

Sonny Perdue
GOVERNOR



Georgia Student Finance Commission
Georgia Student Finance Authority
Georgia Higher Education Assistance Corporation
GAcollege411

Timothy A. Connell
PRESIDENT

March 30, 2010

Dear GAcollege411 Partners:

I wanted to take just a few moments to highlight some of the tremendous growth and momentum we have experienced for GAcollege411 since the beginning of this fiscal year. As you may know, GAcollege411 just celebrated its 5th anniversary and we also wanted to measure the effectiveness of GAcollege411 from an internet perspective. So, for the third year in a row, we have used HubSpot web grader software as an external measure to see how we were doing. I wanted to share some of those highlights with you as well.

- GAcollege411 received an overall website grade of 98 as of March 2010. This was up from our initial grade of 81 in October of 2008 and a 91 in October of 2009. This score measures the effectiveness of the website in providing or marketing information.
- GAcollege411 now has more than 27,000 inbound links to the website.
- GAcollege411 ranks 25,189 out of the 2.1 million websites that have been ranked, or in the top 1% of all websites that have been ranked!

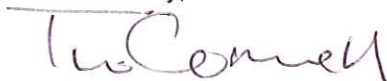
In addition to the Website Grader information, here are some measures on how the site is performing since the upgrade in July of 2009.

- 121,956 admissions applications have been submitted via GAcollege411, an increase of 3% over the same period last year.
- 305,455 GAcollege411 new accounts have been created, an increase of 25% ahead of last year.
- There is an average of 1,257 accounts created every day on GAcollege411!
- We also average over 10,000 ten minute plus site visits every day!

GAcollege411 continues to see unprecedented growth in usage and success. We appreciate all that you are doing to assist in spreading the word about GAcollege411. It truly is all about helping students know where to find the information so they can expand their opportunities.

If you have any questions or would like additional information about the GAcollege411 website, please do not hesitate to contact me directly at 770-724-9003 or Sarah Baumhoff, Vice President, Client Services at sarahb@gsfc.org or by calling 770-724-9021.

Sincerely,



Tim Connell
TC:mlc