UNDERSTANDING GEO-LOCATION

More Traffic, Better SEO And Smarter Tools Mean Higher Enrollments!

We are on to some big and exciting things at **ed2go**, with recently launched major marketing initiatives designed to increase awareness of our online education programs. Through pay-per-click & online display advertising, search engine optimization, and website redesigns, we are seeing considerable increases in visits. To drive this increased traffic to our valued partners, we have implemented a new feature. It's called geo-location and it's working to get increased leads and enrollments at your school.

TAKE ADVANTAGE OF THE BENEFITS OF GEO-LOCATION

- Increased leads and interest in the full catalog of courses
- Improved Search Engine Optimization for more traffic
- More enrollments are driven to our valued partner sites
- Students can more easily find the courses they want where they want
- An assurance of quality, with partner branding on Instructor Led and Career Training pages
- Improvements that don't interfere with your own marketing and enrollment efforts

HOW IT WORKS

By identifying a student's publically available IP address and matching it against a public registry, we can match a computer to a physical location.

This physical location can then be matched to an ed2go partner near them to enroll.

Students who have taken a course with you in the past are matched back to your school regardless of current location.

WHAT CAN STOP GEO-LOCATION

Some server configurations can display misleading IP address information.

The data the network is based on is derived from public IP address registries. This data is continually in flux and vary somewhat as updates and changes are made to the database.

HELP ENSURE THE BEST RESULTS

OFFER THE FULL ED2GO CATALOG
We are looking to place students who want to enroll for an ed2go course. By offering the full catalog you insure we can place that student with you.

OFFER YOUR ED2GO CATALOG THROUGH AN ED2GO HOSTED SITE
By utilizing ed2go's turnkey hosting services we are able to identify the courses you offer and better match students to your site.

QUESTIONS?

If you have any questions about how the ed2go geo-location services are working or want to make sure that you are getting the most benefit you can out of these exciting new marketing efforts; as always contact your Account Manager for the best and most up to date information.

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