



# COURSE Finders

## for Languages

### CourseFinders ~~Relaunched!~~

True search engine - students reach a shortlist of relevant courses in seconds

- ~~Improved search engine – now reads all information in school profiles~~
- ~~New look – site updated to be more visually attractive~~
- ~~Cost per enquiry business model - only pay for what you get~~
- Mobile optimised – responsive to all types of phones and tablets

Languages Canada Members

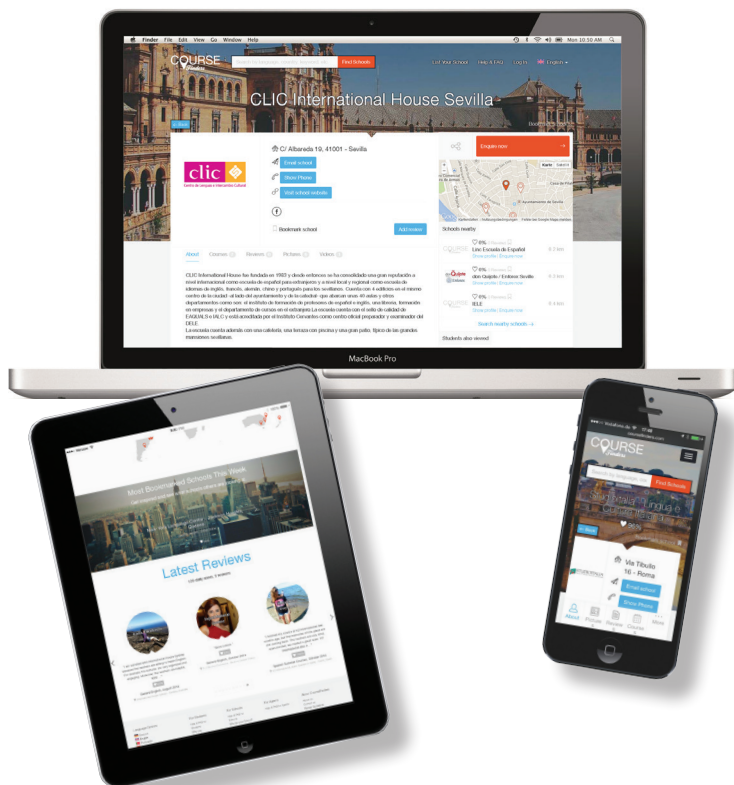
### Benefits to ~~language schools~~

- ~~3 months free to evaluate the system~~
- ~~Greater visibility online, without cost~~
- Increased traffic to ~~your site~~ <sup>your own website</sup>
- An independent source of student reviews
- All schools compete equally, regardless of marketing budgets

### How to benefit

Ask your ICEF rep to register you

- Go to **coursefinders.com** and check your school's profile
- Log in, enhance your profile and make sure that all information is up-to-date
- Use the CourseFinders Review Tool to show and gain reviews from your site, as well as from your agents' sites (see overleaf)



# The CourseFinders Review Tool for Schools & Agents

COURSE  
Finders



## Show your student reviews on multiple sites

### Why are student reviews so important?

- Customer reviews are crucial in today's online world - for hotels, restaurants and also for language schools
- Reviews from past students build trust, and trust greatly improves your "enquiry to application" conversion rate
- The more student reviews you have on your CourseFinders profile, the higher your school will appear in the search results - there is no other way to get to the top of the search results list

### Why add the CourseFinders Review Tool to your website?

- Always shows prospective students your most recent reviews
- Students see the most relevant reviews to them, e.g. German students see German reviews first
- Allows students to write reviews without visiting coursefinders.com
- This tool allows you to display all your student reviews on multiple sites - your homepage, your preferred agents' sites, association pages, local listings etc.

**Sarah or Caroline**

~~Come and see Ross Holmes at the ICEF booth or send an email to rholmes@icef.com~~

info@coursefinders.com

**table to register for your free trial**

www.coursefinders.com