Citywide
- Landing Page
  - Keep all relevant information at the top of the landing page, not many people will scroll down.
  - Add visual directional tools; maybe change the color behind side bar, gray or translucent green, or change the color of the call to action.
  - Removing some of the information from your landing page will reduce bounce rate and encourage visitors to explore the rest of your site.
  - Reconsider the order of the side bar; perhaps have the testimonies and the application for the newsletter on top.
  - Also use more brevity tools in the writing of the sidebar dialogue
  - More tips of landing page improvement http://blog.hubspot.com/blog/tabid/6307/bid/20570/10-Easy-Ways-to-Improve-Landing-Page-Conversions.aspx
- Customer Content is effective, makes customers think that you are trying to make a personal connection
- Consider listing a price range.
- Title below the call to action box is lengthy consider shortening it or the use of a subtitle in small font.
- Include stats about improvement?
  - Graphics can be created using Pitcochart (could look similar to graphic on second page)
    - https://magic.piktochart.com/

Social Media.
Posts can include:
- Lessen plans
- Facts about STEM
- Success stories
- Testimonials
- Promotions

Twitter Audience:
- @PhillyEducation
- @PhiladelphiaGov
- @Eagels (about there education initiatives)
  - http://www.philadelphiaeagles.com/community/education-initiatives.html
- @PhillyInquirer
- @PhillyWeekly

Twitter Promotions:
- Promote an individual tweet
  - Reach more people with an individual tweet
- Promote your handle
  - Get more followers

YouTube:
- How to Videos

Pandora:

- Advertisements on Pandora Radio can be visual, audio, or video
- Many alternatives and variations for Pandora Radio ad's
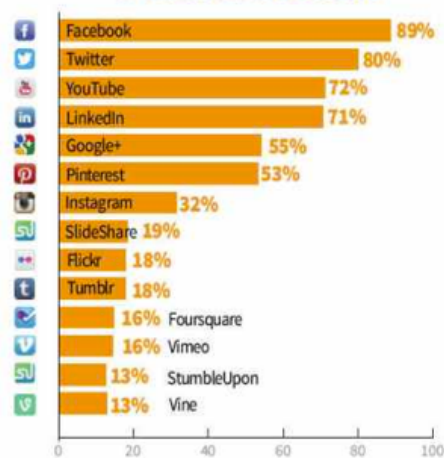- Pandora allows you to target geographically.

LinkedIn:
- Teachers and organizations in the area.

Email:
- Email is the online source that is most likely to lead to a sale.
- Direct email campaign, flyer about your services
- To increase expansion, provides a discount to your students who can encourage 15 of there students (or parents of students) to sign up for your newsletter.

Percentage of B2C Marketers Who Use Various Social Media Platforms to Distribute Content

Platform	Percentage
Facebook	89%
Twitter	80%
YouTube	72%
LinkedIn	71%
Google+	55%
Pinterest	53%
Instagram	32%
SlideShare	19%
Flickr	18%
Tumblr	18%
Foursquare	16%
Vimeo	16%
StumbleUpon	13%
Vine	13%

2014 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Percent of Marketing Budget Allocated to Content Marketing According to B2C Content Marketers in North America, Aug 2013

% of respondents

Budget	Percentage
0%	4%
1%-4%	17%
5%-9%	14%
10%-24%	20%
25%-49%	9%
50%-74%	6%
75%-99%	5%
100%	1%
Don't know	23%
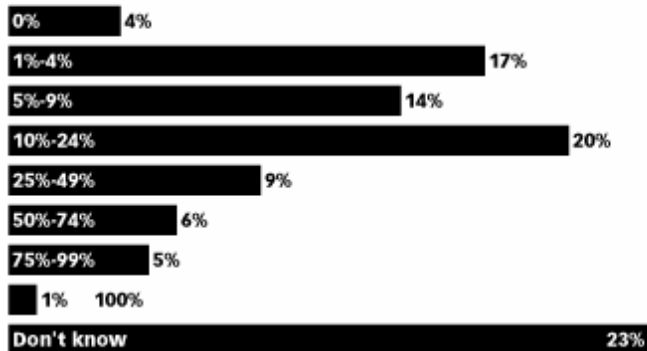
Note: average spending on content marketing accounts for 24% of marketing budget; numbers may not add up to 100% due to rounding
Source: Content Marketing Institute (CMI) and MarketingProfs, "B2C Content Marketing: 2014 Benchmarks, Budgets and Trends - North America" sponsored by Imagination, Oct 15, 2013

164924   www.eMarketer.com

Content Marketing Tactics Used by B2C Content Marketers in North America, 2012 & 2013
% of respondents

	2012	2013
Social media*	84%	88%
Articles on your website	84%	78%
E-newsletters	78%	76%
Videos	70%	72%
Blogs	69%	72%
In-person events	63%	65%
Articles on other websites	61%	61%
Mobile content	43%	46%
Microsites	41%	43%
Case studies	38%	41%
Infographics	33%	40%
Mobile apps	42%	39%
Online presentations	-	39%
Print magazines	42%	37%
Branded content tools	40%	37%
White papers	28%	31%
Digital magazines	29%	30%
Webinars/webcasts	32%	30%
Annual reports	28%	30%
Print newsletters	37%	29%
Research reports	33%	28%
Licensed/syndicated content	33%	25%
Books	32%	24%
Ebooks	28%	23%
Podcasts	26%	19%
Virtual conferences	21%	18%
Games/gamification	17%	17%

*Note: *excludes blogs*
Source: Content Marketing Institute (CMI) and MarketingProfs, "B2C Content Marketing: 2014 Benchmarks, Budgets and Trends - North America" sponsored by Imagination, Oct 15, 2013
147497 www.**eMarketer**.com

http://www.emarketer.com/Article/B2C-Marketers-Social-Media-Tops-Content-Marketing-Efforts/1010326

Google Analytics
Bounce Rate:
- Bounce rate: Percentage people who left your site before going to a different page.
    - City Wide's Bounce Rate is 63.75%, which is high, but also can be explained by the amount of content is on the landing page.
    - Ideally below 50%, >60 is concerning, >80 is a major problem.
- Page/visits: number of pages viewed on average during someone's visit. Avg 3-5

Develop a Better Web Design to Lower Bounce Rate
Sometimes a few design tweaks can make all the difference. Here are some quick tips to help lower your bounce rate:
- Have clear navigation — if a user can't find what they're looking for, they are more likely to leave.
- Have a clear purpose or call to action on the landing page — one of the biggest causes of a high bounce rate is visitor confusion.
- Be wary of third-party content and widgets — they weigh down the site and increase load time.
- Make sure your content is easy to read — be wary of font size and contrast, especially because a lot of browsing occurs on the small screens of mobile devices.
- Invest in a responsive design, which will adapt to any screen size and optimize the user experience for everyone.
- http://mashable.com/2013/11/22/bounce-rate-metrics/

Traffic Sources:
- Direct Traffic- people typing your URL or bookmark.
- Referring sites- visits from banner ads on other sites.
- Search engine- people using Google to find your site, whether organically or by using a pay-per-click campaign
- Others- can be links from emails or newsletters.
    - Traffic is coming from can help you target your marketing.
http://www.youtube.com/watch?v=Hdsb_uH2yPU
Keywords:
- See what keywords are getting people to your site.
- Key words is any word or short phrase that describes a website topic or page, The more a key word is used by searchers and websites the more attraction power it has
- http://www.googlekeywordtool.com/
- Below is a word jumble that represents the words uses on your website the bigger the word the frequently it is used

AdWords:

- After Finding Keywords for the site, we can promotes them using AdWords
- Can land Citywide's name next to Sylvan and Kaplan, which will add to brand value.
- You set limits to a bid
- Gives you an advantage to your competition.

Direct Marketing

- Send a flyer to the schools in the area.
- Put flyers up nears the school
- Call and make inquiries about their tutoring at the school.

Local Tutoring Companies Landing Pages

Tutor Delphia (screenshot)

Tutor Delphia

Home | Services | Resources | Blog | Tutors | Contact Us | About Us   267-482-0627

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RESOURCES
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ELI5 – The Russian Meteorite
Be the first to comment
Just like everything else in the solar system, debris travels around...

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Tutor Delphia is a small private tutoring company in Philadelphia specializing in high quality one on one tutoring for test prep, academic subjects and computer training.

Contact Us
Tutor Delphia, LLC.
317 Glen Echo Rd.
Philadelphia, PA 19119
(267) 482-0627
Adam Levin, Owner and Founder
Info@TutorDelphia.com

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Mathnasium (screenshot)

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Wed 3:00pm to 8:00pm
Thurs 3:00pm to 8:00pm
Fri 3:00pm to 6:00pm
Sat 10:00am to 4:00pm

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Sincerely,

Indira Lawson
Center Director
Mathnasium of Andorra
(267) 437-2388

Proudly serving zip code 19128

Contact us for more information.

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Last Name (Parent/Guardian) *:
Email *:
Phone *:
Address:
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State/Province:
Please select one
Country:
United States
Zip/Postal Code:
Student's First Name:
Age:
Grade: —None—
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One On One (screenshot)

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— Tamara from Philadelphia

Featured Workbooks
Singapore Math Level 4
- Price: $12.99
- In stock: 100