



# MAEA Marketing Lunch and Learn

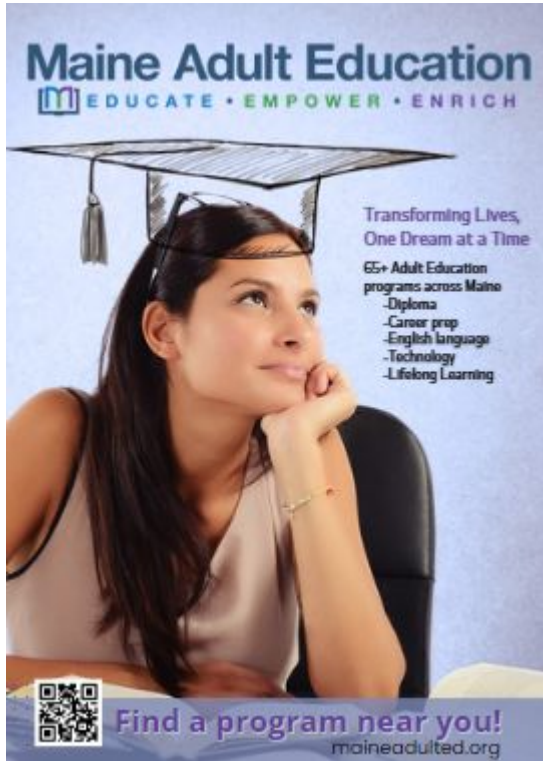
April 5, 2024

*Photo credit Rowena Harvey, RSU 89*

What's the difference between **Coursestorm** and **Rainstorm** and how do I get help?

Coursestorm manages your class listings. Anything that has to do with classes is a question for Coursestorm. They offer unlimited support during working hours to programs so contact them directly at [support@coursestorm.com](mailto:support@coursestorm.com) Once signed into your account, there is a help button which will take you to many resources.

Rainstorm is our web host for the Wordpress/Elementor sites or all of our websites. *We do not have unlimited support for these sites* so questions need to come to Shirley Wright ([swright345@gmail.com](mailto:swright345@gmail.com)) and she will answer your question or find the answer and get back to you. Please do not email Rainstorm directly.



Parent Site (website):

*maineadulted.org*

Sister Sites:

*programname.maineadulted.org*

For example:

[york.maineadulted.org](http://york.maineadulted.org)

Coursestorm Sites

*maineadulted.coursestorm.com*

*\*statewide listing of classes*

*yourprogram.coursestorm.com*

For example:

[york.coursestorm.com](http://york.coursestorm.com)

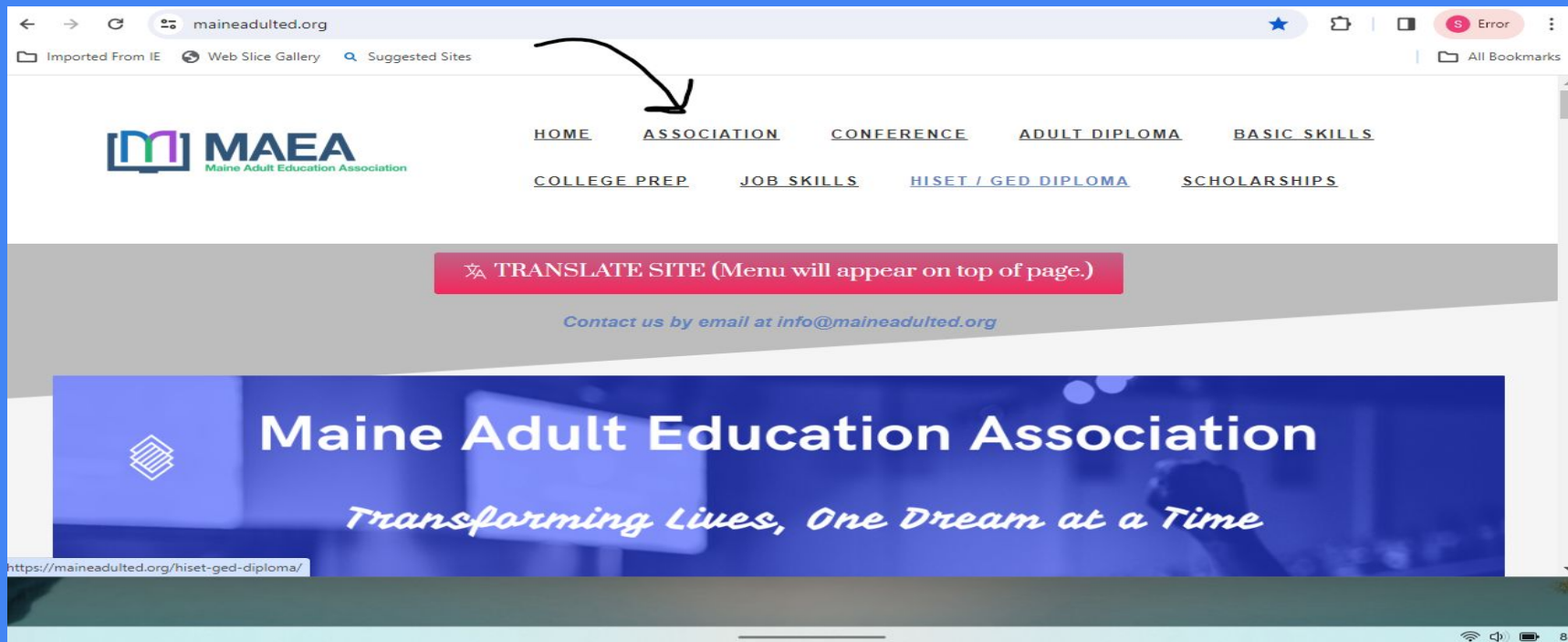
*\*\*this is your catalog and your classes*



[maineadulted.org](https://maineadulted.org) and [coursestorm.com](https://coursestorm.com) use plugins to interact with each other. What is a plugin? Well, it's not what you see on the left but it's kind of the same concept.

A plugin is a software component that adds specific functionality to an existing computer program or web browser. Plugins are designed to extend the capabilities of the host application without requiring any changes to its core code.

Questions?  
*maineadulted.org*  
Click on the “Association” tab



The screenshot shows a web browser displaying the website [maineadulted.org](http://maineadulted.org). The browser's address bar shows the URL, and the page title is "Maine Adult Education Association". The navigation menu includes the following links: [HOME](#), [ASSOCIATION](#), [CONFERENCE](#), [ADULT DIPLOMA](#), [BASIC SKILLS](#), [COLLEGE PREP](#), [JOB SKILLS](#), [HISET / GED DIPLOMA](#), and [SCHOLARSHIPS](#). A black arrow points to the "ASSOCIATION" link. Below the navigation menu, there is a red banner that reads "TRANSLATE SITE (Menu will appear on top of page.)" and a blue banner that reads "Contact us by email at [info@maineadulted.org](mailto:info@maineadulted.org)". The main content area features a large blue banner with the text "Maine Adult Education Association" and the tagline "Transforming Lives, One Dream at a Time". The URL in the address bar is <https://maineadulted.org/hiset-ged-diploma/>.

## Maine Adult Education Association Information and Resources

### Maine Adult Education Association

[About MAEA](#)

[Annual Meeting and Agenda](#)

[Annual Reports](#)

[Association History](#)

[Ballot](#)

[History of Maine Adult Education](#)

[MAEA Board Members 2023-2024](#)

[MAEA By Laws](#)

### Directors and Programs

[Directors Only \(Password Protected\)](#)

[Clothing and Name Tag Order Form](#)

[Coalition on Adult Basic Education \(COABE\)](#)

[Fundraising Ideas \(Video\)](#)

[Marketing](#)

[Membership Directory](#)

[Professional Development 2022-2023](#)

[Publications](#)

[Word Press/ Elementor Help](#)

### MAEA Conference

[Conference Handouts and Links 2023](#)

[Conference Sponsors 2023 Thank you!](#)

### MAEA Board

[Board Meeting Updates \(Password Protected\)](#)

[Corrections](#)

[Legislative](#)

## Site User Questions

Sometimes, users of the site get frustrated and reach out to me via our info email. It's [info@maineadulted.org](mailto:info@maineadulted.org)

Here's one that I received a couple of months ago. This person was searching for business classes.

Once I searched for a class, I had to toggle through 58 pages one by one, and most of the course descriptions are unclear as to whether or not there are actual certifications associated with the courses. The dates of many of the courses also appear to be incorrect, for example, the registration details say a course started Jan. 9 but the first line of the description says it starts in March and there are courses listed from 2023. (This person was using [maineadulted.coursestorm.com](http://maineadulted.coursestorm.com) to search.)

**What can we do?** (First of all, this is an issue on Coursestorm because it has to do with classes.)

Make sure your Coursestorm catalog aligns with the current date and your current offerings. It's good to check this once a month. Be sure to remove classes that have already started and are not taking new registrations. There is an option when setting up classes that will remove them after the start date. Be sure there are no discrepancies in your listing. (Dates should match. Class names should match.)

Often the same class is listed in six different program catalogs. If a user does a statewide search, they will see all of the classes, sorted by online first and then closest to them. It can be overwhelming. It is much better if site users navigate to your website and your catalog because they will search your catalog, not the state and be given those options first with a chance to expand from there.

*Search classes buttons on sites should be set to your site - ex. [york.coursestorm.com](http://york.coursestorm.com)*



## Search your own catalog, starting with your website!

Does it work the way you want it to? Is it clear? It's important to search like a potential student would and even play around with class names and search terms. Search your catalog and search Google for classes.



**Another question...**

*“Is there a way to look at the certifications associated with courses? Or what certifications the classes prep for? Is there a way to look at only upcoming classes?”*



## What can we do?

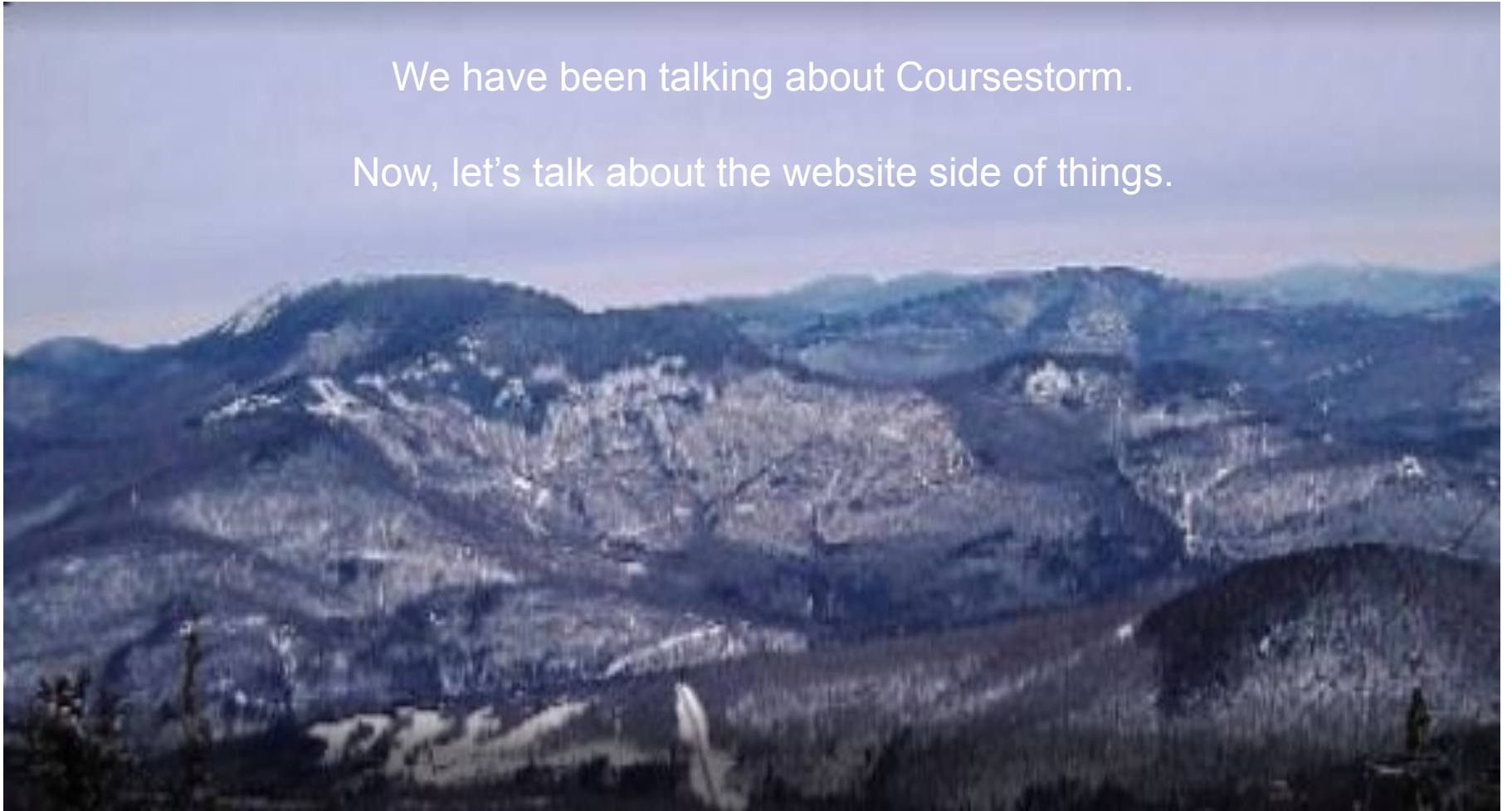
Tell people what they will “get” if they take your class. Make it known in the class description. It’s important to have complete information in class descriptions.

For example -

**Those successful in completing CDL will obtain a Class A Driver’s License from the State of Maine.**

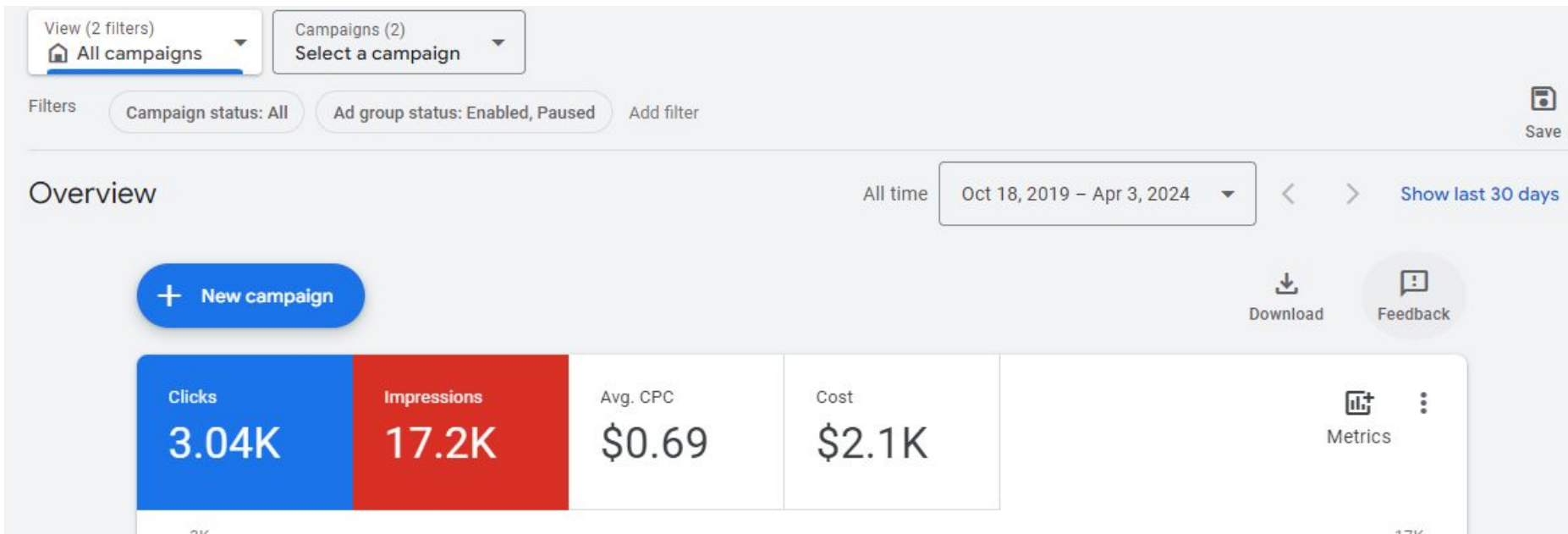


We have been talking about Coursestorm.  
Now, let's talk about the website side of things.



## MAEA is running a Google Ad campaign.

The goal is to get users to maineadulted.org and then quickly to the website of the program closest to them. To date, this ad has shown over 17,000 times since December.



The screenshot displays the Google Ads interface for a campaign. At the top, there are filter options for 'View (2 filters)' and 'Campaigns (2)'. Below this, the 'Filters' section shows 'Campaign status: All' and 'Ad group status: Enabled, Paused'. The 'Overview' section is active, showing a date range of 'All time' from 'Oct 18, 2019' to 'Apr 3, 2024'. A 'New campaign' button is visible on the left. On the right, there are 'Download' and 'Feedback' icons. The main metrics are displayed in a table:

Clicks	Impressions	Avg. CPC	Cost
3.04K	17.2K	\$0.69	\$2.1K

Additional icons for 'Metrics' and 'Save' are also present.

## What can programs do to make this work?

- Make sure your website is up to date and accessible.
- Include contact information on the top of the page as well as the bottom.
- Make sure all pertinent information is easily accessible on the page.
- Make sure the link to Coursestorm is easy to find and colorful.
- Use the resources from MAEA as much and as often as you want.
- Advertise all classes in your Coursestorm catalog, even if you don't want people to register online. List them as "not registerable online" but link a Google doc to collect information.

# Schoology Group

Marketing Tips and Best Practice

Code to Join

**G2WH-26VT-SSJWQ**

## What is SEO and how does it work?

SEO means Search Engine Optimization and is the process used to optimize a website's technical configuration, content relevance and link popularity so its pages can become easily findable, more relevant and popular towards user search queries, and as a consequence, search engines rank them better.

*Are your web pages set up with the links and information people are searching for?*

*Are your classes listed in Coursestorm set up with titles and descriptions that contain the words people are searching for?*



**For example, I am searching for ways to get my diploma.**

How would I do that?

I searched Google using these words:

*Get my diploma Maine*

*Need diploma Maine*

*Free diploma*

*Classes near me*

I found York Adult Education first (after the Department of Education and the University System) and was taken to their catalog's high school completion category. I also found other agencies with these titles (not in our programs) that were picked up in the Google search before finding *maineadulted.org*:

**Finish High School From Home**  
**HiSET Maine (GED) Requirements for 2024**  
**Maine Online High School General and Adult Diploma**  
**Earn an Online High School Diploma in Maine (Excel High School)**

*Hmmm.....*

***When search terms rank high in the search, that means people are most often searching for those terms. Can we adjust our class titles?***

YES!

Coursestorm has very high SEO - so make sure you capitalize on it by having good class titles and descriptions. Make sure your categories are broad enough so that people can find similar classes within the same category.

Make sure your webpage has key terms - GET YOUR HIGH SCHOOL DIPLOMA HERE, ONLINE HIGH SCHOOL DIPLOMA CLASSES, etc. And, then add explanatory text. Be specific, not repetitive.

# SEO Step-by-Step Tutorial

Step 1: Find keywords. What are people searching for? How will they find you?

Step 2: Put keywords in the page title. On your Wordpress/Elementor webpage, and make sure that your homepage has information about program categories, like basic skills, diploma, college transitions, workforce training, and more.

Step 3: Using Coursestorm to enter classes, make sure that your class title and description contain keywords so that Google or other search engines can find you.

Web pages must contain rich content to get “noticed” by Google.



Learn a  
new skill!

QUESTIONS?

COMMENTS?



[maineadulted.org](http://maineadulted.org)

## Other Resources

*(These are all on maineadulted.org Click on the Association tab.)*

Video about MAEA ad campaign

<https://youtu.be/-M4Lry7p3n0>

Slide Presentation for the Video

<https://maineadulted.org/wp-content/uploads/2024/02/Marketing-Plan-PDF-Final-2.23.24.pdf>

Adding a translate button

<https://maineadulted.org/wp-content/uploads/2024/04/How-to-Add-Translate-button-to-your-website.pdf>

Track MAEA's Google Ad Data

[https://docs.google.com/document/d/1-WYi\\_AeSgx2FjI-YgNqa2QqL8dUqfkCxo\\_xu1h\\_9YH4/edit](https://docs.google.com/document/d/1-WYi_AeSgx2FjI-YgNqa2QqL8dUqfkCxo_xu1h_9YH4/edit)

Thank you for attending.

**Maine Adult Education**

*From the mountains to the sea, transforming  
lives, one dream at a time.*

**MAEA**

Maine Adult Education Association

