

Recent Launch: NECCEE Cosmetology and Esthetics School

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The tagline is "Redefine your life." We redfined their site.

[New England Center for Cosmetology and Esthetics Education](#) website not only needed a make-over to update their look, but they needed a plan for how to really drive prospective students to make admissions appointments and to help them make a career choice.

UPDATE - June 2010: NECCEE was sold to BrioAcademy, and their website was mothballed as part of the brand consolidation.



I worked with the owners and the admissions staff to determine what people needed to know in order to make the leap. Questions like: Do I want to be a hair stylist or do I want to be a spa manager? How can I pay for this education? When can I get into a class? Will I get a job after I am done? We redesigned the home page to feature those four questions, to give entry points so that users could make those choices.

Their old website was already rich with information and background on careers, course descriptions, and institutional information. We maintained all the old search-engine-indexed URLs, and re-packaged the info in the new wrapper.

We launched a blog on Blogger.com to enable staff to easily generate keyword rich content that links back to the main site. It was amazing to see that Google indexes those posts within minutes of them being published. I took an RSS feed from the blog and populate the home page with the latest blog headlines giving a nice sense of currency to the site.

One of the features I am really proud of is a simple, non-scientific career/personality quiz. Based on a group of traits, the user must pick 10 that they identify with... then my programmatic magic rates their likelihood to fit one of three career paths. [See it here.](#)

The whole site is ColdFusion driven, and the next project is a custom build out for the schools' alumni... with job matching features and job seeking tools to help graduates make the most of their certifications.