

How can your school move up on the most prominent rankings lists?

We put you — and your competitors — to the test with our rankings health checklist. You may be surprised by your results! Connect with us today for personalized suggestions that can help you meet your rankings goals.

Rankings Health Checklist

- ❓ Does your institution's homepage promote the *U.S. News & World Report* rankings?
- ✔ How many clicks from **the institution homepage** does it take a prospective student to find a listing of your available programs?
- ✔ How many clicks from **the school's homepage** does it take a prospective student to find a listing of your available programs?
- ✔ How many clicks does it take a prospective student to access a request for information form?
- ✔ How many clicks does it take a prospective student to discover application deadlines and/or cohort information?
- ✔ Is your information available for viewing on mobile devices?
- ✔ Is your admission information available without the need for requesting more information?

Additional Rankings Considerations

- ❓ How frequently do you have your site regularly reviewed by your students, faculty and prospective students?
- ❓ How long does it take for your school to deliver a response to inquiries?
- ❓ Where can students compare program offerings on your site?
- ❓ How many other programs on your campus are members of a Centralized Application Service (CAS™)?
- ❓ Where are the *U.S. News & World Report* rankings promoted by your team?

Schedule your free rankings health consultation now to discuss your school's results.



Stephen Taylor
Research Director, BusinessCAS
Connect with me at
drift.me/stevetaylor