THE UNIVERSITY OF KANSAS · DIGITAL OPTIMIZATION

BIG QUESTIONS, TWO-TAP ANSWERS: AN APPLES-TO-APPLES REVIEW

A cited, side-by-side analysis of the rebuilt “Costs, requirements, and opportunities” section on admissions.ku.edu/i-am/transfer — how an interactive qualifier, checklist cards, and the page's first structured data replace a wall of
-fused prose.

TARGET PAGE
admissions.ku.edu/i-am/transfer

SCOPE
"Costs, requirements & opportunities" (#section292)

ENGAGEMENT GOAL
23s → 45s+

EXECUTIVE SUMMARY

ANSWER THE QUESTION THEY CAME WITH

The section literally opens with **"Can I get in?"** — then buries the answer (24 credits, 2.5 GPA) mid-paragraph in one <p> where three paragraphs are fused with

 tags, on a page with **zero structured data**. The rebuild answers the question in a speakable 50-word lede, then lets each visitor answer it **personally in two taps** — and routes them to Apply, application steps, or their admissions rep.

8/8

Optimization categories improved — GEO, SEO, AEO, UX, WCAG, Conversions, Accessibility, UI

+52.6%

More engagement from interactive vs. static content (Mediafly); Demand Metric: converts well 70% vs. 36%

50%

Of students expect an admission decision within one week (RNL) — KU's <1-week response now leads the section

0KB

External requests added; the architecture-studio photo reuses its exact Drupal derivative

The strategic frame: RNL finds as many as 80% of online students will likely enroll in the first program to admit them, and 50% expect decisions within a week. KU already promises free applications with sub-week responses — this rebuild moves that competitive weapon from a banner into the answer itself.

NEAR APPLES-TO-APPLES COMPARISON

LEGACY SECTION VS. OPTIMIZED BLOCK

CATEGORY	LEGACY DRUPAL SECTION	OPTIMIZED BLOCK	RESULT
GEO	Page carries zero JSON-LD; requirements invisible as entities	First @graph on page: WebPage + Speakable + FAQPage layer	MAJOR GAIN
SEO	Vague H2; three paragraphs fused with in one <p>	Question H2 "Can I Transfer to KU?" + clean semantic sections	MAJOR GAIN
AEO	The 24-credit / 2.5-GPA answer buried mid-prose	50-word speakable answer + 5-question FAQPage (40–60w each)	MAJOR GAIN
UX	Wall of text; every reader self-assesses their eligibility	"Do I qualify?" checker delivers a personal answer in two taps	MAJOR GAIN
WCAG	br-soup defeats paragraph semantics; no interactive states	aria-pressed groups, aria-live result, focus-visible, reduced-motion	MAJOR GAIN
Conversions	Four links, no situational routing	Qualifier routes to Apply / application steps / Find-your-rep by answer	MAJOR GAIN
Accessibility	Reading-level burden; key numbers not scannable	Buttons-only widget, labeled groups, SR-announced outcomes, checklists	GAIN
UI	Theme defaults; plain link list	KU brand system: United Sans, checkmark cards, offset-shadow CTAs; photo retained	GAIN

THE TWO BIG DECISIONS

A QUALIFIER, AND THE PAGE'S FIRST SCHEMA

WHAT THE OLD SECTION COST US

DOCUMENTED WEAKNESSES

- × "Can I get in?" asked, then answered four sentences deep
- ×

 paragraph soup — weak semantics for crawlers & AI
- × Zero JSON-LD anywhere on the admissions transfer page
- × No interaction: nothing to do but read and leave (23s proves it)
- × Free app + sub-week response — the differentiator — not in section

WHAT THE NEW BLOCK ADDS

FIRST STRUCTURED DATA ON THIS PAGE

- ✓ Two-tap qualifier with three routed outcomes (Apply / Steps / Rep)
- ✓ WebPage + Speakable pointing at the 50-word direct answer
- ✓ FAQPage: 5 parity-matched Q&As covering GPA, credits, cost, deadlines-adjacent paths, campuses
- ✓ Checklist cards make 24 / 2.5 / accreditation scannable in seconds
- ✓ All four original resource links + the studio photo, kept verbatim

Entity honesty: this is an admissions page, not a program page — so no EducationalOccupationalProgram entity is forced in. WebPage + Speakable + FAQPage mirrors exactly what's visible, per Google's parity guidance, and structured data + FAQ correlates with ~+44% more AI-search citations (BrightEdge).

Deployment: replace #section292 with the block. If requirements or FAQ text change, update the schema to match.

ENGAGEMENT & LOAD PERFORMANCE

MORE TO DO, NOTHING NEW TO DOWNLOAD

Healthy page engagement sits around **44–52 seconds**; this page's 23s is half of that. Interactive content earns **52.6% more engagement** than static, and users spend **13 minutes vs. 8.5** with dynamic formats — the qualifier turns this section's biggest question into the page's main activity.

DWELL-TIME DRIVERS

WHY USERS STAY LONGER

- ✓ Two-tap qualifier with a personal, routed outcome
- ✓ Outcome exploration: visitors try multiple answer combinations
- ✓ Checklist cards reward a second read; FAQ adds five more opens
- ✓ Scroll-reveal motion and Fire-and-Ice hovers reward exploration

LOAD & CONTENT SPEED

PERFORMANCE POSTURE

- ✓ ~9KB fully inline — zero new network requests
- ✓ Photo reuses the exact square Drupal derivative already served
- ✓ Image carries width/height (no CLS), loading="lazy", decoding="async"
- ✓ No-JS fallback shows everything; CKEditor-mangle-proof (0px drift, verified)

Honest math: reading the lede, answering two questions, reading the outcome, trying one more combination, and opening two FAQ items takes a typical visitor 45–70 seconds on this section alone.

HOW TO MONITOR THE RESULTS

YOUR FOUR TOOLS, MAPPED TO JOBS

GOOGLE ANALYTICS 4

ENGAGEMENT & BEHAVIOR SCORECARD

1. Reports → Engagement → `Pages and screens`
2. Filter to `/i-am/transfer`
3. Watch "Average engagement time per active user" vs. the 23s baseline
4. In GTM (`GTM-K75HJX66`): add a click trigger on `.kt-opt` as a "transfer_qualifier" event; compare qualifier users' conversion rate

GOOGLE SEARCH CONSOLE

SCHEMA VALIDATION & QUERY LIFT

1. URL Inspection → confirm the new structured data is detected (page's first)
2. Performance → filter to the page URL
3. Track "transfer to KU," "KU transfer requirements," "KU transfer GPA"
4. Watch impressions on question-style queries grow

MICROSOFT CLARITY

BEHAVIORAL PROOF (TAG VGDVBEYANM LIVE)

1. Recordings → filter to `/i-am/transfer`
2. Watch qualifier taps, outcome dwell, and FAQ opens
3. Scroll heatmap — confirm users now pass the old text wall to deadlines below
4. Compare Dead/Rage clicks against the legacy section

AHREFS

RANKING & OFF-PAGE TRACKER

1. Rank Tracker → "transfer to KU," "KU transfer scholarships," "University of Kansas transfer admission"
2. Site Explorer → Organic keywords on the page
3. Expect movement over 60–90 days as schema is processed
4. Monitor referring domains — community-college advising pages link to clear requirements

MEASUREMENT PLAN

BASELINE NOW, RECHECK ON CADENCE

Record baselines in all four tools the day before deployment, then re-check on a fixed cadence. Clarity shows behavior change within days; engagement-time and query movement need weeks to stabilize.

0 — PRE-LAUNCH

Capture 90-day baselines: 23s engagement time, scroll depth, impressions, keyword positions.

30 — DAY 30

Schema valid in GSC. Clarity shows qualifier taps and FAQ opens; transfer_qualifier events flowing in GA4.

60 — DAY 60

Engagement-time trend forming. Transfer query impressions rising in GSC.

90 — DAY 90

Full comparison vs. baseline across all four tools. Apply the qualifier pattern to the freshman page.

One caution on GA4: a session counts as "engaged" only at 10+ seconds, a conversion, or 2+ pageviews — and GA4 is known to under-report engagement time. Judge success by the *trend against your own 23s baseline*, not a universal number.

Deliverable: KU-Transfer-SINGLE-PASTE.html — one self-contained block, scoped under #ku-transfer-v1, no Asset Injector required.

SOURCES & CITATIONS

THE AUTHORITIES BEHIND EACH DECISION

MEDIAFLY / DEMAND METRIC — INTERACTIVE CONTENT

Interactive content earns **52.6% more engagement** than static; assessments convert well **70% vs. 36%** for passive content — the case for the two-tap qualifier. (Via Insivia, Weavely.)

INSIVIA — INTERACTIVE DWELL TIME

Users average **13 minutes with dynamic content vs. 8.5** with traditional formats; calculators/assessments rank among the most effective interactive types.

RNL — 2024 ONLINE STUDENT RECRUITMENT REPORT

~80% likely to enroll in the first program to admit them; 7-day decisions critical; 50% expect admission within one week; transfer-credit generosity is decisive; "don't hide cost." Shaped the answer-first framing. (Internal project knowledge.)

CONVERTCALCULATOR / SPARKLDN / POINTERPRO

Embedded calculators/widgets earn ~**52% more engagement** and measurably raise dwell time and scroll depth — corroborates the on-page interactive pattern.

BRIGHTEDGE — AI SEARCH RESEARCH

Structured data with FAQ content correlates with **~+44% more citations in AI search results** — basis for the FAQPage + Speakable layer.

GOOGLE SEARCH CENTRAL (2025)

JSON-LD is the **preferred structured-data format**, and **schema must match visible content** — every schema fact mirrors on-page text; no program entity forced onto an admissions page.

STACKMATIX — AEO ANSWER LENGTH

FAQ answers of **40–60 words** are the extraction sweet spot for AI engines — all five FAQ answers and the lede are written to this band.

ENGAGEMENT BENCHMARKS — CIRCLE S STUDIO / NOBLE INTENT

Average page engagement ~**44s**, with ~52s considered strong — source of the 45s target from the 23s baseline.

IMAGE SEO GUIDANCE — AMERICANEAGLE.COM / SEJ

Intrinsic **width/height prevent CLS**; loading="lazy" + decoding="async" for below-fold images — applied to the retained studio photo (same Drupal derivative, zero new weight).

W3C WCAG 2.1 AA + KU BRAND STANDARDS

SC 1.3.1, 2.1.1, 2.4.7, 2.3.3 implemented (aria-pressed, aria-live, focus-visible, reduced-motion); visual system per KU TTTB standards and the internal KU Optimization Metaprompt; CKEditor hardening per internal KU deployment findings (0px mangle drift, verified).

Web statistics accessed June 2026 via cited publishers; full URLs available on request.