Progress Sitefinity

TAFE SA's Sitefinity-powered website upped its conversion rate with its 3.2 million yearly visits

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AT A GLANCE

tafeSA

With locations all over South Australia, TAFE SA is one of the largest vocational education centers in the country. Seeking to improve the online student experience, as well as draw in potential new students, the educational organization wanted to give their website a modern refresh. Through the latest version of Progress® Sitefinity®, TAFE SA's marketing and ICT teams redesigned the website and made the experience more enjoyable, especially for those on mobile devices, but also found an increase of applications for the organization's educational programs.

COMPANY TAFE SA	**INDUSTRY** Education
PRODUCT Progress® Sitefinity®	**COUNTRY** Australia

Challenge

Considering changes in user behavior looking for more dynamic features, Australian vocational school TAFE SA was keen to create a contemporary look and feel to their website. Not only were they able to implement a more appealing design, but additional user-focused features improved the overall experience for the students.

"TAFE SA has used Sitefinity CMS for their enterprise website for 11 years. Sitefinity has provided best practice in content management as well as delivering excellence in performance, security and support."

Gary Bowden
ICT Team Leader, TAFE SA

Solution

Focus on redesigning the website by creating a more pleasant user experience on both desktops and mobile devices.

Enable the site to capture the customer journey from when a prospective student first visits the site to when they click to apply.

Integrate the Sitefinity-powered website with TAFE SA's custom student enrolment center.

Results

TAFE SA's new modern design features videos and animations played in banners to capture student's attention.

Prospective student applications have increased month to month by 2%.

Students at the vocational school have been found to be complimentary of the new, innovative website design, as it gained a student approval rating of 75%.

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