

# English in Britain NEWS



21st Birthday Issue: October 2018

## Study English in the UK



Alnwick Castle Lion Arch entrance as seen from Bowburn Park, Northumberlas England. Photo © VisitBritain

#### English language courses for everyone

With a reputation for academic excellence, combined with a rich cultural heritage and diversity, thriving cities and beautiful countryside, the UK is the perfect destination to learn English.

There is a wide range of courses available, suitable for all ages and fluency levels, including:

- summer learning holidays for the whole family
- · intensive courses to help you in your chosen career
- year-long general English courses where you can fully immerse yourself in UK culture.

#### Find a course

We recommend the following yebsites to help you find a course:

English UK course finder D – English UK is the national association of accredited English language centree in the UK. The course finder contains profiles of member institutions and their courses.

English in Britain course finder (2) (best for navigating on mobile) – English in Britain is an award-winning service guiding students and agents to the websites of accredited English language course providers in England, Scotland and Wales. The course finder contains profiles of subscriber organisations and their courses.

#### **British Council web page**

#### Where else do English in Britain visitors come from?

Well, from 497 sites in the last 12 months. English in Britain publishes this information fully and transparently. Look to the right to find the operative page.  $\rightarrow$   $\rightarrow$   $\rightarrow$ 

## Coming of (a new) age

It is now 21 years since the English in Britain website started its work of linking students to accredited courses. There have been a lot more firsts during that period, and today we're again breaking new ground by **publishing our sources**. This eliminates "portal mystique", and demonstrates value, and introduces further transparency into the English in Britain formula.

#### **Return of the British Council**

And we also celebrate this anniversary with the news that, after a hiatus of no less than 15 years, British Council has, w.e.f. the beginning of September, reestablished its links to English in Britain.



The most productive link from that organisation is, as you might suppose, the one from the main British Council home page but our analytics are picking up referrals from all over the world, including (britishcouncil).org, .it, .es, .fr, .de, .ch, .tr, .jp, .mx, .co and a lot more besides (see for yourself at URL below) together yielding already many hundreds of referrals.

### **Indicator of Quality**

It's not, however, the volume of the referrals which is significant, but rather the quality. Referrals from these sources presently average 5.8 pages per visit, and that number is a clear indicator of quality and serious intent. Serious site, serious students, serious prospects. It's a formula that has sustained the service and fed client schools for 21 years, and is set fair for the future.



- Visits from 180 countries in last 12 months
- Coming from 497 **published** referral sources
- Using 57% Desktop, 37% Mobile, 6% Tablet

Speed stats, geodata, visit stats + maps also published in real time at  $\rightarrow \rightarrow \underline{\text{EnglishinBritain.co.uk/more}}$ 

Other International Education Connect News:

- CoursePricer™, opened exclusively on English in Britain in 2016, is now used by schools and agents in the UK, Ireland, France, Spain, Italy, Cyprus, USA, Canada, New Zealand, Russia, Saudi, Japan and China. 175,000 quotes to date.
- David Blackie will be at ICEF Berlin on stand #1 turn right as you enter the InterContinental Hotel. CU there!



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