

The Top 3 Training Websites ...for Finding a Course

By [Gordon L. Johnson](#) of www.HowToMarketTraining.com



If your company has a public class schedule and it's listed on your web site, then read this article!

When a prospect visits your website, they almost always have one thing on their mind; Finding a course! We know that if they can find a class easily and quickly, they'll have a positive feeling about your organization and be MUCH more likely to buy a class.

I've done around thirty focus groups with corporate training students and have asked many of them what they need and want from a training web site. Their answer is almost always, "It needs to be easy to find a course."

These are simple directions from customers, so you'd think that training-delivery companies would make it very easy to find one of their courses. However, when I analyzed forty training-delivery web sites, I found an amazing disparity between the difficulty level of searching and time it took to find a class.

After visiting these sites and searching for a class on every one, there were three clear winning web sites for speed and ease of use. Each of these sites took three or less steps to find a class and get to the registration page! They were also easy to navigate and I didn't have to read paragraphs of text to figure out how to find the class I was looking for.

Here are my picks for the top three best training sites for finding a course.

3rd Place WebTrends

www.webtrends.com/services/trainingcourses.aspx

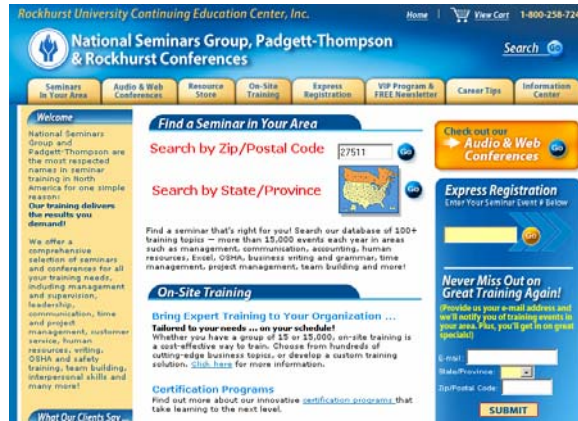
WebTrends is a software company, not a training company, so you wouldn't expect them to make it so easy to find a course. But they did! You can find a course and get to the registration page in only three steps and you won't have to do a whole lot of thinking to get there.

The screenshot shows the WebTrends website interface. At the top, there is a search bar and navigation links for Customer Center, Contact Us, and Worldwide. Below this is a secondary navigation menu with links for Products, Services, Support, Resources, Partners, Customers, and About Us. The main content area is titled 'WebTrends for Business Professionals' and includes a 'Duration: 2 days' and a 'Register Today' button. The 'Course Description' section explains that the course is for business professionals who are relatively new to web analytics and need to understand how to discern actionable information from WebTrends reports. It also mentions business objectives such as defining and measuring conversion rates, evaluating the success of a campaign, and determining the effectiveness of your site content. The 'Upcoming Classes' section lists two classes: one in Boston, MA on April 17-19, and one in Chicago, IL on April 22-24.



2nd Place
National Seminars Group
www.nationalseminarstraining.com

This company has a lot of seminars, so they HAVE to make it easy for prospects to find the seminar they're looking for. They did an amazing job with only two steps to find the class and get to the registration page.



1st Place
Learning Tree
www.learningtree.com

Learning Tree has always been at the forefront of training marketing. They're great at direct mail and very focused on selling seats in classes. They know how to sell training, and their web site is a big part of that equation. Check out how they get you to the registration page in only three clicks, easily and painlessly.



Postscript: In picking the winners, I reviewed 40 websites, but I probably still missed some good ones. Let me know if you know of a truly great site worthy of a mention.

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