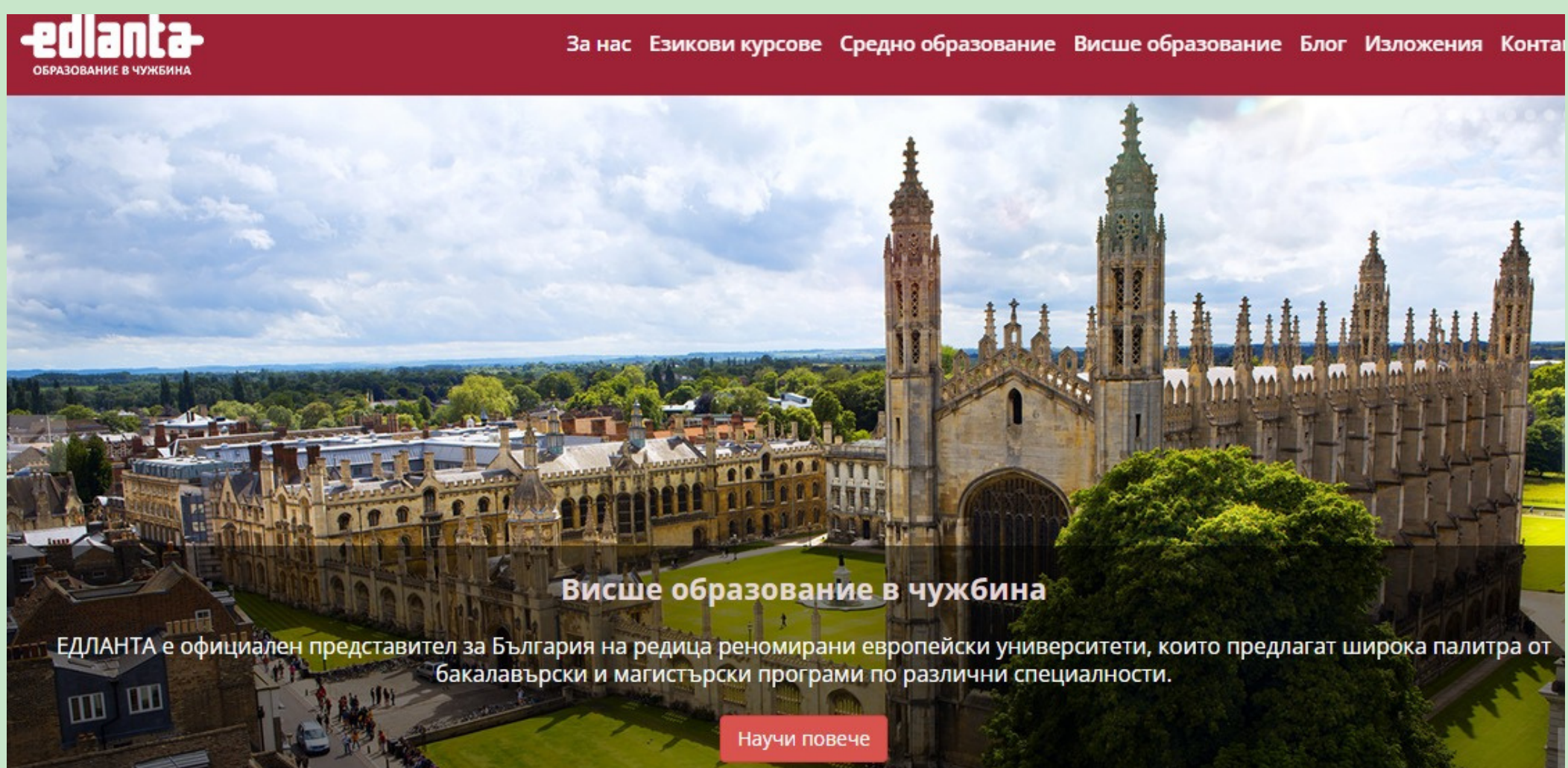
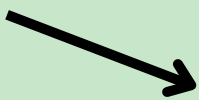


# EXAMPLE ON HOW TO CREATE INTEREST FOR STUDIES VIA AN OFFICIAL WEBSITE

This example is of a private company located in Bulgaria, whose main activity is to offer education abroad for Bulgarian students. The company offers a large range of benefits directly related to a successful application of young people to study abroad. It is the official partner for Bulgaria of many universities and schools mainly in Europe, but not only. From the very first page of the website, it is clear what the services are and for whom they are intended.

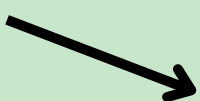


1

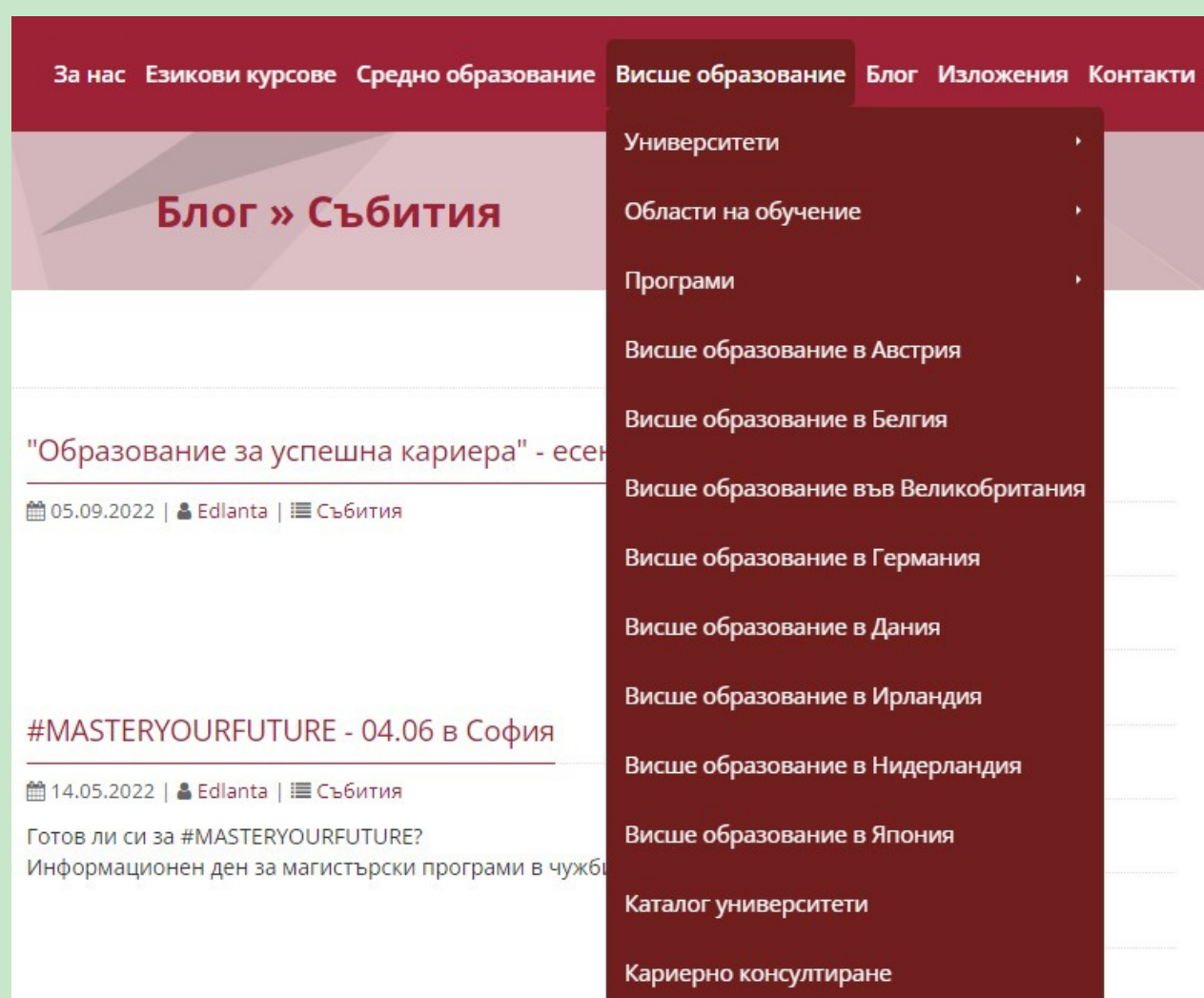
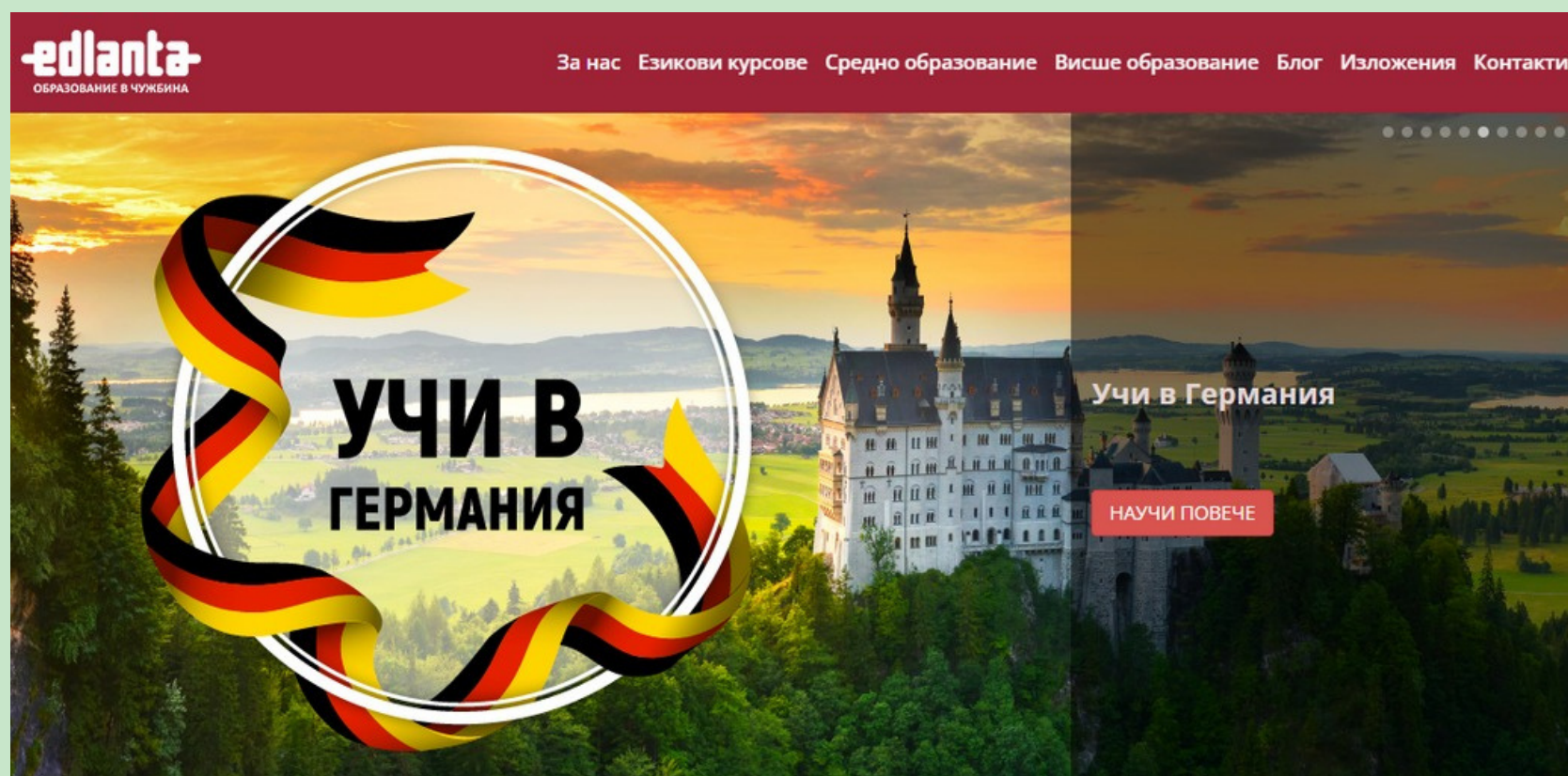


The image is of high quality, the text stands out well, the title is accurate and clear, the colours are pleasing, and the "learn more" button is conveniently located just below the image. The buttons at the top are permanent and do not irritate the eye, the text is clear and suitable even for people with visual impairments.

2



# EXAMPLE ON HOW TO CREATE INTEREST FOR STUDIES VIA AN OFFICIAL WEBSITE



The drop-down sub-menus are very convenient and are constantly available, so you don't waste time on the site itself.

5





1

The vision recreates the company's primary goal of offering education abroad.

2

The logos of the partner universities are visible and recognizable by users.

3

For easier information and navigation, the site displays popular universities divided by state - Germany, Great Britain, Italy, the Netherlands, Belgium, and many others. Large banner images help with easy site orientation.

4

The text, letters and drop-down menus are in the same font, colour and completely match the main look of the site. Almost every button leads to a service of the company - language courses online courses, higher education, secondary education, etc. Everything invites the user to become familiar with all published information.

5

The content of the site is logically arranged, full of all information, there is a section with feedback from students who used the company's services. It is well structured.

## More examples of this type of web sites [www.integral.bg](http://www.integral.bg)

