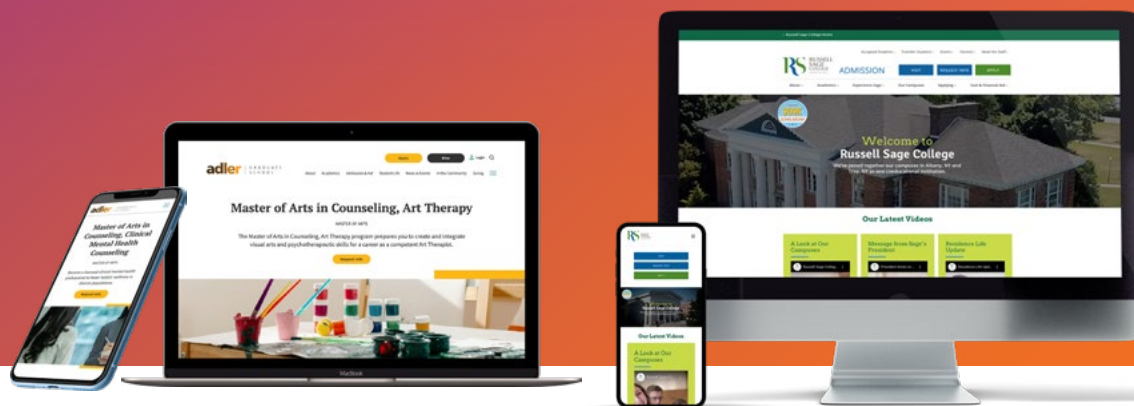


WEB DESIGN AND DEVELOPMENT

STRENGTHEN AND MODERNIZE YOUR INSTITUTION'S WEBSITE WITH DATA-BACKED INSIGHTS, SOLID SEO, AND A RESPONSIVE, REFRESHED DESIGN.

Your school's website is the digital face of your institution and a critical hub of information. In fact, our annual research shows that prospective families rank college and university websites as the #1 resource for information about prospective schools.

To provide an optimal user experience, your site needs to be modern, accessible, responsive, organized, attractive, and well written. Spark451's web team specializes in optimizing collegiate websites via a streamlined process that makes it easy to align stakeholders and deliver a high-performing site that everyone on your team can be proud of.



THE PERFECT FIT FOR YOUR PRIMARY MARKETING TOOL

Research: Surveys, Interviews, and Analytics

Gain insights into how your students, faculty, and stakeholders experience your online presence, and gauge how well it reflects your school.

Content Strategy and Information Architecture

Understand and communicate more effectively with your audience by redefining the hierarchy of your site to create better user flows.

Search Engine Optimization (SEO)

Optimize and automate on-the-page keywords to drive more traffic to your site via search engines.

Wireframing and Prototyping

Push user-experience to the forefront with clickable compositions that showcase the user's journey.

WCAG 2.1 Compliance (Accessibility)

Eliminate barriers to your content by ensuring your website meets (or exceeds) accessibility standards.

Visual Design and UX

Your defined goals will be translated into hi-fidelity designs that incorporate branding, streamlined user flow, and responsive design.

Development

We construct easy to use interfaces, templates, and automation that help your internal stakeholders reach their goals and build pages in a snap.

MARKETING TO THE NEXT DEGREE®

Start Planning

Spark451 is a higher education marketing firm that delivers measurable results through research, strategy, communication planning, and breakthrough creative. Let us help you meet your goals.



Advertising & Marketing

Reach your audience with data-driven digital and traditional ad strategies.



Enrollment Strategy

Ignite your enrollment with in-depth analysis and expert insights.



Communications Strategy

Stay connected with a communications plan that delivers real-time results.



Student Search

Launch a unique search program that will capture students' attention.



Web and Interactive

Deliver your message through a world-class user experience.



Admitted Yield

Build excitement and motivate your admitted pool to help them secure their enrollment.



Video and Motion Graphics

Tell your story the right way with our dynamic video production.



Enrollytics

Gain actionable insights by accessing multiple data sources in a single warehouse.



Publication Suites

Create a fresh look for your electronic and printed publications.



SparkAssist

Unlock the full capabilities of your CRM and enhance your communications.

INCREASE EFFICIENCY WITH BUNDLED SERVICES

Recruitment Support Creative

Start your recruitment season off strong with a full suite of supporting materials and promotional items.

Personalized Financial Awards

Communicate the true value of your institution and motivate families to enroll.

New Academic Program Launch

Recruit for a new institutional program with a complete set of customized marketing materials.

High School Influencer

Leverage the power of school counselors and teachers to expand your recruitment efforts.

Anniversary Package

Make the most of your milestone with a comprehensive branded suite of promotional materials.