencer; about 70 spaces max]:

“Business programs at Ontario's best college – [Name], [City], Canada”

Meta description -- appears on Search pages

[More important in influencing prospects to click rather than as a strong keyword/ranking influencer; max about 155 spaces]:

“The School of Business at [City]'s [Confidential] College (ranked best college in Ontario, Canada) prepares you for a career of achievement. Explore us now.”

Copy comments:

As this 'Programs' page will be the first that many international and other non-local prospects find during online searches, some key college information has been placed in the intro section.

Certain keywords have also been used as several percent of the copy, according to generally-accepted SEO principles, thus boosting ranking in relevant online searches.

Tone and manner:

Rather than current third-person voice, copy will become more personal (“you”, “your”, “us”, etc.) -- tone will be more conversational, warmer and easier to relate to, particularly by younger adults or ESL readers who may be confused by too much 'academic-speak'.

Key messaging per brief:

“preparing you for a career of achievement”; and
“getting you the job you want”,
have also been incorporated.

Business Programs for the Career You Want

Welcome to the School of Business at [Confidential] College, recently ranked the best accredited college in Ontario*. We are appropriately located in the heart of [City]'s downtown commercial district -- steps away from many Canadian and international corporate headquarters.

To maximize your unique career potential and *prepare you for a life of achievement*, we offer a wide variety of specialized, demand-driven diploma and postgraduate certificate program options, including:

| | |
|----------------------------------|----------------------------|
| Business Administration | Human Resources Management |
| Marketing, Business Management | Sports and Event Marketing |
| Strategic Relationship Marketing | |

Hallmarks of the world's leading business schools -- rigorous inquiry, innovative thinking, international focus, strong business ties -- are the standards we strive for here at the School of Business. Our single mission: *to get you the job you want* and on your way to a fulfilling career.

[See full list of Programs](#)

For finance and accounting programs, including Bachelor of Applied Business in Financial Services, Accounting & Financial Management Diploma, and postgraduate Certificate in Financial Planning, please see [School of Financial Services](#).

[video player here]

In this short video, you'll hear students, graduates and faculty speak on the advantages of the [Confidential] approach to Business education. You'll also learn about growing business sectors, co-op learning, and what to expect from the program, as well as catch a glimpse of your campus, [City] -- Canada's [confidential] capital.

[Play video](#)

[Read text of video](#) (New window will open)

High-quality programs. Expert faculty who care. A friendly and supportive campus. The School of Business provides you with the outstanding tools, experience and practical knowledge you need to succeed.

Program options to match your career goals

- The School of Business offers a three-year Business Administration program with a common foundation year, then the option to major in Marketing, Human Resources, or Management Studies.

Postgraduate certificates are offered in:

- Business Management (for previous graduates of non-business programs)
- Human Resources Management
- Sports and Event Marketing
- Business Marketing Analysis

In addition, we also offer:

- A Pre-business Certificate Program that leads to a three-year business program, or directly to employment
- A new postgraduate Certificate program in Strategic Relationship Marketing, with Marketing Analysis or Relationship Marketing specialization

Relevance is key to success

We believe that your success is the best measure of *our* success. By ensuring relevant co-op experiences, we familiarize you with the real world of business, develop your people-skills, and immerse you in problem-focused, collaborative learning. The bottom line – your employer can see you adding value from Day 1.

Focussed on the future

Programs and courses are continuously updated to integrate the latest business thinking. Our expert faculty also maintain close relationships with industry to know where businesses are headed, and what they'll need in new hires when they get there.

Your career drives all we do

With our high placement rate, we have alumnae working across the business spectrum -- from managing their own successful ventures to advancing in international careers with Fortune 500 companies.

If you've got the ambition, we've got the program -- come and start *your* exciting and rewarding future in the heart of [City]'s business district. Get started and explore your options now!

Business Programs Offered

Diploma Programs:

[\[links to courses\]](#)

Postgraduate Programs:

[\[links to courses\]](#)

Please Contact Us

For more information on the School of Business and our programs, we invite you to contact us today at:

Phone: (1) 555-555-5555, ext. 160

E-mail: [\[confidentialcollege.com\]](mailto:confidentialcollege.com)

Return to [Full-time programs page](#)

*[\[Vendor's\] college poll](#) [option to LINK to poll]