

Website

MindEdge Marketing Resource Center

Best Practices

We have learned that our most successful partners follow a similar set of website design practices for their course offerings. The most important design principle is one-click access to the course catalog from the home page, and the most effective catalogs are also organized by course topics or categories, and not by course provider. Many effective websites combine course descriptions, features, testimonials, special offers, and learner feedback statistics to help with course consideration and registration evaluation.

See below for examples of best practices on websites.

Missouri Western State University

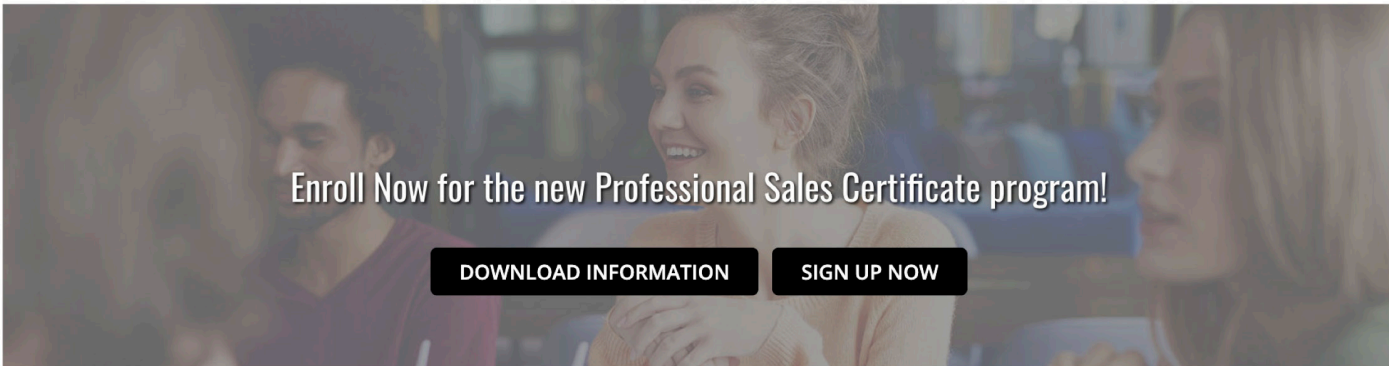
While featured programs are highlighted on the workforce development landing page with an immediate call to action, the navigation also guides users to the full catalog, free courses, and curated categories their audience would be interested in, like exam prep.

MISSOURI WESTERN STATE UNIVERSITY

Apply Today!

Center for Workforce Development

[All Courses](#) [Free Courses](#) [Certifications](#) [Career Development](#) [Exam Prep](#) [GED Prep](#) [Contact Us](#)




Enroll Now for the new Professional Sales Certificate program!

[DOWNLOAD INFORMATION](#) [SIGN UP NOW](#)

The Center for Workforce Development offers a wide range of developmental, professional and continuing education courses created to support our region's workforce. Our fully online non-credit courses are affordable, fun and convenient. Ready to explore our catalog? Click the links at the top of this page to get started.


Popular Courses



Entrepreneurship

This online certificate program introduces key issues in entrepreneurship for those looking to start a business on their own. This certificate is suitable for new business owners, as well as anyone considering the challenges of entrepreneurship.


[Find Out More >](#)



Cybersecurity

Cybersecurity, also known as Information Security, is the protection of data and personally identifiable information from malicious attacks, theft, and destruction. As the amount of data being stored continues to increase, and as hackers become more sophisticated, the need for cybersecurity is greater than ever.


[Find Out More >](#)



Leadership

The courses in this suite offer advice on leadership that can help you stand out as a leader among your peers. Video segments introduce successful leaders who discuss such issues as how leaders become leaders, leadership ethics, and the differences between leaders, managers, and administrators.

[Find Out More >](#)



Marketing


Digital marketing helps organizations promote and sell products and services through online marketing methods such as social media messaging, website ads, Facebook marketing campaigns, Google Adwords, and more. It's vital to develop a marketing strategy that keeps up with the technology.

[Find Out More >](#)

What businesses are saying about our courses


Thank you for this! I think it's an ingenious opportunity... We are offering it to all of our teammates (with online capabilities) and with encouragement to share! I personally started doing the "Creativity in Teams" course; — In the short time I spent – into step 7 so far – I am finding the information very relevant, concisely delivered, and I can see it to be potentially very beneficial and serving. It also provides an opportunity to easily **"learn something new" every day** – which I believe is fundamental to one's **feeling of well being... and overall happiness!** And is something we are preaching to everyone to **keep doing!** (ie. in line with the Kaizen methodology). **Thanks for putting this together and making it so easily available!! YOU are making a HUGE difference in our community!**

www.teamperka.com

**Martial L. Thevenot**, Perka Buildings & Veritas Systems Construction

Learner testimonials strengthen the marketing efforts for these courses.

www.mindedge.com



Website Best Practices | 2

Business Training Works

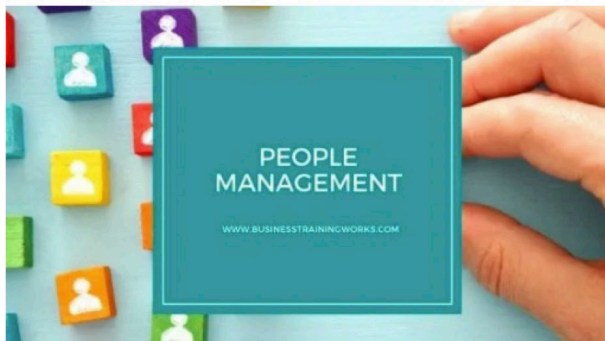
More information about the featured courses is one click away and the full course catalog, where courses are organized by category and not course provider, is clearly accessible.

Online Leadership and Management Courses Self-Paced Training Programs

More than anything else, a manager or supervisor has the power to influence employee engagement. The better the manager, the more likely employees will adopt an ownership mentality at work.

Our online leadership and management courses are designed to help people enhance their abilities to develop others. The programs offer an assortment of videos, interactive exercises, case studies, and self-assessment tools. Depending on the topic(s) chosen, course lengths and access times vary. For all programs, learners can earn and download a certificate after completing a course assessment and earning a passing score.

To explore the course objectives and program overviews, click on the links below.



This site is tailored to its audience, listing courses and certificate programs specifically in leadership and management.

Arapahoe Community College

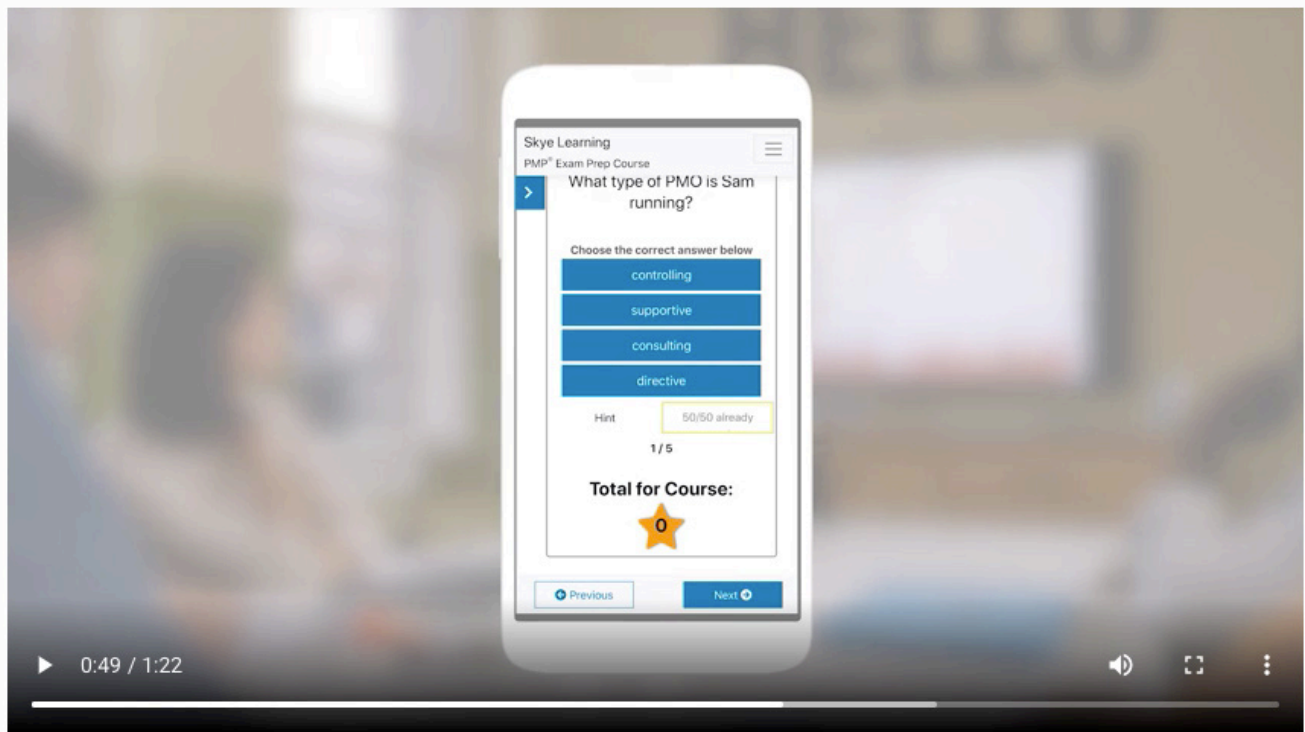
In-demand skills for the local market are on display, hyperlinked to specific course categories for purchase.

Top Technical Skills:

- [Accounting](#)
- [Cybersecurity](#)
- [Data Analytics](#)
- [Agile Methodology](#)
- [Supply Chain & Logistics](#)

Top Soft Skills:

- [Communication](#)
- [Management](#)
- [Project Management](#)
- [Leadership](#)
- [Digital Marketing](#)



The video asset elaborates on benefits of online learning and credentialing.

Drexel Course Catalog & Hybrid Learning

Strengthen your sales with testimonials, learner feedback, benefits, and statistics.

COURSE OFFERINGS

View our entire online course catalog, or click on a category below for more information. Purchasing a self-paced online course grants access ranging from 30 to 180 days

AGILE PROJECT MANAGEMENT



Understand the principals, concepts and techniques of implementing Agile Project Management into your workflow. Explore the online courses at Goodwin today.

[LEARN MORE](#)

COMMUNICATION



Continue your education in communication with online public speaking, writing, and presentation courses designed to develop your confidence. Register today!

[LEARN MORE](#)

CREATIVITY AND INNOVATION



Develop your ability to innovate, think critically and creatively, to set yourself apart from the competition. Continue your education in innovation today!

[LEARN MORE](#)

ENTREPRENEURSHIP



Continue your education in entrepreneurship with online courses and a certificate program designed to empower you as a business leader. Register today!

[LEARN MORE](#)

FINANCE



Our online finance classes and certificates allow you to continue your education in finance at your own pace. Explore our course offerings to learn more!

[LEARN MORE](#)

HUMAN RESOURCES

Continue your education in human resources management to improve your organization with online courses. Learn more about our course offerings and register!

[LEARN MORE](#)

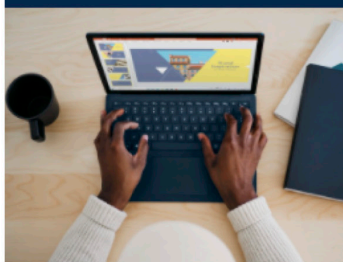
THE SKILLS HUB



The subject material on this page is also part of The Skills Hub — learning pathways for every stage of your career. The Skills Hub features course bundles that not only offer you savings, but can also help you build a professional development plan around your career goals. Whether you want to sharpen a specific skillset, earn a certification or simply grow your network, The Skills Hub has a program for you.

[> LEARN MORE](#)

WEBINARS



Want to learn on your lunch break? Or catch up on the latest industry insights on the train to work? Check out our free 30-60 minute webinars.

[> EXPLORE WEBINAR TOPICS](#)

DID YOU KNOW?

**62%**

of employers have adopted a skill-based hiring strategy¹

**1 in 4**


jobs are hybrid - combining technical and non-technical skills²

**25%**

salary boost can be gained through earning industry credentials³


HRCI Most Popular / Featured

Featured Content



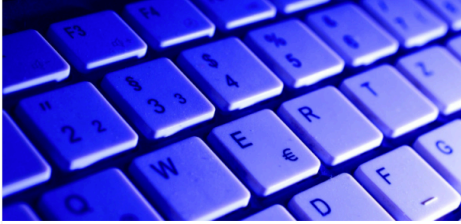
HR Ethics Series: Globalization and Ethics
Due in large part to advancements in technology, transportation, and trade,...

\$39.00 [View Details](#)




HR Ethics Certificate
Human resources professionals are charged with supporting the success of th...

\$259.00 [View Details](#)




HRCI upSkill - Bundle
HRCI upSkill from HRCI brings you the newest people and business management...

[View Details](#)




Creativity in Teams and Organizations
Spurring creativity in teams can be very challenging, but could also be the...

\$79.00 [View Details](#)



Introduction to Leadership
No matter your age or what phase of your career you're in, leadership is a ...

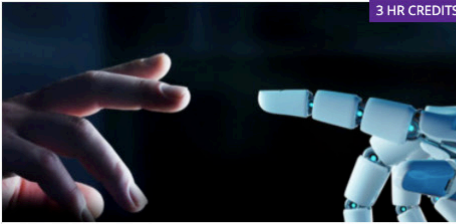
\$79.00 [View Details](#)



Introduction to Critical Thinking
Critical thinking is an intellectual model for reasoning through issues to ...

\$95.00 [View Details](#)

Featured, most popular, and credit-specific tags guide learners to the courses that are relevant to their audience.




3 HR CREDITS

A Manager's Guide to Artificial Intelligence

Course
This course introduces learners to basic artificial intelligence concepts a...

\$99.00 [View Details](#)

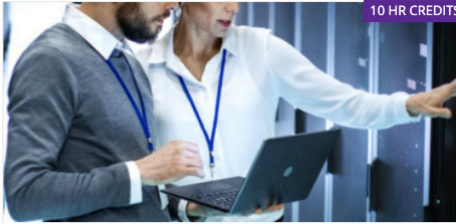


5 BUSINESS CREDITS

A Manager's Guide to Cloud Computing and Cybersecurity

Course
This course provides an overview of cloud computing and the business and se...

\$79.00 [View Details](#)

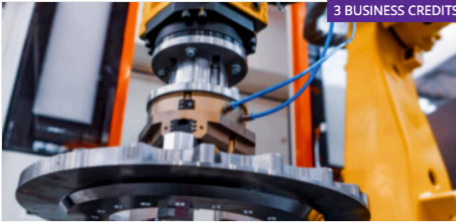


10 HR CREDITS

A Manager's Guide to Information Technology

Course
A Manager's Guide to Information Technology course is designed to help mana...

\$199.00 [View Details](#)




3 BUSINESS CREDITS

A Manager's Guide to Robotics

Course
This course will introduce many of the concepts and metrics for management ...

\$99.00 [View Details](#)




5 BUSINESS CREDITS

Access Control and Identity Management Scenarios

Course
Access control is the restriction of access to a computer system. So how do...

\$79.00 [View Details](#)



5 BUSINESS CREDITS

Accounting Fundamentals for Small Businesses

Course
Following basic accounting principles is an essential and necessary part of...

\$99.00 [View Details](#)