

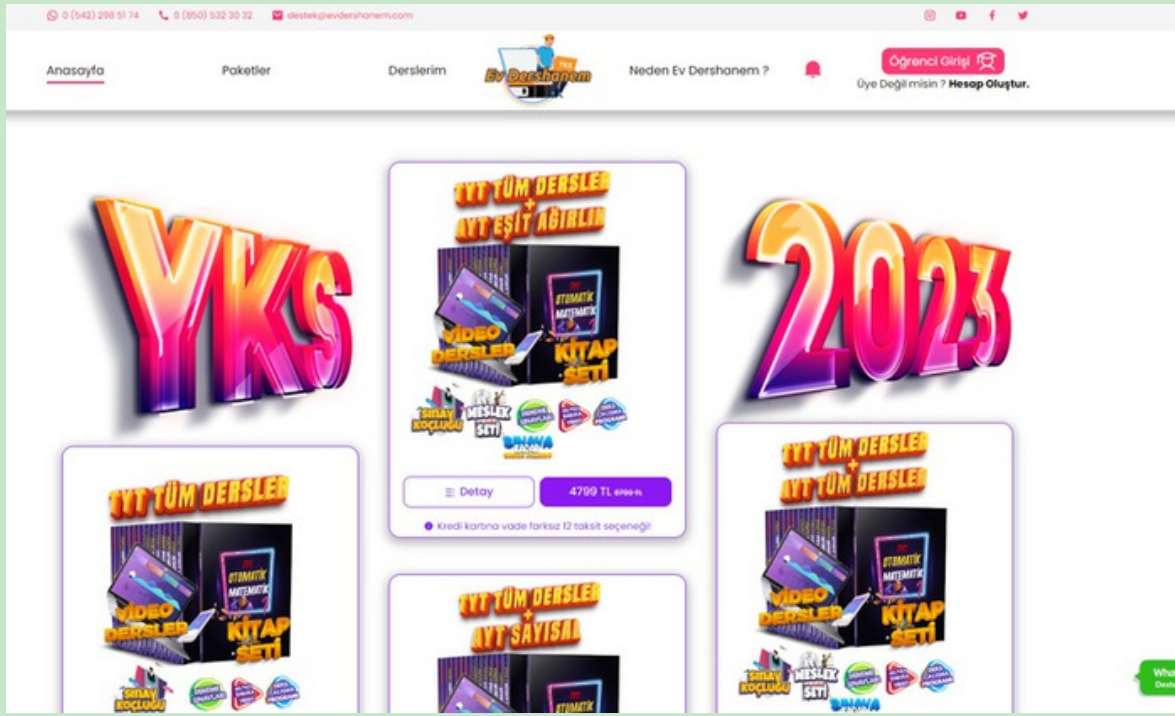
EXAMPLE ON HOW TO PROMOTE AN EXAM TUTORING OFFER VIA A WEBSITE

This example is about a website called Ev Dersanesi, which provides students with training sources on the web that are useful for them during the university exam preparation process. In Turkey, students go to tutoring centers to practice university exams for which they have to pay really high prices. The website promises to support the students very well during the exam preparation process for a much lower fee.



On the opening page, the user is greeted by a large and colourful Higher Education Institutions Exam 2023 (YKS 2023) logo. The user can find all the information they need. The main page includes the content and prices of the books that will be sent to the student. In this way, the user can easily find the expenditure they need to make without getting lost in the menus.

1



2



3



4





1

User-friendly, compact and simple yet functional design, thanks to which the user can easily understand what the offer is about.

2

Stating that Ev Dershanem is a brand-registered company certified by the Ministry of Culture publishing house and the Turkish Patent and Trademark Office approved by the Ministry of Industry, they lay emphasis on their thousands of pages of printed resources and efficient and interesting video lessons made by well-educated expert teachers, which increases the sense of trust in the user.

3

Their motto is "An anti-memorization system. The dream of passing the university exam by memorizing information is just a useless a goal and will never become reality. The questions in YKS university exam require logic and reasoning instead of memorization. Ev Dershanem education kits are prepared with this perspective," which increases the interest
of the user.

4

There is an online WhatsApp support line reassuring the user by guaranteeing that they can contact an authorized person any time they require assistance.

**You can access the website via
the link below:**

<https://evdershanem.com>