

University of Central Florida Uses WEVO to Optimize New Online Pages Before Launching Them



The Problem

With hundreds of online higher education sites vying for limited search engine ranking space, it can be extremely challenging to stand out and engage with prospective students. When the University of Central Florida set out to do a full redesign of their online experience, they aimed to create a distinctive site with a variety of objectives. These objectives included:

- Provide opportunities for visitors to connect with the brand and tell their story
- Create a positive user experience by providing visitors with relevant information
- Optimize the layout and content of the site to enhance operational and strategic initiatives

Visitors are now staying on our site longer, navigating between pages easier, and engaging more.

—Alexandra Thompson,
Marketing Manager, Brand

The WEVO Solution

WEVO provided UCF with analysis and insights that helped pinpoint what would resonate well with their target audience to help increase conversion before going live, including opportunities to improve copy, user interface, and user experiences. Since WEVO provided UCF with direct customer quotes at the start of the redesign, the university was able to keep the major concerns of their audience in mind throughout project development.

UCF made sure the page they created addressed all their target audience's concerns and they were able to share these insights with key project stakeholders to keep all parties well informed. WEVO results and scoring enabled the UCF Online team to approach their project with a data-driven strategy that allowed them to measure and complete their goals efficiently.



The Results

UCF created a site that engaged and converted visitors even in the very busy online higher education space. “Based on the insights and feedback WEVO provided, we were able to create a site that enhanced an action-oriented user experience. Visitors are now staying on our site longer, navigating between pages easier, and engaging more. In the 3-months since our redesign launch, we’ve seen several of our core digital engagement metrics increase by well over **25%** year-over-year.” - Alexandra Thompson, Marketing Manager, Brand at University of Central Florida

Based on the insights and recommendations WEVO provided, we were able to create a site that enhanced an action-oriented user experience. Our year-over-year lead count has increased by well over **25%**.

-Alexandra Thompson,

Stop Guessing. Optimize Website Experiences Before Going Live.

WEVO is the first company to optimize website experiences BEFORE going live. WEVO was created in response to marketer's frustration with existing tools that require considerable time, resources, and guesswork in an attempt to increase conversion rates. Leveraging Artificial Intelligence and a proprietary behavioral model, WEVO diagnoses webpages without the need for live traffic or integration, pinpointing the reasons preventing more customers from converting.

Get in touch with the WEVO team today

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