

T1

Networking Academy

T2

Courses

Careers

Get Started

About Us

T3

Networking

T4

Pathways

Academy Locator

Curriculum

Networking Essentials

CCNA Routing & Switching

Mobility Fundamentals

CCNP Routing & Switching

Security

Intro to Cybersecurity

Cybersecurity Essentials

CCNA Security

IoT

Intro to IoT

IoT Fundamentals

OS & IT

IT Essentials

Linux Unhatched

Linux Essentials

Linux 1 & 2

Programming

CLA

CPA

Business

Entrepreneurship

Digital Literacy

Get Connected

Packet Tracer

Intro to PT

PT Applications

All Topics

Certifications

IoT Job Trends

Job Resources

Success Stories

Students

Educators

Employers

Partners

Learning Platform

Support and Training

## Proposed Top Navigation

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Networking Academy

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Security

IoT

OS & IT

Programming

Business

Digital Literacy

Packet Tracer

All Topics

Employment Opportunities

Webinars

Career Advice

Pathways

Certifications

Success Stories

Teach with Us  
Partner  
Employer  
Popular Courses

Based on this navigation structure, plus what we've removed from the nav and what is currently on the homepage, we recommend embedding the following on the homepage:

### About Networking Academy

- Twentieth anniversary content, plus key stats and value statements

catered towards new students

### Top three course categories

- to be determined

### Map of Academies

- Find a local academy

### Top three courses

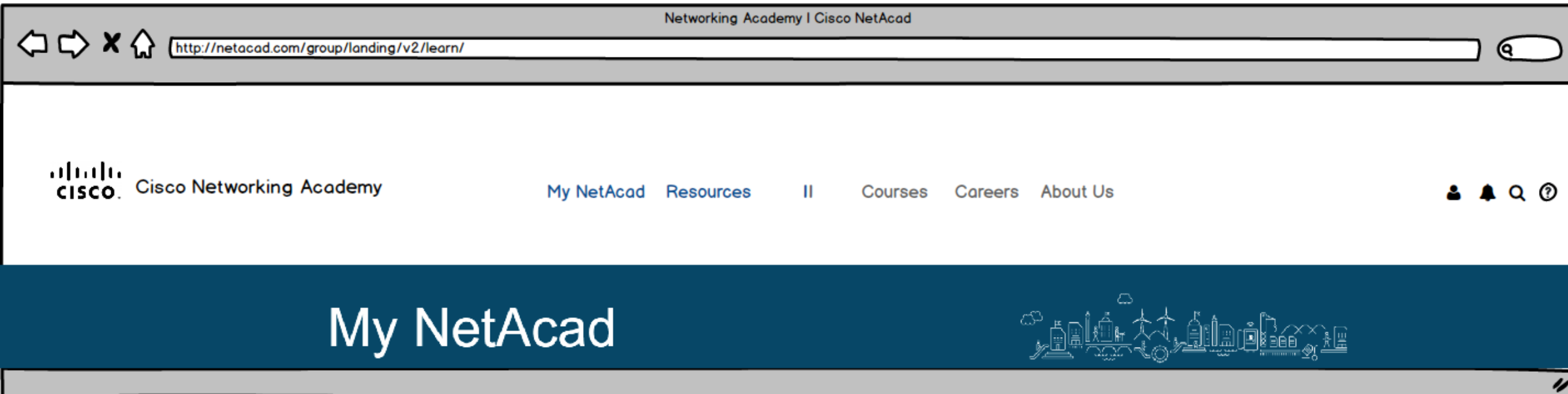
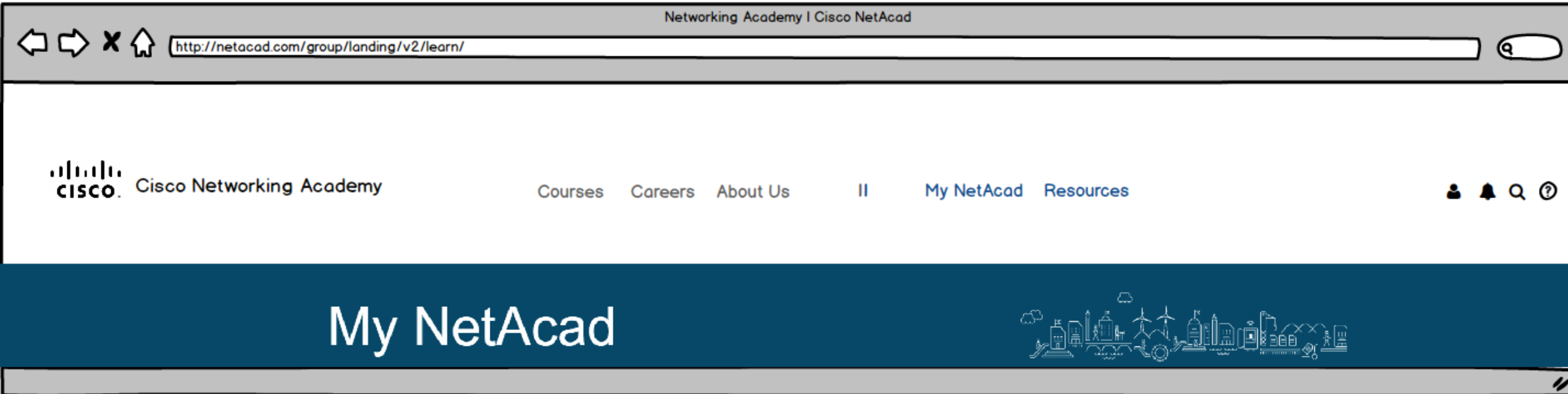
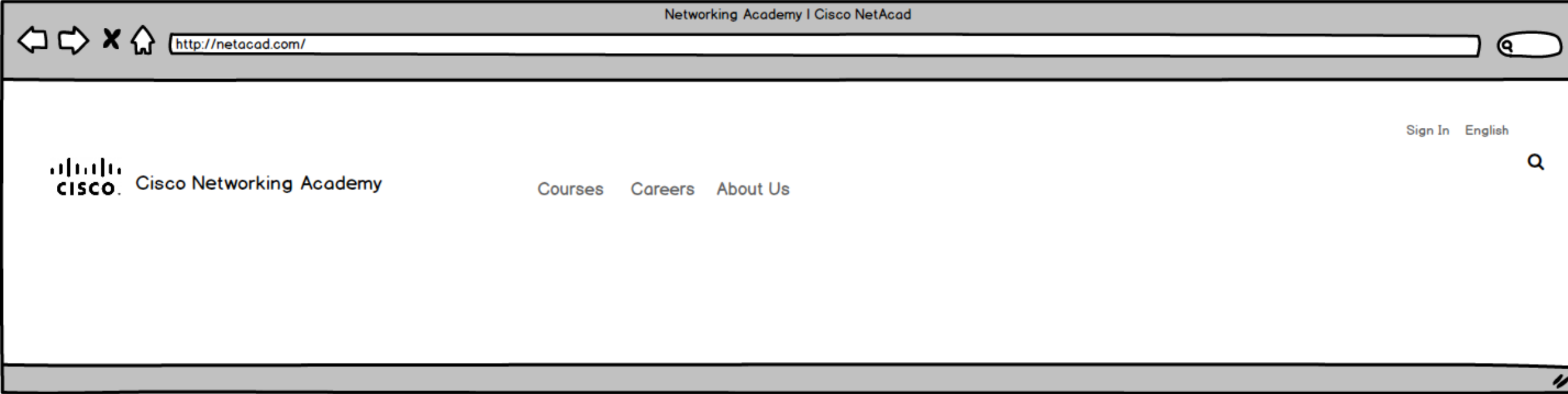
- CCNA
- Networking Essentials
- Intro to Packet Tracer

### Get Started

- Teach Networking Academy Courses
- Become a partner
- Become an employer partner

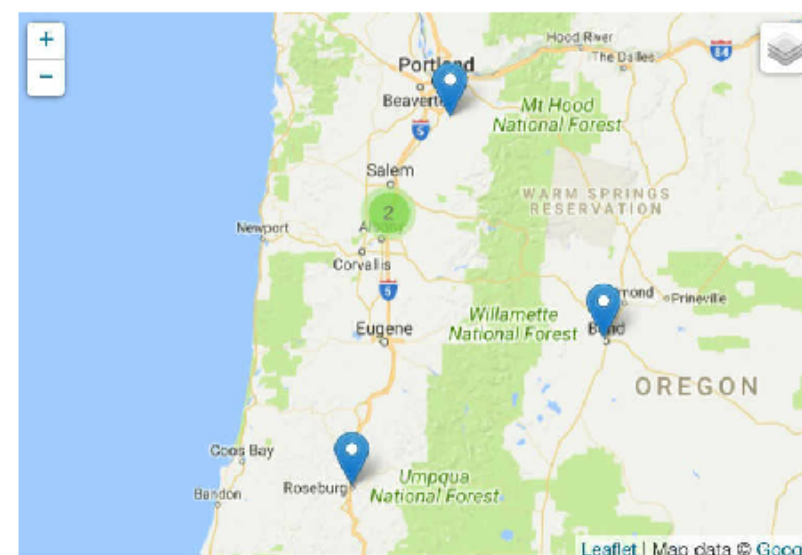
### News & Events

- Link to global news & events: <https://www.netacad.com/news/>, embed somewhere on the page



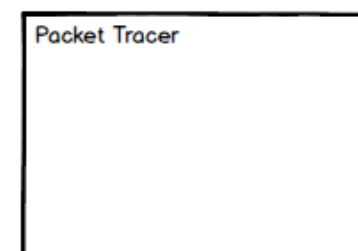
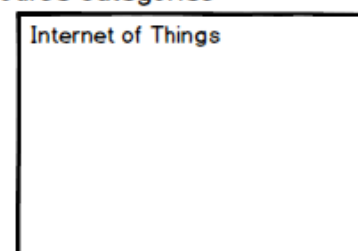
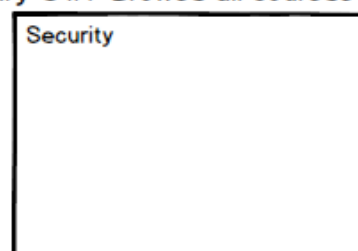
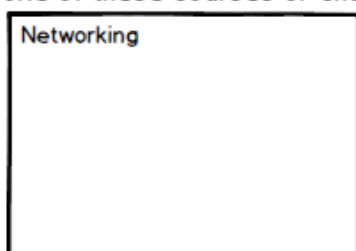
About Netacad - Include short about but make it finitely relevant to "New Student" audience member.

- Academy Locator - Functionality could include IP ping that results in closest academies being shown.
- Highlight number of locations and students.

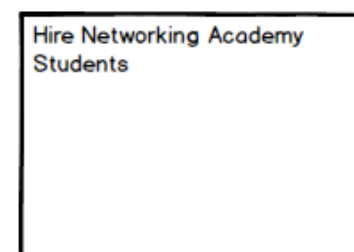
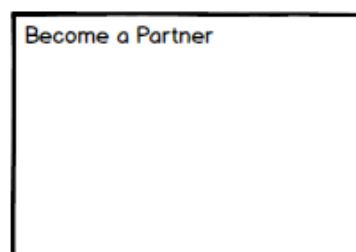
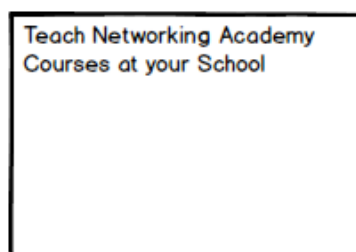


Category Blocks

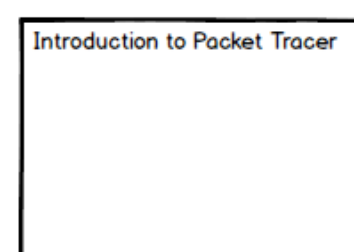
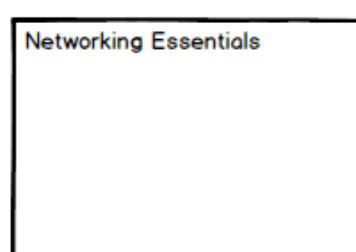
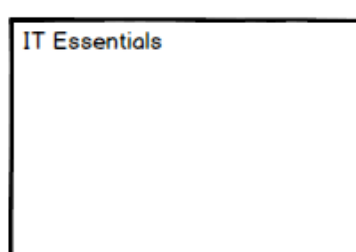
- Select one of these courses or choose the secondary CTA "Browse all courses" or "Browse all course categories"



Get Started CTAs for other audiences (instructor/academy, partner, employer)



Display most popular courses - displaying online courses, but could swap out to a popular course such as CCNA



Courses

- Networking
- Security
- IoT
- OS & IT
- Programming
- Business
- Digital Literacy
- Packet Tracer
- All Topics

Careers

- Pathways
- Certifications
- IoT Job Trends
- Job Resources
- Success Stories

Get Started

- Academy Locator
- Students
- Educators
- Employers
- Partners

About Us

- Curriculum
- Learning Platform
- Support and Training

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Cisco Networking Academy, a [Cisco Corporate Social Responsibility](#) program, is an IT skills and career building program available to learning institutions and individuals worldwide.

## Technical Education Leads to Stable, High Paying Careers

In a time when education options are limitless, students who receive technical training in IT, Networking, Security and Programming end up with stable, well-paying careers and global opportunities. If you're going to learn IT and Networking, there's no better instructor than Cisco.

Build your skills today. Take a course, get certified, find a job.

[Get Started](#)



## **CISCO** is Networking Academy

Started in 1997, Cisco's Networking Academy has helped prepare over 7 million students for a rewarding career in a connected world. We help you learn what you need to know to do the work you love.

[Learn More](#)

With over 1 million students enrolling each year and more than 9,500 Academies worldwide, we are here to serve you.

Enter City and State, Province or District, or Postal Code

[Search](#)

or browse our [online courses](#)



### Popular Course Categories

Internet of Things

Networking

Security

Packet Tracer

[Browse All Categories](#)

### Courses You Can Take Online Right Now

IT Essentials

Networking Essentials

Introduction to Packet Tracer

[Browse All Courses](#)

Looking to join forces? We're connecting millions of students, educators, and employers worldwide

Teach Networking Academy Courses at your School

[Learn More](#)

Become a Partner

[Learn More](#)

Hire Networking Academy Students

[Learn More](#)

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### Popular Course Categories

Internet of Things

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### Our Most Popular Courses

IT Essentials

Networking Essentials

Introduction to Packet Tracer

[Browse All Courses](#)

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Internet of Things

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Security

Packet Tracer

[Browse All Categories](#)

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[Learn More](#)

Become a Partner  
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http://netacad.com/get-started/students/

Become a Student, Build IT Skills | Cisco NetAcad

Sign In Language

Cisco Networking Academy

Get Started Courses Career Resources About Us

Home > Get Started > Students

search

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You are the next generation of tech talent

---

An incredible opportunity sits in front of you. Technology is changing the world by connecting billions of devices and improving outcomes. No industry is immune. Are you ready to be a part of the next generation of tech?

Networking Academy courses range from truly introductory online courses to in-person academy learning which leads to Cisco certifications.

Take Courses Online  
for Free

OR

Take Courses at a  
Local Academy

Hover State -  
Color  
Contrast

If Select "Take Courses Online" - load course categories

Internet of Things

Linux

Security

Not sure where to start? Explore a career in:

select one


- Networking OS & IT
- Internet of Cyber Security
- Programming

If Select Local Academy - load academy locator

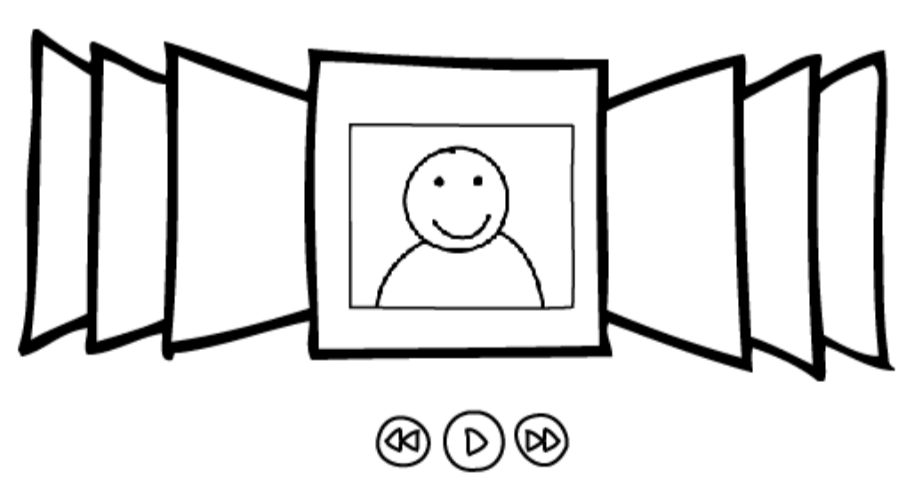
With over 1 million students enrolling each year and more than 9,500 Academies worldwide, we are here to serve you.

Enter City and State, Province or District, or Postal Code






or browse our [online courses](#)




Hear from Networking Academy students and instructors



Networking Academy students gain access to real world employment opportunities from over 60,000 Cisco channel partners

"Custom Computer Specialists is proud to have developed a close partnership with the local Cisco Networking Academy schools. Our partnership has enabled us to recruit and hire these well-trained students for both internships and full-time employment."



George Louis  
Director, Custom Computer

---

**Courses**

- Networking Security
- IoT
- OS & IT
- Programming
- Business
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- All Topics

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Welcome to the next generation of tech



http://netacad.com/get-started/students/

Become a Student, Build IT Skills | Cisco NetAcad

**CISCO** Cisco Networking Academy

Get Started Courses Career Resources About Us

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search

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Welcome to the next generation of tech

Sign in moved to Top Nav?

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Hover State - Color Contrast

Make this the homepage What do we do with Packet Tracer?

Supporting, encouraging text regarding in-person learning, how they're the ultimate way to get hands-on experience, and this is how the majority of students take Networking Academy courses. Maybe explain the process a bit?

If Select Local Academy - load academy locator

With over 1 million students enrolling each year and more than 9,500 Academies worldwide, we are here to serve you.

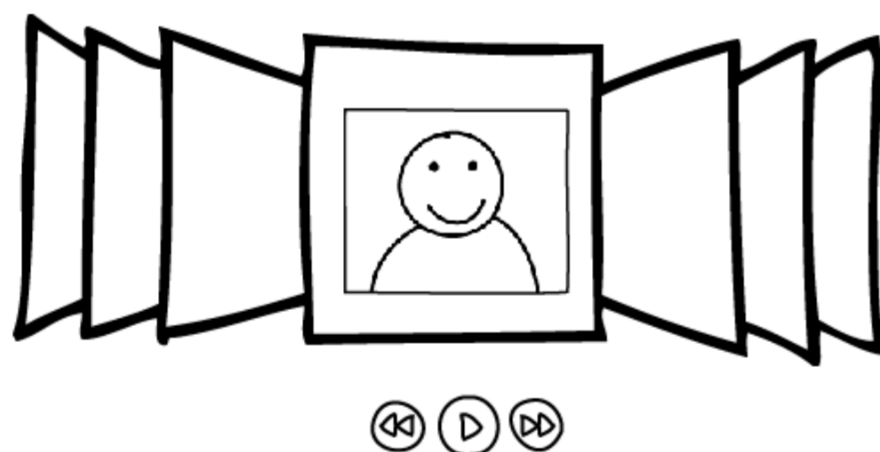
Enter City and State, Province or District, or Postal Code

Search

or browse our [online courses](#)



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George Louis  
Director, Custom Computer

FAQ Section  
- Here's what happens when you sign up? Here's what you can expect  
- # Link CTA

# Welcome to the next generation of tech

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Hover State - Color Contrast

Supporting, encouraging text regarding online courses, how they're a great way to test out a topic without committing very much time

If Select "Take Courses Online" - load course categories

Internet of Things

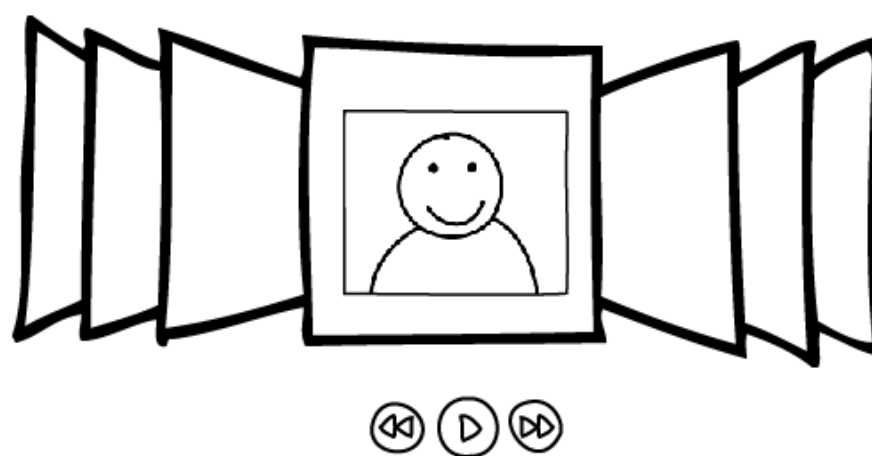
Linux

Security

Not sure where to start? Explore a career in:

- select one
- Networking
- OS & IT
- Internet of
- Cyber Security
- Programming

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# Welcome to the next generation of tech

# H1: Networking Courses

Whether you are looking to learn the basics of setting up a home or office network or you are beginning your journey to a networking career, this is a great place to start.

## Networking Overview

- ✓ Networking might be a good fit for you if: you enjoy connecting the dots. Expect a mix of heads-down alone time as well as communication in front of a group as you explain solutions.
- 📄 Sample Job Titles: Network Administrator, Network Designer, Network Engineer
- 💰 Salary Range: \$54,000 - \$110,000 USD
- 🏢 Companies who hire for this skill: Google, Amazon, Cisco, Microsoft

8

Estimated number of courses to certification

120

Estimated number of learning hours

Highlight potential certifications?

Represent job titles across multiple industries, or that this skillset can come into play in "non-traditional" ways

How are other education sites showing salary to a global audience?

Potentially too many options  
Intro video (2-5min) instead of clicking thru to a webinar or blog option. Could be animated or people talking

30 min. Webinar - Bobby Thoughtleader discusses what it takes to be a successful network administrator.

Sign Up

4-8 hour Mini Course - Networking and Me: How networking is being leveraged in today's workplace.

Sign Up

Networking Essentials - Learn how to setup a network in a home or office and discover the possibilities of a networking

Sign Up

Every category page has a blog/webinar content piece and/or an entry level course option

Purpose: is this right for me? Make the next step as easy as possible.

Ready? Get Started Here



Kyle Thoms  
NetAcad Alum

"Don't be intimidated if you lack networking experience. Academy courses teach from the ground up. It's not easy, but when you come out, you have real-life skills that you can take directly to employers."

Top of funnel lead form? Request more information on Networking

Student John

john@studentemail.com

Submit

Find an academy in your area zip code entry box

Zip Code

Search

## H2: Cisco Employer Ecosystem



### H3: Browse All Networking Courses

#### Networking Essentials

Learn how to setup a network in a home or office and discover the possibilities of a networking career.

☐☐ Beginning

Learn More

Instructor-led

More interactive career pathways?

#### CCNA Routing and Switching

Learn networking fundamentals and advanced concepts with hands-on practice and simulations to develop your skills.

■☐ Intermediate

Learn More

Instructor-led

Use the descriptions in this section to make it clear the first step, online step, in-person, etc.

#### Mobility Fundamentals

Learn networking fundamentals and advanced concepts with hands-on practice and simulations to develop your skills.

■☐ Intermediate

Learn More

Instructor-led / Self-paced

#### CCNP Routing and Switching

Advance your networking skills to support converged enterprise networks.

■■■ Advanced

Learn More

Instructor-led

Load More

### H3: Recommended Reading Related to Networking

6 Steps to Becoming a Better Problem Solver

Short description text...

updated April 10, 2017

Read Article

Ideate like a Pro

Short description text...

updated April 10, 2017

Read Article

Career Skills Involve More Than Just Technical Aptitude

Short description text...

updated April 10, 2017

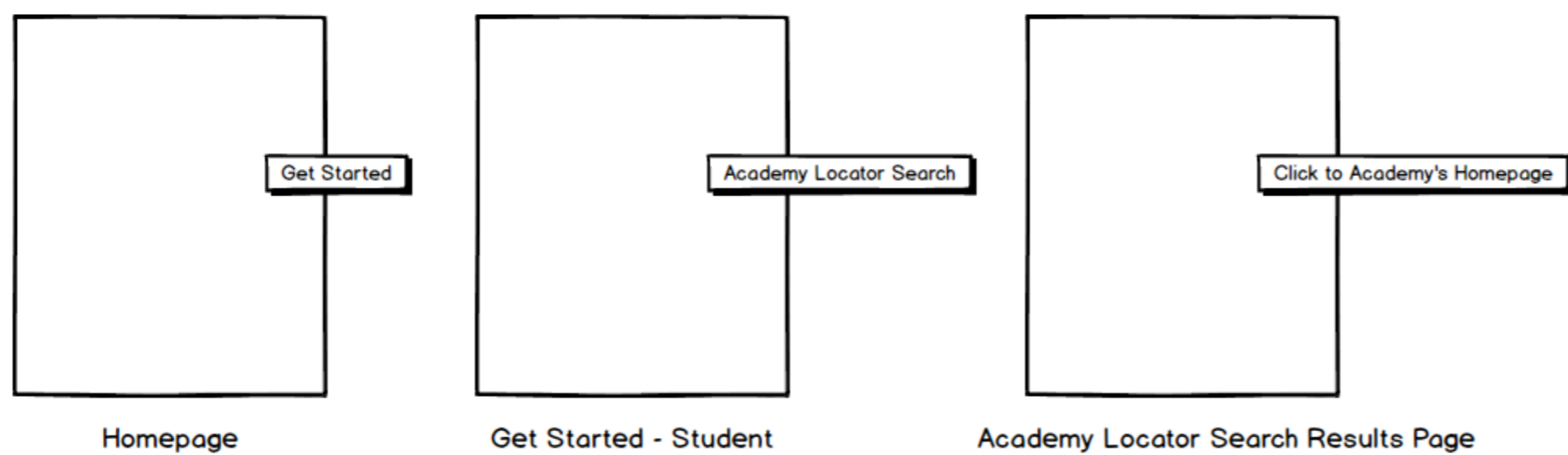
Read Article

Surfaced from NAA content

Have an actual story here from an alumni

### New Student 1a

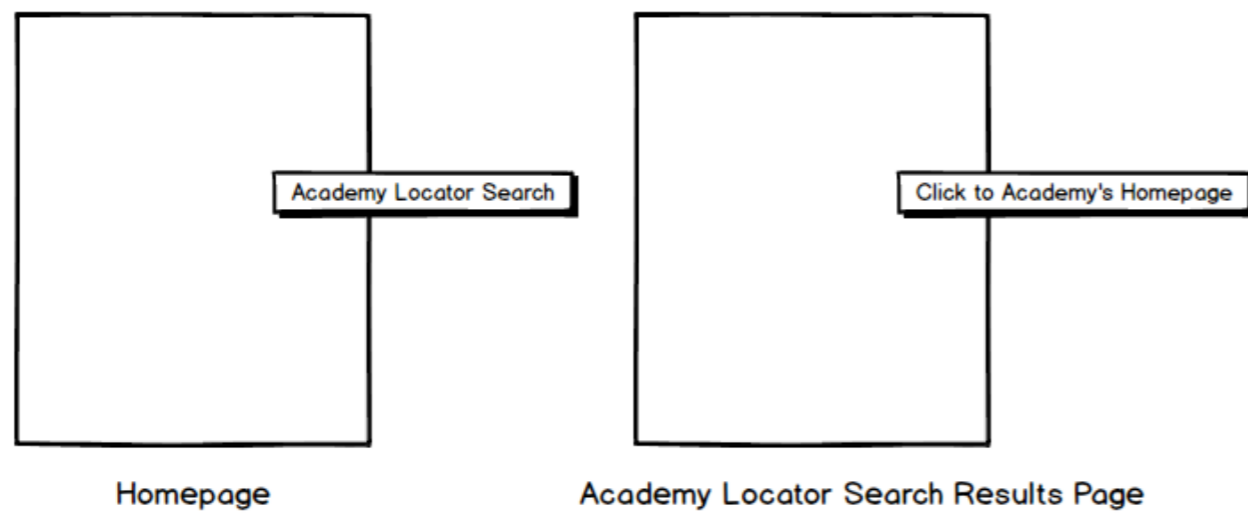
New student has heard about Networking Academy and wants to find an academy near them to speak to in more detail about courses and degrees.



Goal Completion - conduct academy locator search and click a link on the results page

### New Student 1b

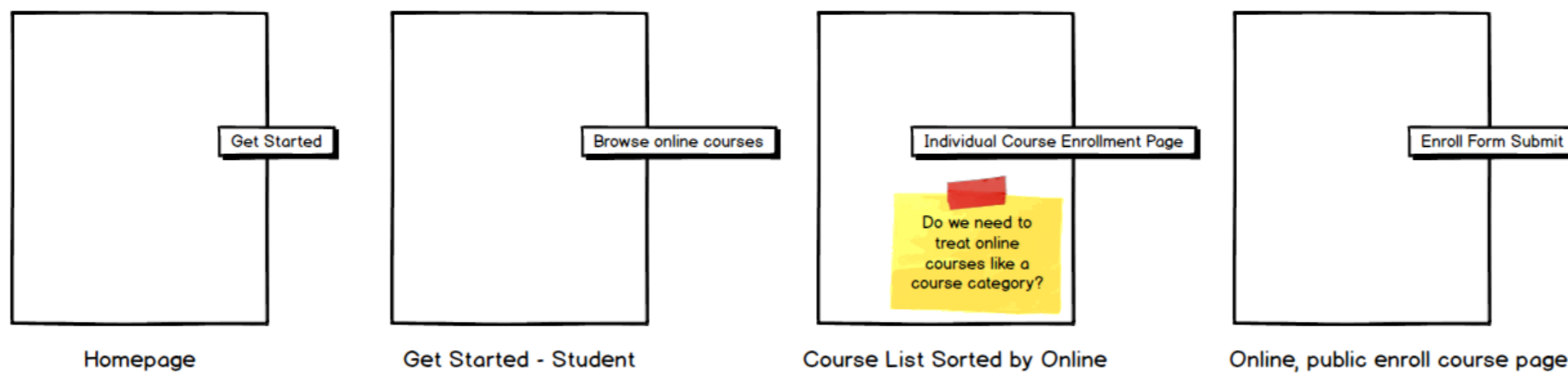
New student has heard about Networking Academy and wants to find an academy near them to speak to in more detail about courses and degrees.



Goal Completion - conduct academy locator search and click a link on the results page

### New Student 2a

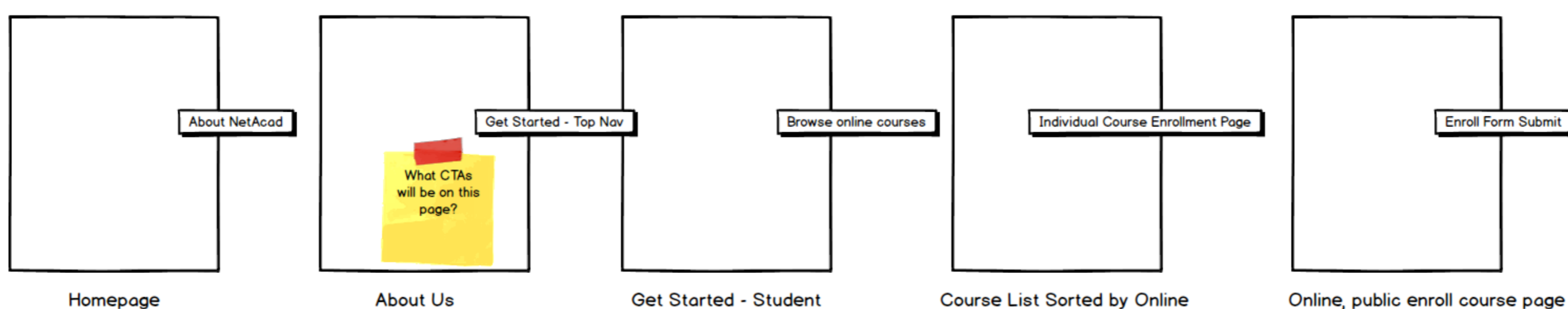
New student has no previous understanding of NetAcad but has found the site through a Google search for IT training programs.



Goal Completion - navigate from homepage to complete enrollment form on an online, public enroll course

### New Student 2b

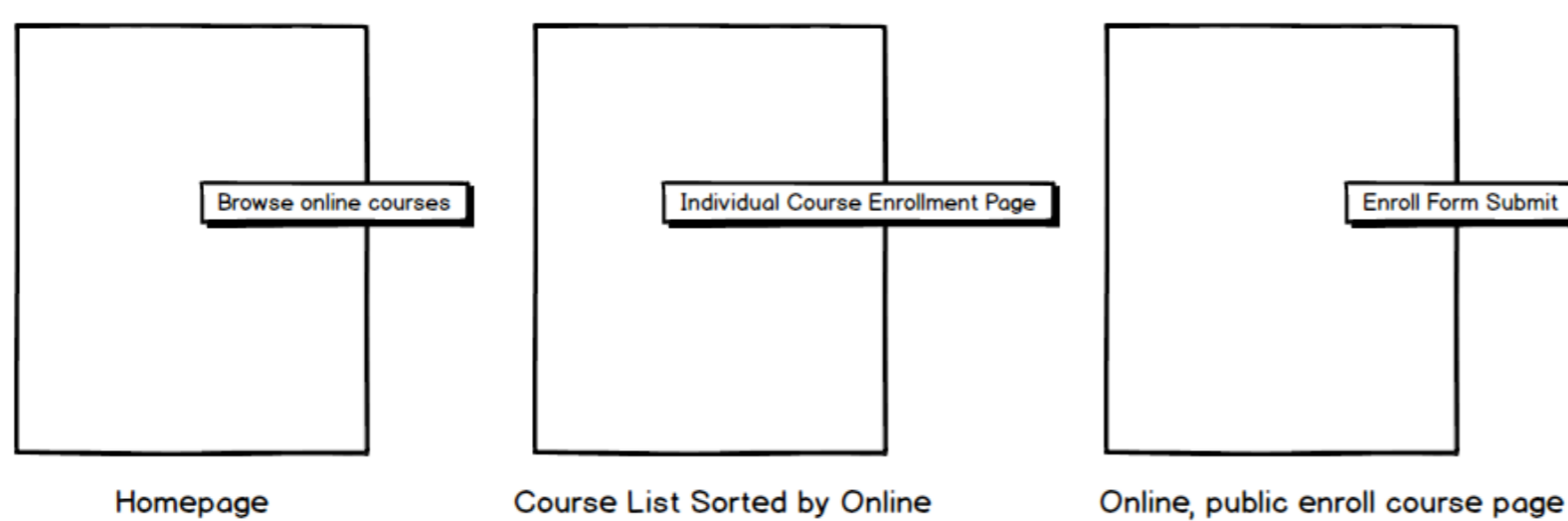
New student has no previous understanding of NetAcad but has found the site through a Google search for IT training programs.



Goal Completion - navigate from homepage to complete enrollment form on an online, public enroll course

### New Student 2c

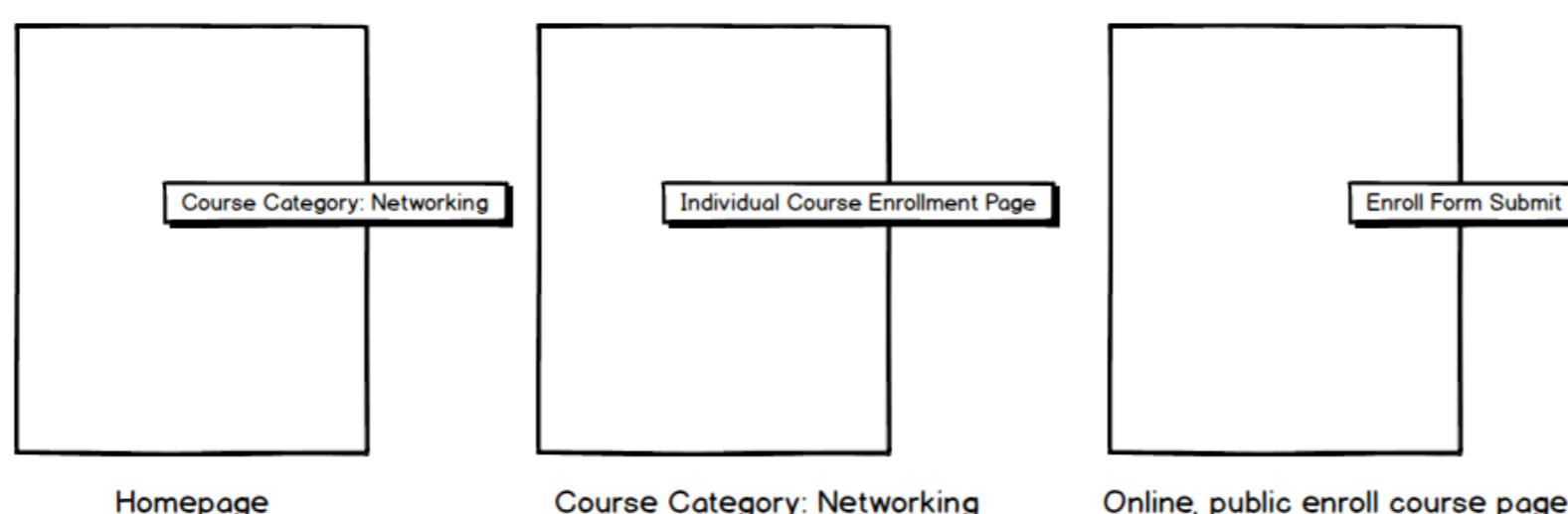
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Goal Completion - navigate from homepage to complete enrollment form on an online, public enroll course

### New Student 3a

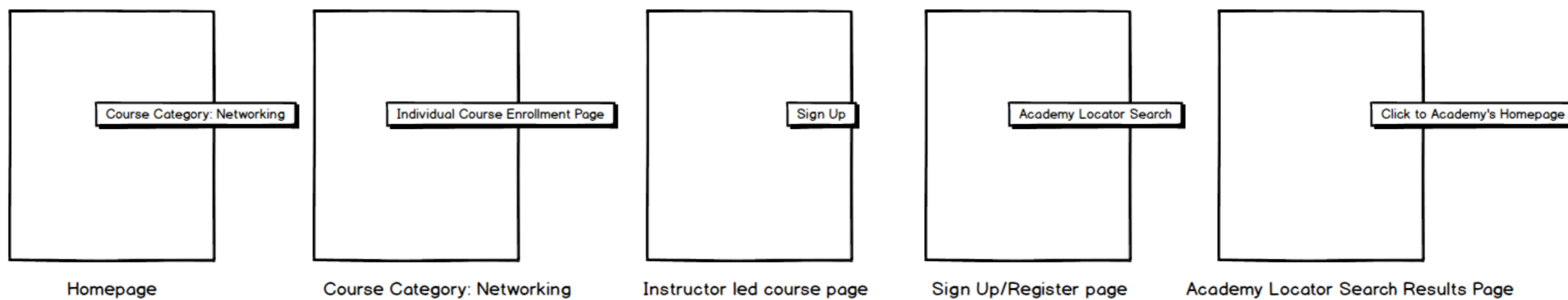
New student is doing research on various education options in order to get a job in a specific career field. They are interested in how our courses tie to job skills.



Goal Completion - navigate from homepage to complete enrollment form on an online, public enroll course

### New Student 3b

New student is doing research on various education options in order to get a job in a specific career field. They are interested in how our courses tie to job skills.

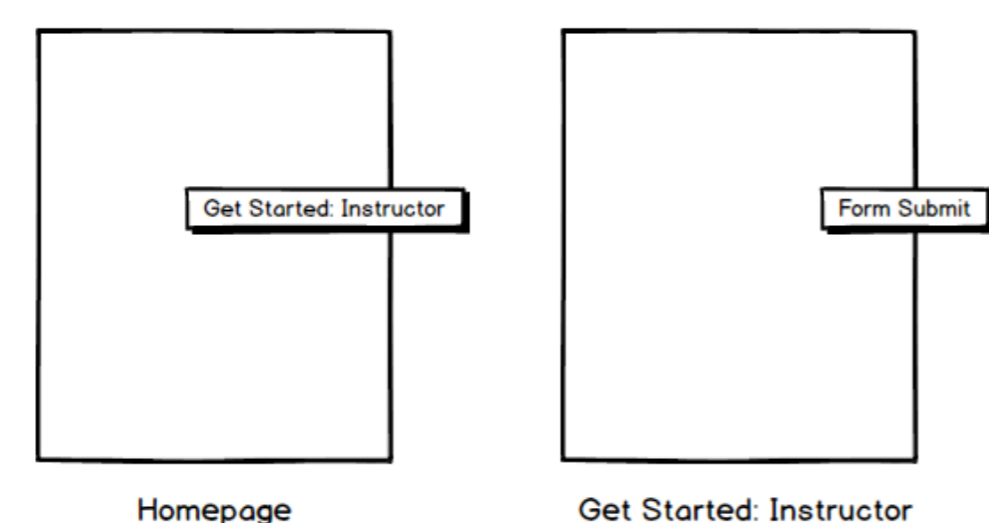


Goal Completion - conduct academy locator search and click a link on the results page

### New Instructor/Academy 1a + Partner/Employer

New instructor has heard about Networking Academy courses from a peer. They are looking into whether NetAcad is a good fit for their needs.

This flow duplicated for partner and employer audiences.

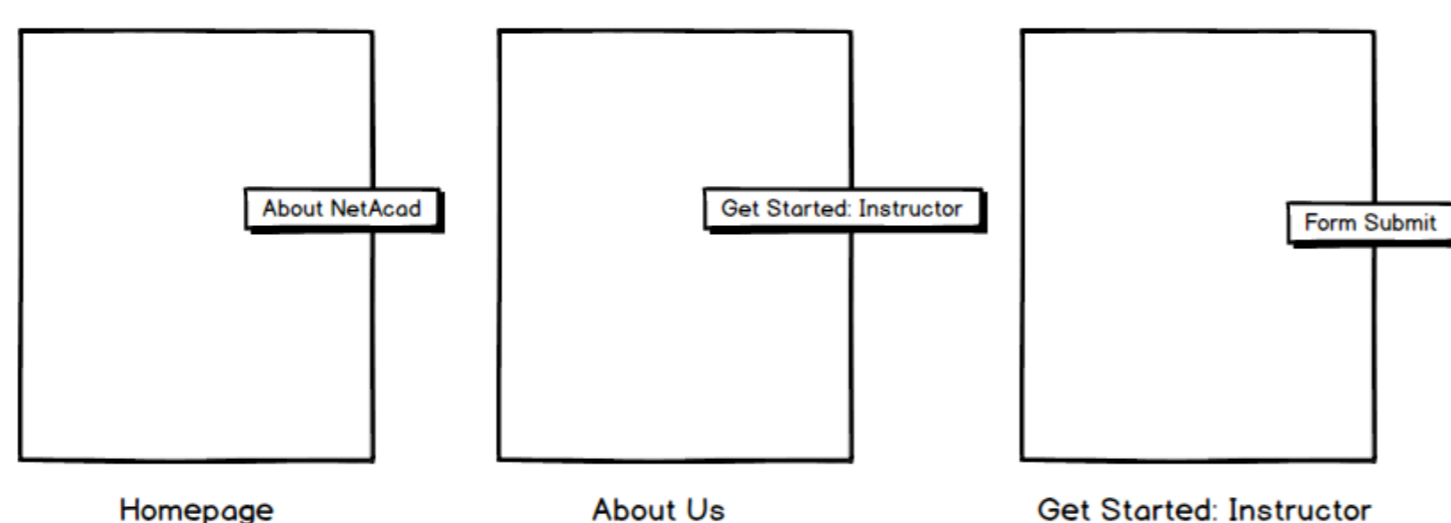


Goal Completion - navigate from homepage to complete "become an academy" form

### New Instructor/Academy 1b + Partner/Employer

New instructor has heard about Networking Academy courses from a peer. They are looking into whether NetAcad is a good fit for their needs.

This flow duplicated for partner and employer audiences.



Goal Completion - navigate from homepage to complete "become an academy" form