

SitePal Case Study The American TESOL Institute

The Company

The American TESOL Institute specializes in the English teacher training, and provides graduates with job placement abroad. The Institute's headquarters are located in Baton Rouge, Louisiana, in the heart of the Southern United States of America. Being American TESOL certified, qualifies individuals to teach English worldwide, and is ultimately the first step in an adventure that literally changes lives.

The Challenge

With numerous competitors in the worldwide English teacher training marketplace, The American TESOL Institute wanted to find a way to differentiate the company and add "a friendly face" to its online presence. The company was also looking for a way to humanize its complimentary service offerings, which provide teachers with weekly tips and quotes that help ESL students improve their conversational abilities.



The Solution

The American TESOL Institute deployed multiple SitePal characters throughout its Web site. Visitors to the site are initially greeted with a female character that provides a quick overview of the company's services and training. In addition, characters have been added to two of the company's complimentary service offerings including the "Tip of the Week" and "Shakespeare's Corner".

The Results

With the VHost characters in place, the company began experiencing increases in unique visits to the site and its service offering pages of **over 250% and 57%** respectively.

These increases have helped to drive student conversion rates, which have led to an over 95% per month increase in total dollar volume.

Customer Testimonial

"The SitePal characters have added the friendly face we were looking for on the site. **Not only do they help to convey important information about who we are, but they've also helped us turn browsers into believers and ultimately clients and students.** We would definitely recommend SitePal for any small business looking to separate itself from the rest of the pack." *Jonathan Lazarus, The American TESOL Institute*

American TESOL VHost URL

Welcome Message

<http://www.americantesol.com/tesol-welcome.html>