English in Britain Notes

General

English in Britain offers multiple ways of interesting students and agents in your offer. The more "hooks" you can use to attract students, and the more attractive you make the presentation, the more likely you are to pass students on to your own domain. That is what the service does best: deliver serious students to the place that you have created to recruit them most efficiently. The notes that follow may help in enabling you to make the most of the opportunity.

1. **Why add a Special Offer?**
   a) It demonstrates a dynamic relationship with your data, and identifies you as a place to be watched.
   b) It gives you far more exposure on the site. In any list of courses (other things being equal) the one that is most likely to be reviewed is the one with the starred special offer.
   c) There's also a search that is guaranteed to find you – the "Special Offers" search. It's a great opportunity.

2. **Why create a News item?**
   a) It puts your name and headline on the English in Britain homepage.
   b) A link from the English in Britain news page will support your SEO.
   c) It increases the likelihood of a visit from a student or agent to your profile.

3. **Video**
   It's a good idea to embed one in your profile. Here's one with the video set to autoplay http://englishinbritain.co.uk/school_detail.cfm?schoolid=558 If you would like your video set to autoplay please contact dblackie@englishinbritain.co.uk

4. **Brochure**
   It is well worth making a PDF version of your brochure available for download on English in Britain – over 50,000 subscriber PDFs are downloaded annually from English in Britain. They are linked from the website and from the downloadable guide – itself also downloaded 20,000 times annually. More than a third of English in Britain subscribers do not offer a PDF.

5. **Gallery**
   The gallery has between 25 and 100 visits per day, averaging about 50. It costs nothing to upload pictures, and you can have as many as you like, without limit. Yes, really. We will add a custom banner to your album once pictures have been uploaded. You can also have as many videos as you like in the gallery.

6. **Course Records**
   These are crucial for course searches – the most frequently used search on the site. When creating a course record, do check the region, which defaults to Central England. We frequently reassign courses incorrectly listed under Central England to the region where they actually take place. (NB. A course organiser may be based in one region and offer courses in others so the flexibility is required). And please check your data on the public side after editing.

7. **Photographs**

   Keep the file size small! The available column width for photos is 360 pixels so making the photographs any bigger than that creates dead weight. Some profile pages load much more quickly than others, and faster loading is good; not only because nobody wants to wait, but also because big files on 3G not only load slowly but may be more costly, and so unpopular, for the user. And Google doesn't like pages which are slow.

8. **Are you mobile friendly?**

   Google discriminats in favour of mobile-friendly sites and almost half visitors to English in Britain are on a mobile device.

9. **Enquiries**

   The primary function of English in Britain is the delivery of serious prospects to subscriber sites, and the English in Britain media do this hundreds of times a day. A small number of enquiries are sent to clients from the English in Britain site, and a small number are sent direct to English in Britain via the Contact link, which may be found only by logging in to the Clients section and selecting "Respond to a General Enquiry".

10. **Agents**

    The searches in the left hand column of all no-profile pages include "Find a local contact/agent", and will find course providers offering an agent in the searcher's selected country. If the student then contacts the agent through English in Britain, a copy of the communication is automatically sent to the sponsoring course provider. This happens quite rarely. The principal benefits of course providers making use of the facility are a) good PR with agents who tend to interpret the collaboration positively and b) demonstrating the existence of an international network to the students.

11. **Development**

    English in Britain has pioneered many developments in the sector and that will continue. Our aim is to make the service a useful and positive experience for students and agents to encourage maximal use of the resource, and so to provide subscribers with the best possible value. Comments and suggestions are always welcome.

12. **Clicks v. Analytics**

    Figures that measure clicks at one end and sessions at the other will not agree for many reasons. The English in Britain server reliably counts clicks on purpose-built links from the website, app, guide. Call them apples. Analytics packages measure (see also the SSL section below) referred sessions; oranges. There can be multiple clicks reporting a single session for many reasons (going back and forth between sites, double clicking, returning 20 minutes later), and there can be sessions where English in Britain is not credited, including referrer screening/spoofing, non-attributed referrals in increasing numbers from PDF Guides or the App, proxy/firewall filtering, or referrals from client-created links reporting a session but bypassing the counter, and other factors, including site aliases such as Englishinbritain.com and .net. In summary, the clicks numbers are reliable, but don't tell you how many sessions are referred by English in Britain, and neither can your analytics package accurately report sessions attributable to the English in Britain service.

13. **SSL (Secure Sockets Layer) and https v. http [Important!]**

    Since 2016 English in Britain (and Colleges in Britain and – since inception - CoursePricer) have used the https protocol for data encryption and security, and many English in Britain

schools have also made or are making the switch/upgrade. Note that this has important implications for the collection of referral statistics through Google Analytics.

We recommend reading this article on MOZ.com : https://moz.com/blog/guide-to-direct-traffic-google-analytics and in particular would draw your attention to the following para:

When a user follows a link on a secure (HTTPS) page to a non-secure (HTTP) page, no referrer data is passed, meaning the session appears as direct traffic instead of as a referral. Note that this is intended behavior. It's part of how the secure protocol was designed, and it does not affect other scenarios: HTTP to HTTP, HTTPS to HTTPS, and even HTTP to HTTPS all pass referrer data. So, if your referral traffic has tanked but direct has spiked, it could be that one of your major referrers has migrated to HTTPS. The inverse is also true: If you've migrated to HTTPS and are linking to HTTP websites, the traffic you're driving to them will appear in *their* Analytics as direct.

In the case of English in Britain there have been significant cases of an http "legacy" problem because although the school may be https://www.myschool.co.uk and English in Britain is https, *the referral from English is to an old address* at http://www.myschool.co.uk. The reason that this goes unremarked is that the referral apparently works normally i.e. the click on to the link to the school delivers the expected web page. *However because English in Britain is in fact referring to the http page (which is then converted to https by the site's .htaccess file) the* **https to https protocol does not apply** *and so Google Analytics does not record the referral source but rather assigns the referral to "direct".* This may result in zero referrals from English in Britain being reported when there may be many hundreds.

If your website now uses SSL (https://) please ensure that this address is the one used by English in Britain and edit the school profile (and any other links on the site) accordingly.

Contact dblackie@ie-connect.com