EAB

Web & Digital Solutions

Get Found. Get Chosen. Get Results.

Connected Digital Solutions for AI-Powered Student Discovery

Today, higher ed institutions must ensure they are discoverable, distinctive, and competitive at every stage of the AI-powered student journey. EAB's Web & Digital Solutions bring together AI search visibility strategies, proprietary tools, full-spectrum web services, immersive digital experiences, and targeted paid media. Together, we build a stronger, more connected digital presence designed to attract, engage, and enroll more students.

Become **Discoverable**

Earn visibility with GEO optimization support that builds authority in AI-driven search

Amplify **Visibility**

Extend reach with multichannel campaigns that bolster engagement



Harness **Intent**

Anchor your ecosystem with a full-spectrum web strategy that turns student interest into action

Deepen **Engagement**

Spark connection with immersive .edu student experiences that personalize the journey

Purpose-Built for Higher Ed and the Outcomes That Matter

Built Specifically for **Higher Ed**

Built for the **Entire Student Journey**

Built for **Partnership**

Built for **Simplicity**

10x

Increase in AI search visibility in six months

Small private

31%

Increase in search-influenced enrollments

Large public

71%

Increase in brand mentions across AI platforms in 2025

Midsized public

Start with your priorities. Build toward a connected, AI-ready digital ecosystem.

Learn more at eab.com/web-digital-solutions