Website

MindEdge Marketing Resource Center

Best Practices

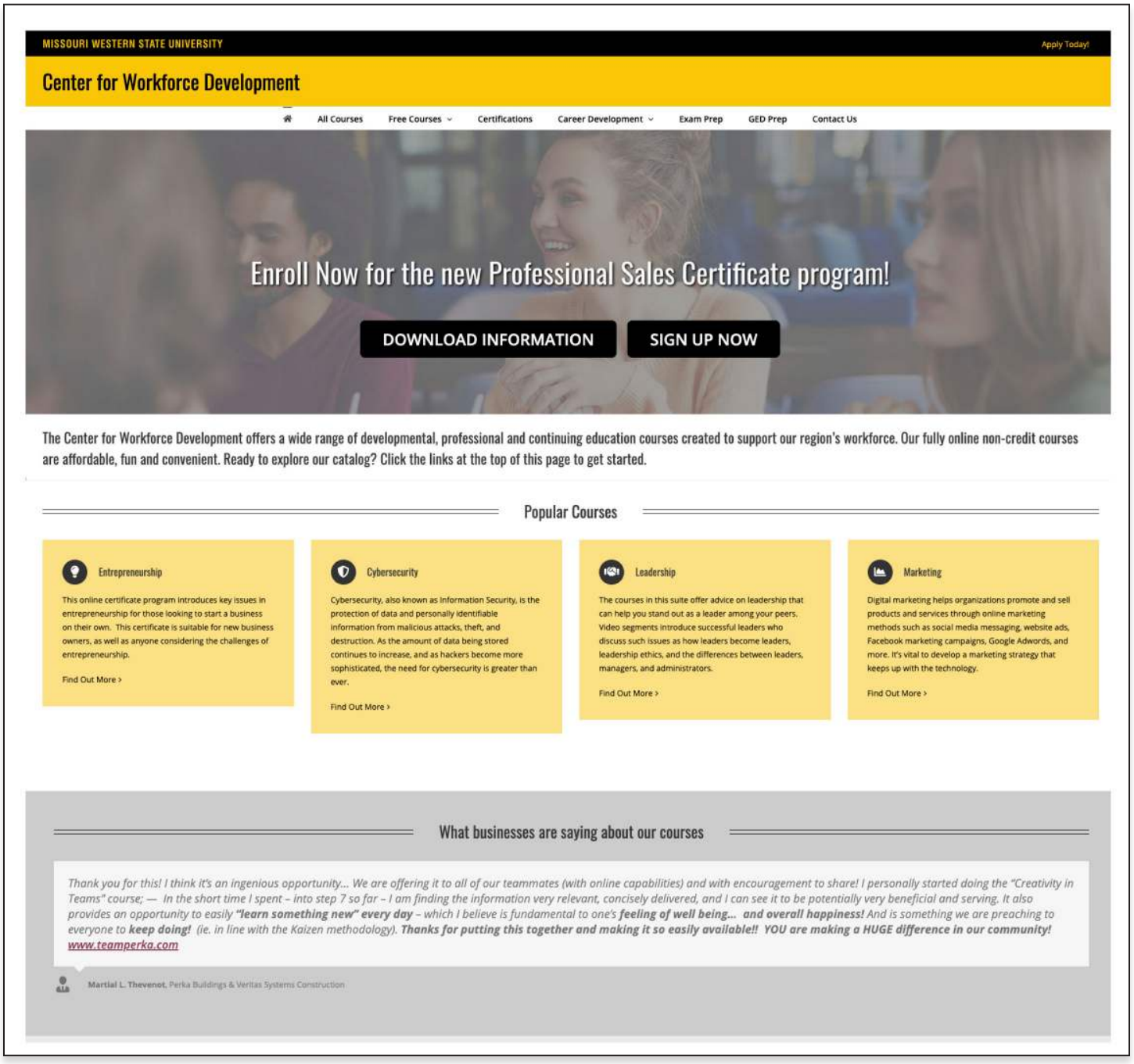
We have learned that our most successful partners follow a similar set of website design practices for their course offerings. The most important design principle is one-click access to the course catalog from the home page, and the most effective catalogs are also organized by course topics or categories, 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.

MINDEDGE LEARNING

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.



Learner testimonials strengthen the marketing efforts for these courses.

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

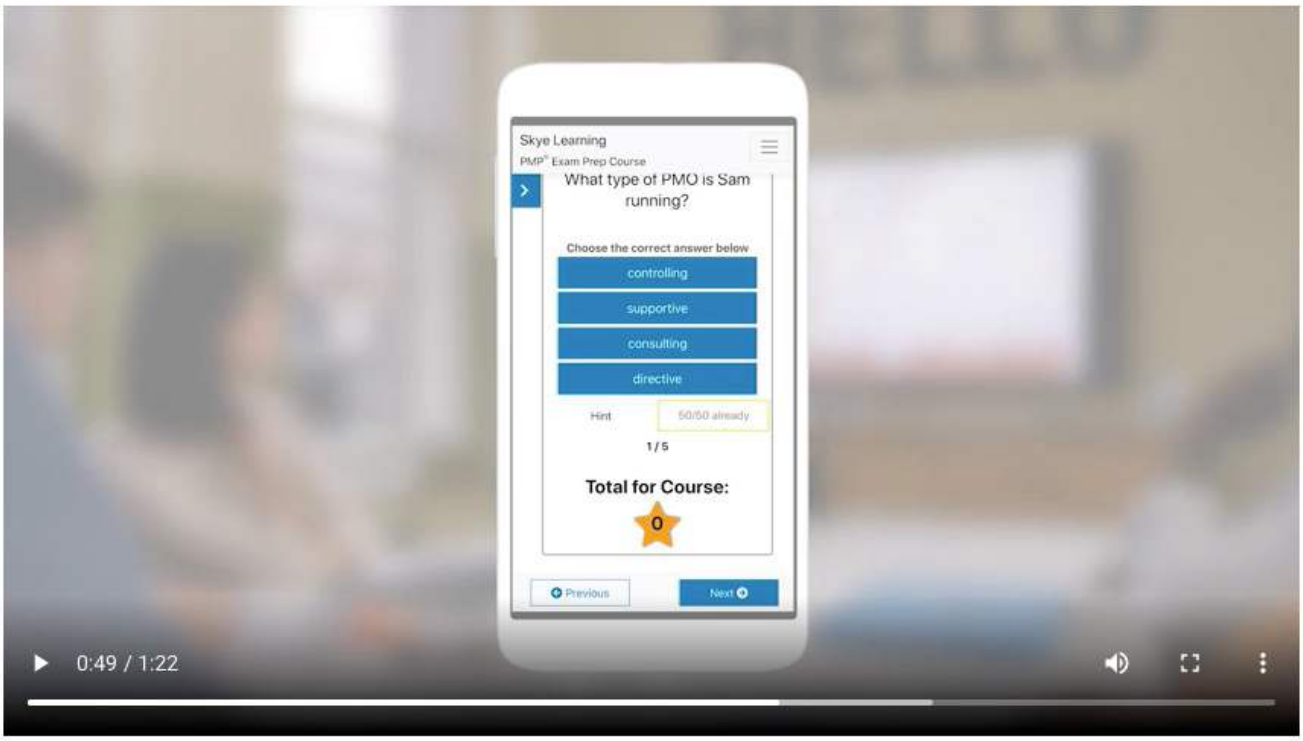
In-demand skills for the local market are on display, hyperlinked to specific course categories for purchase.

Top Technical Skills:

- Accounting
- Cybersecurity
- Data Analytics
- Agile Methedology
- 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

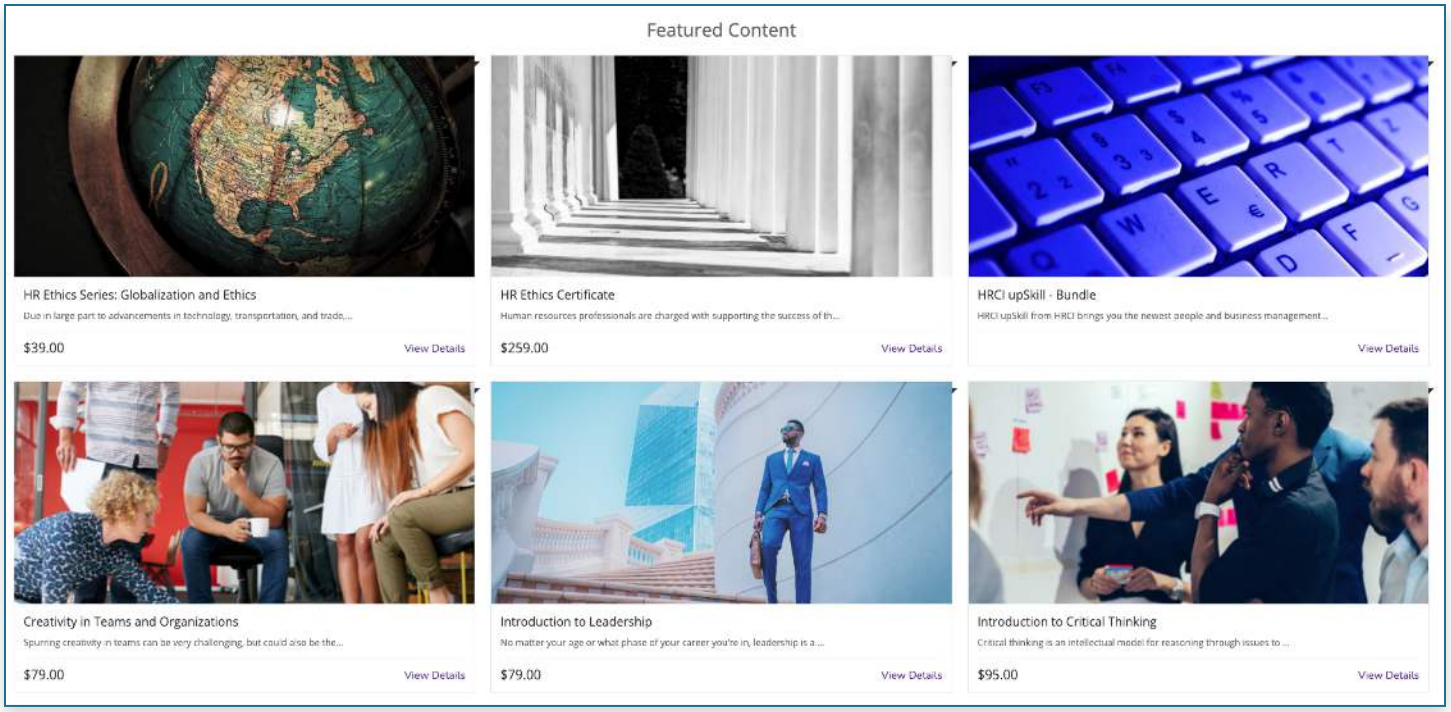
DID YOU KNOW?

62%
of employers have adopted a skill-based hiring strategy[1]

1 in 4
jobs are hybrid - combining technical and non-technical skills[2]

25%
salary boost can be gained through earning industry credentials[3]

HRCI Most Popular / Featured



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

