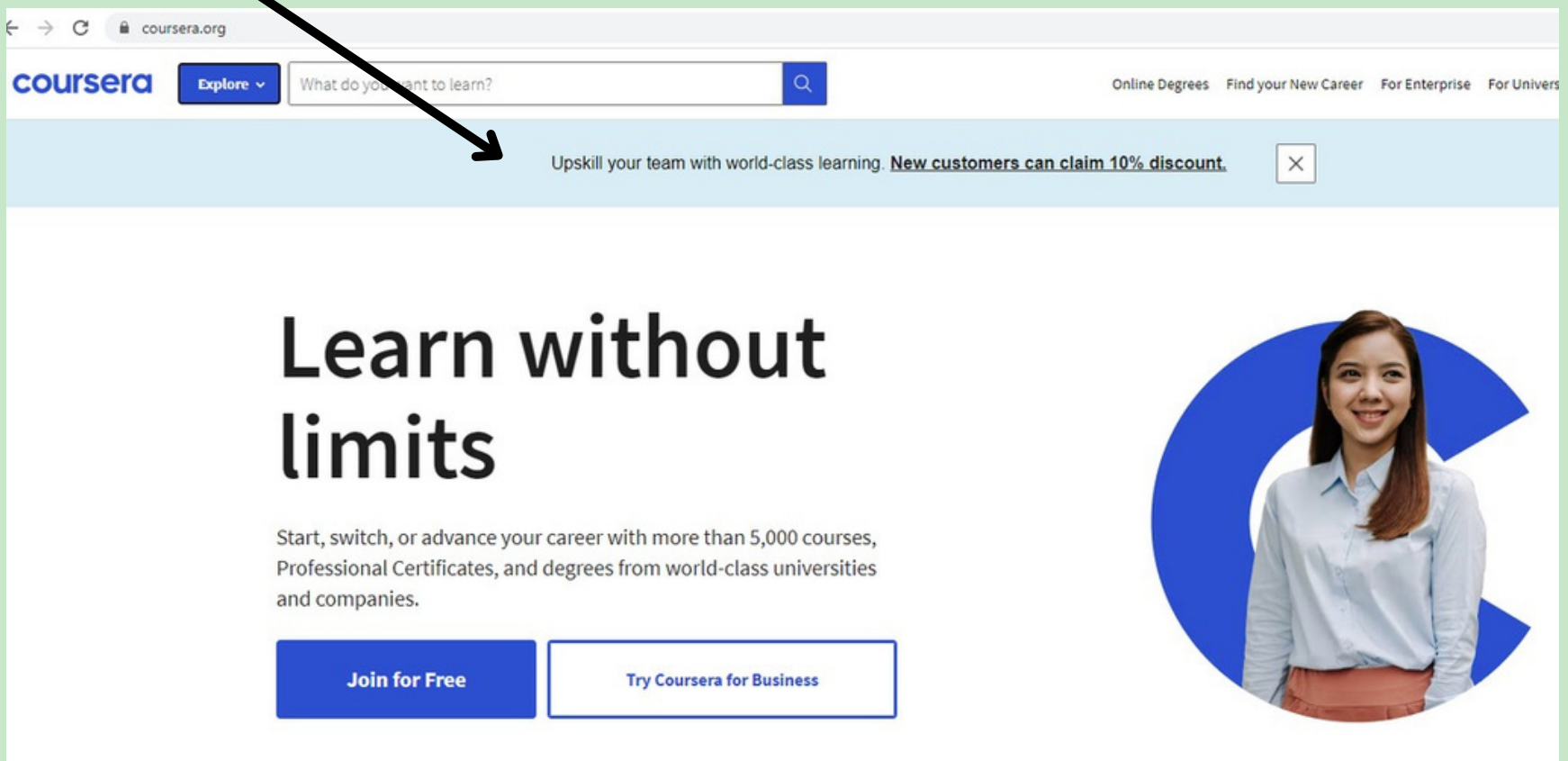# EXAMPLE ON HOW TO USE EFFECTIVELY T HOMEPAGE OF YOUR WEBSITE

The next example is from Coursera. It uses its website in an effective way, because you can find appealing contents from the very first page.
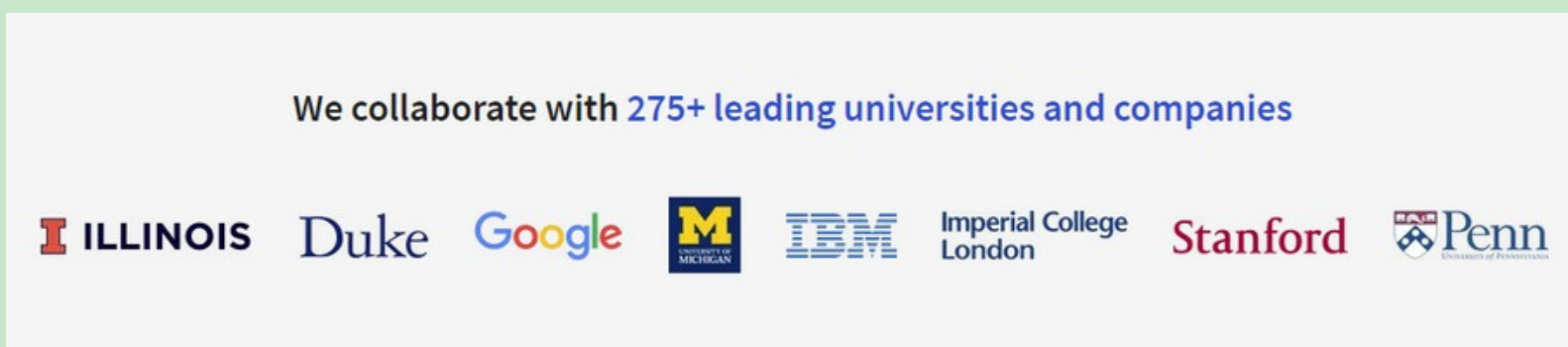
Coursera is a U.S.-based MOOC provider. It works with universities and other organizations to offer online courses, certifications, and degrees in a variety of subjects.
The homepage might seem overcrowded with contents, but it includes everything a person interested in improving their skills might want to find with no risk of getting lost in the subsections of the website.

1

coursera.org

coursera   Explore ⌄   What do you want to learn?   🔍   Online Degrees   Find your New Career   For Enterprise   For Univers

Upskill your team with world-class learning. **New customers can claim 10% discount.**   ✕

Learn without limits

Start, switch, or advance your career with more than 5,000 courses, Professional Certificates, and degrees from world-class universities and companies.

Join for Free   Try Coursera for Business

2

We collaborate with 275+ leading universities and companies

ILLINOIS   Duke   Google   MICHIGAN   IBM   Imperial College London   Stanford   Penn

③

Explore Coursera

Data Science 425 courses	**Business** 1095 courses	**Computer Science** 668 courses
Social Sciences 401 courses	**Personal Development** 137 courses	**Arts and Humanities** 338 courses
Language Learning 150 courses	**Information Technology** 145 courses	**Math and Logic** 70 courses

④

Learner outcomes on Coursera

87% of people learning for professional development **report career benefits** like getting a promotion, a raise, or starting a new career

- **Coursera Impact Report (2020)**

Join for Free

⑤

From the Coursera community

87+ million people are already learning on Coursera

Christin B.

Lebanon

"Coursera has helped me expand my knowledge through several important courses that are extremely impactful and helpful for my career."

Carlos C.

United States

"I was able to prove to potential employers that I have a solid understanding of computers and hardware—and started to receive real, viable job offers."

Ana S.

United States

"For the first time, finishing my degree seemed realistic. It was online with a flexible schedule. It felt like this program was made for my situation."

1 As soon as you access Coursera's website, you are welcomed with a 10% discount offer. It can be helpful for a person interested in a course.

2 It is a good idea to include a list of important and reliable partners you work with. It is also proof of the quality of your training offer and of the professionalism of your centre.

3 Presenting your offer directly on the homepage, with no need for interested users to access other areas of the website is a good move. A person who wants to improve their skills can immediately find starting points and suggestions.

4 Keeping track of your learners' outcomes can allow you to produce important data that can be used to prove the quality and effectiveness of your training offer.

5 There is no better advertisement than a quote from someone who has already attended your courses! Knowing that a person is satisfied with your offer is important for someone who is looking for a way to improve their skills.

Visit Coursera's website to find out other promoting strategies
https://www.coursera.org/