



Keyano College Inspires Prospect Students with New Website

Client

Keyano College

Products

Govstack CMS

Website

www.keyano.ca

Introduction: Providing Higher Education Across Wood Buffalo

Located in Fort McMurray, Keyano College is more than just a post-secondary institution—it's a cornerstone for education, career development, and community growth in the region. With two campuses serving a diverse population, Keyano offers programs in business, healthcare, trades, and university transfer, all tailored to meet the evolving needs of the local economy and beyond.

"We're the primary source of higher education for the Regional Municipality of Wood Buffalo—a key resource for anyone looking to stay, work, and thrive here."
— Ercelan Yazdani, Associate Director, Marketing & Communications

The Challenge: Outgrowing the Old Website

Keyano's previous website, built on the i:Create platform, had served its purpose but was showing its age. While familiar and functional, it lacked visual appeal, flexibility, and user-friendliness. As technology advanced and user expectations shifted, the college recognized the need for a modern, engaging digital presence.

- **Too Many Pages, Too Many Clicks:** The old site had become a maze of information, making it difficult for prospective students and their families to find what they needed.
- **Limited Visual Storytelling:** The platform was effective but not visually compelling, missing opportunities to showcase campus life and successful graduates.
- **Changing Needs:** COVID-19 and institutional growth highlighted the need for a website that could adapt quickly and support recruitment efforts.

"Websites in post-secondary should change every 3-4 years. Ours had been around longer, and it was time to make things better."
— Ercelan Yazdani

The Solution: A Strategic Migration to Govstack

In 2023, Keyano College embarked on an eight-month journey to migrate to Govstack, a platform designed for agility, collaboration, and visual impact. The project was driven by a clear focus: attract prospective students and serve as a key resource hub.

- **Collaborative Approach:** The marketing team coordinated feedback from every department, ensuring the new site reflected the needs of content owners and front-line staff.
- **Content Streamlining:** By reducing the number of pages and consolidating information into intuitive drop-downs, the college made navigation easier and reduced user frustration.
- **Robust Search:** Integrating Cludo search allowed users to find relevant information quickly, blocking outdated results and improving the overall experience.

“We reduced our footprint and the number of clicks users needed to find information. That was a very important part for us.”

— Ercelan Yazdani,
Associate Director, Marketing &
Communications, Keyano College

Implementation: Agility and Support

The migration was not without its challenges. Tight timelines and staff transitions required flexibility and teamwork. Govstack's implementation team provided ongoing support, allowing Keyano to reschedule launches and allocate resources as needed.

Agile Platform: The ability to make quick changes and adapt to shifting priorities was crucial. "The tool allowed us to be a lot more agile than we had been in the past."

Visual Storytelling: The design node feature enabled the college to showcase campus life with bigger pictures, sharper imagery, and faces of graduates—bringing the story of Keyano to life.

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“When you land on our homepage, you see our graduates. That’s our aim—showcase success and what it means to be here.”

— Ercelan Yazdani
Associate Director, Marketing &
Communications, Keyano College

Impact: A Hub for Prospective Students

1. Streamlined User Journeys

The new website prioritizes the journey of prospective students and decision-makers (parents, guardians). The top three drivers for success are:

- **Programs:** What can I study?
- **Career Pathways:** What can I do with my education?
- **Resources:** What support is available?

Information is now bite-sized and easy to find, with clear calls to action and contact details for further support.

"Our goal is not just to answer every question online, but to encourage prospects to reach out and connect with our advisors. Everyone's journey is unique."
— Ercelan Yazdani

2. Collaborative Content Management

Departments own their content, while the web team manages design and layout. Edits are sharp and to the point, with an approval process that streamlines collaboration and reduces back-and-forth emails.

- **Empowerment:** Content owners can make recommendations and submit changes for verification before publishing.
- **Efficiency:** Training ensures everyone is equipped to contribute, and feedback is focused on improvement rather than criticism.

→ govstack.com

3. Visual and Dynamic Engagement

The platform's flexibility allows for more dynamic content, including photos and videos that showcase campus life. The college is planning to expand this further, integrating more student stories and experiences.

→ **Landing Pages for Campaigns:** The college can quickly create visually engaging pages for events like open houses, driving registration and participation.

→ **Online Advertising Alignment:** Digital campaigns are seamlessly integrated, with clear CTAs leading users to program information and application forms.

Results: Metrics That Matter

Keyano College's new website is already showing strong engagement:

→ **Total Sessions:** 75,750

→ **Total Users:** 39,100

→ **Engagement Rate:** 81.55% (exceptionally high for higher education websites)

→ **Average Time on Page:** 3 minutes and 48 seconds—users are spending more time exploring and reading content

→ **Click-Throughs:** Digital ads are driving high click-through rates, with users engaging deeply with program pages and registration forms

→ **Open House Campaign:** A dedicated landing page and digital advertising are expected to boost participation in the upcoming college open house

"For us, an average user spends nearly four minutes exploring our site. This means users like what they see, can find their way around, and we're offering the right user experience."

— Ercelan Yazdani

Lessons Learned and Advice for Other Institutions

→ **Collaboration is Key:** "Everyone wants a successful website. It's about getting the right information and sharing your vision with every department."

→ **Agility Matters:** "No tool is perfect, but Govstack's flexibility allowed us to meet tight deadlines and keep evolving."

→ **Focus on the User:** "Our website is a living thing—it's ever-evolving. The goal is to keep growing and editing to meet the needs of our students."

— Ercelan Yazdani

Looking Ahead: Ever-Evolving Resource Hub

Keyano College's website is more than a digital student brochure—it's a resource hub that supports education, attracts prospective students, and connects the community. With plans to add more dynamic content, videos, and student stories, the college is committed to continuous improvement.

→ govstack.com

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If you find a platform that fulfills your needs and objectives, dig into it. Learn more about it. That's how you build something that truly supports your institution.”

— **Ercelan Yazdani**

Associate Director, Marketing & Communications, Keyano College

