



EAB AGENCY SERVICES

Converting Prospective Students in an Evolving Digital Landscape

Leveraging Your .Edu As Your Biggest Marketing Asset



Today's Presenters



Sean Tivnan

*Senior Director
Digital Agency*

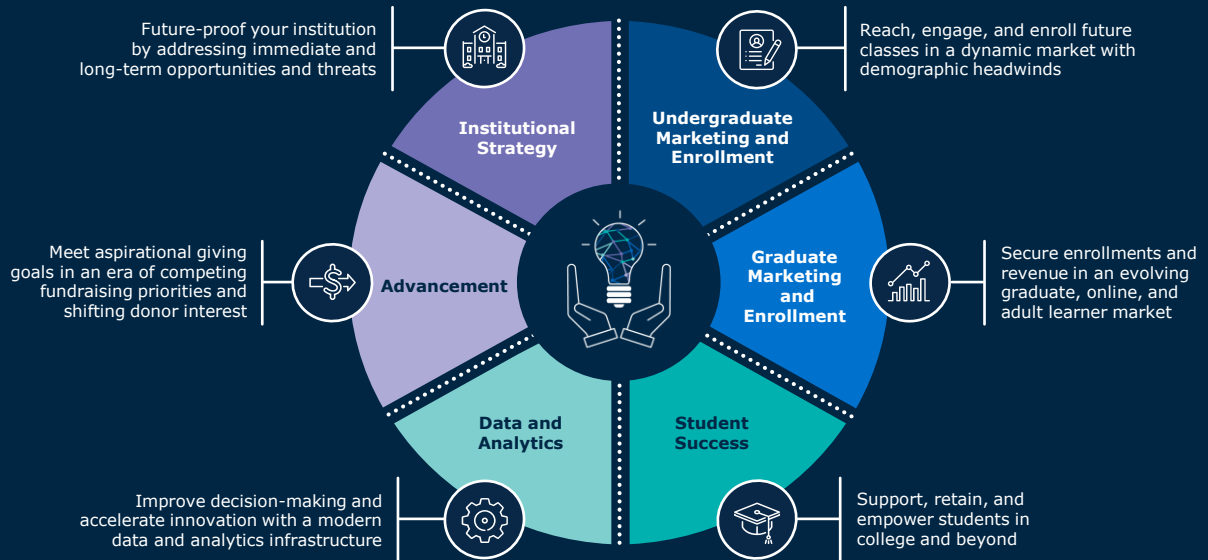


JP LaFors

*Senior Strategist
Digital Agency*



Insight-powered Solutions for Your Top Priorities and Toughest Challenges



We partner with **2,800+** institutions to accelerate progress, deliver results, and enable lasting change.

95%+ of our partners return to us year after year because of results we achieve, together.

.Edu State of the Union

Trends, Challenges, & Imperatives for
Higher Education Websites

A New Era of Enrollment

Four Market Trends Impacting Your Enrollment

- 1 Disruption of Traditional Enrollment Vehicles**
Fewer campus visits, FAFSA timing, test-optional policies
- 2 Uncertainty with Digital Advertising**
Privacy regulation, TikTok uncertainty, browser protection
- 3 Data Privacy Tightening**
Evolving protections, user anonymity
- 4 Google's Growing Zero-Click**
Fewer ranking keywords, multi-source answers

The New Imperative for the .edu

Convert more of the growing amount of stealth shopping

“

The **website is bearing more responsibility** in the enrollment mix—it is a sought after, trusted place for an anonymous prospect who today has many ways to self-direct and form opinion.

”

VPEM & CMO, regional public in the midwest

Audience Trends Impacting Your Enrollment

80%

Stealth prospects
now represent 80% of
total applicant pool, up
from 20% of applicants
in 2012



Prefer Independent Exploration

Typically research options online,
without “raising their hand” as a lead



Seeking Quick Answers

Often juggling many priorities,
including school, work, and family
responsibilities, during their search



High Expectations, Little Patience

Experiencing increasingly more
behavior-based (personalized) digital
experiences from brands and services

Source: EAB research interviews and analysis.

Many Teams Operate with an Antiquated Definition of SEO

Your Content Strategy Must Solve for Search Intent



What Does Your Site Traffic Tell You?



How Are People Searching for You?



How Do You Rank Against Your Competitors?



How Are Your Degree Pages Ranking?



What Are Your On-Page & Technical Challenges?



Are You Ready for Google's Zero-Click Environment?



Have You Adjusted for Voice & AI-powered Search?



Local, Region, National SEO Strategies?

Accelerating Search Savviness and High Expectations of Content

Schools Must Understand Algorithms and Users to Protect and Grow Market Share...

Millennials: Short and broad keywords

- Fought for expanded access to tech
- Were social media guinea pigs
- Feel empowered by technology
- Led older generations in technology

Gen Z: Long, detailed search query

- Skilled at searching and skimming
- Expect content to be personal to them
- Value easy access to information

Gen Alpha: 2nd-Gen Trends to Watch

- Will adopt technologies faster than Gen Z
- 36M internet users this year, exceeding those in the 18-24 age bracket
- Will be first generation to regularly use AI for search

...And Must Present a Competitive Content Strategy



Immediacy

Frictionless content options that are intuitive and easily identifiable



Relevance

Content that aligns to prospective students' needs and goals



Authenticity

Real people. Real examples. Real voice. Real data.



Answers

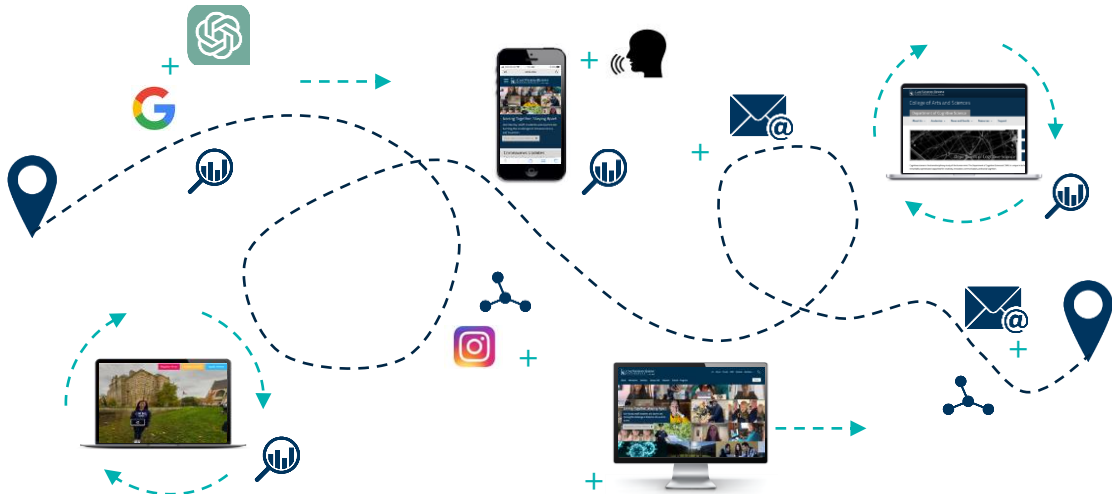
Answers essential questions, empowering students with informed decisions



ROI

Relevant ROI data, including outcomes, earnings, etc.

The Reality: Your Content is Everywhere



Users are searching and collecting information from a variety of sources on the web.

All in the Age of High Anxiety

Students Are Feeling the Pressure

54%

Unsure they can afford it

28%

Unsure they are mentally prepared

14%

Unsure they will feel like they belong or fit in

“ I feel **stressed and overwhelmed**. I'm not sure what I want to do. I think the information needs to be more organized and easily accessible.”

- Ashley, student interested in business programs



Like never before, the marketing strength of your website is an imperative

#1

Students identify university websites as the most helpful resource in their college search

93%

of students visit the websites of all schools they are considering

What's the Solution?

- 1 Leverage data to align resources with top enrollment-critical journeys
- 2 Reverse engineer .edu content for student-centric SEO, content hierarchy, linking strategies, CTAs and more, while fully integrating with enrollment campaigns
- 3 Measure, monitor, and continuously optimize content performance for evergreen student relevance and measurable enrollment attribution

Your Website Has the Potential to be a Nimble Enrollment Engine

WHAT WE THINK OF



Large-Scale Overhaul of .Edu

- Site-wide strategy
- Masses of pages
- Updated episodically
- Long life-cycle

- ✗ Costly (\$300-\$600k on average)
- ✗ Time-consuming (18-24 months on average)
- ✗ Calls for consensus and invites politics
- ✗ Requires expertise on backend and front end
- ✗ Often done in a "set it and deal-with-it" mentality

WHAT WE NEED



Enhanced .Edu Content Strategy

- Targeted, content-driven enrollment strategy
- Proactive recruitment tool
- Iterative optimization
- Continuous care

- ✓ Budget-conscious (under \$150K)
- ✓ Rapid enrollment impact (6-10 months on average)
- ✓ Tightly managed for mutually desired outcomes
- ✓ Get the most out of your current CMS
- ✓ Easy to update regularly based on strategy

Content to Drive, Engage, and Convert Your Audiences

Drive Visibility



Users **only spend about 6 seconds** before they choose a link from search engine results page

- SEO Audit
- Keywords
- SEO Management

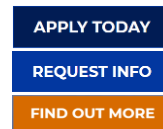
Engage Users



Users **apply snap judgements** that immediately influence perceptions of quality and career potential

- On-Page Content Strategy (based on your current CMS)
- Copywriting Strategies
- Media Recommendations

Capture Leads



Visitors must have a good search-to-site experience, or they will **leave without an action**

- Focused CTA Direction
- Immersive Forms
- Organic Lead Capture Strategies

Our Impact

45+

Partners ranging from large publics to selective privates

54%

Average increase in **time on page** when IWC is present

45%

Average increase in **organic traffic** after implementing audit recommendations

2X

Higher completion rate compared to traditional registration forms

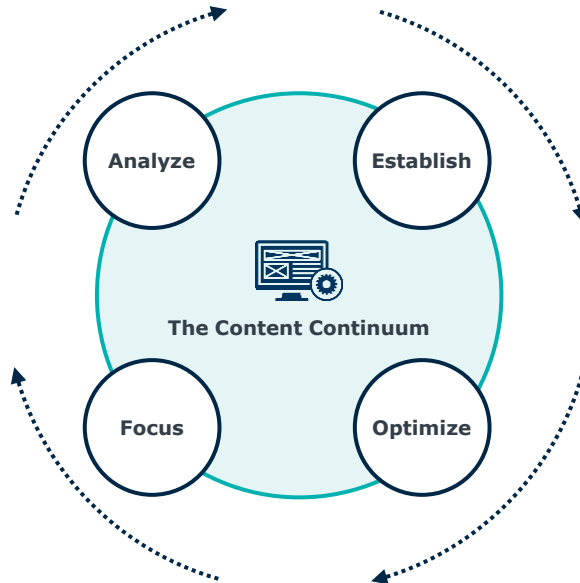
Where Is Your .Edu on the Content Optimization Continuum?

Audits + Assessments

- Exploring recent data about your **site's performance**
- Measuring current content and SEO strategies against **web best practices** and user needs

On-Page Content

- Your enrollment-critical content is **clear, concise** and **reflects your school's identity**
- The flow of your pages are **scannable** and **organized** for all user types



Site Structure

- Your site is **organized for users** and search engines to find information quickly and easy
- Page layouts and modules **optimized for accessibility and multi-device responsiveness**

SEO Strategies

- Your site's framework and content is **built on the right keywords and SEO tactics** so that it will appear prominently in search engine results pages, **enhancing its visibility and attracting organic traffic**

TECS Offers a Tailored Solution

Scaled to Start Where You Need the Most Immediate Focus



SEO Audit

Reveals your opportunities to increase search engine visibility, drive organic traffic and improve competitive share of voice, and informs on-page content strategy



Content Assessment

Examines, assesses, and evaluates the quality of site's content, and identifies strengths, weaknesses and opportunities.



On-Page Strategies

Strategic visual briefs that serve as a detailed roadmap for content production of enrollment-critical pages. Keywords, SEO on-page strategy and copy direction included for each.



SEO Management

Post-launch SEO Management and Looker Dashboard to support application of SEO recommendations



Monitoring and Refinement

Tracking, optimization, and advising to support the success of the content work and future content needs.

Ongoing, Continuous Training and Support

▶ Collaborative Workshops

Participate in interactive workshops tailored to kickstart your content strategy implementation and set you on the path to success.

▶ Stakeholder Connectivity

Let us guide you in rallying support from key players within your organization, ensuring alignment and synergy for website enhancement and future sustainability.

▶ Access to Expert Advising

Leverage our comprehensive industry and digital knowledge to steer your content strategy toward success, with ongoing guidance and support at every step.

The Growing Multitude of Responsibilities of a Web Team

Traditional Web Team Responsibilities



Today's Web Team Responsibilities

Our Team of Experts Helps Fill the Gaps



Strategic Leader

Sets the strategic vision and orchestrates teams and resources to ensure overall project success



Project Manager

Identifies resources and tracks the project's tasks through completion



Account Coordinator

Responsible for the day-to-day partnership management, addressing needs quickly



Interactive Design Expert

Supports team on all design-related initiatives including custom modules



Creative Director

Leads the vision and execution for content experiences



Copywriter

Creates engaging copy to populate content briefs



Content Strategist

Uses insights and best practices to audit site and create visual briefs



Digital Production Lead

Coordinates and builds interactive web content and supports assisted asset



SEO Strategy Expert

Conducts SEO auditing and reporting and leads organic SEO strategy



Subject Matter Experts

Sources of knowledge related to content, audience, or digital strategies

Helping Increase Organic Traffic and the .edu Student Experience

Case Study: Lewis & Clark College

CHALLENGE

While L&C had a strong website foundation and a wealth of student voices already on their site, EAB identified opportunities for **page-level SEO and content hierarchy improvements**. In addition, L&C desired to increase web traffic, improve program page visibility in organic search, and convert that traffic to inquiries.

SOLUTION

EAB worked closely with the L&C team to create a **customized, strategic approach** to optimize web content and elevate calls to action for prospective audiences—all while leveraging existing website modules and social proof. EAB's content strategies highlighted what differentiates L&C in the Pacific Northwest marketplace and developed content centered on the unique L&C student experience.

IMPACT

- Improved content hierarchy that showcases the welcoming community at L&C while **increasing access to enrollment-critical pages**
- Through optimized page titles and headers, each landing page saw a substantial improvement in keyword rankings and user visits have significantly increased.
- Diversified content and incorporated new keywords, resulting in a 17% increase in overall keyword rankings
- Promoted scalability across their Graduate and Law School sub-domains

BY THE NUMBERS

+17%

Overall keyword rankings in Y1

69%

Organic search accounts for 69% of all traffic

+85%

Keywords ranking on page 3 or higher

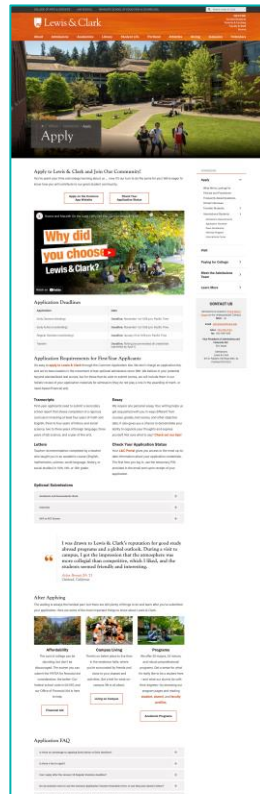
+108%

Psychology page keyword rankings

BEFORE



AFTER



Creating a Student-Centric Website for Online and Adult Degree Completion Programs

Case Study: University of Oklahoma

CHALLENGE

The University of Oklahoma (OU) wanted to expand their geographic footprint of enrollments from outside their traditional market. OU has a strong brand in higher education, but **the online subdomain needed a stronger content and SEO performance** to provide prospective students with compelling reasons to attend OU virtually. It was critical to drive more organic traffic and capture leads once traffic was on the site.

SOLUTION

Through a **comprehensive content audit and gap analysis**, EAB recommended **diversified content strategies** and **new pages to elevate enrollment-critical information** for visitors. EAB built content strategies that showcased the caliber of the OU Online experience while **strengthening SEO performance**, especially for program pages. The work also included launching new online adult degree completion programs.

IMPACT

- Increased the amount of relevant and valuable content for prospects
- Improved organic search rankings
- Expanded OU's geographic presence in search results
- Promoted best practice copywriting techniques for enrollment and SEO
- Showcased the student experience via interactive content and testimonials

BY THE NUMBERS

+66%

Organic traffic over the last 12 months

+94%

Keyword rankings statewide

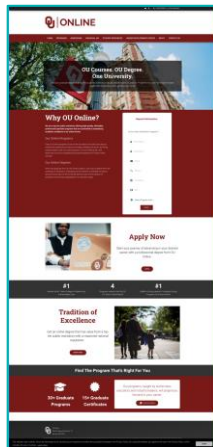
+29%

Keywords ranking in the top 3 positions of Google search results

+38%

Page 1 keyword rankings on graduate program page

BEFORE



AFTER



Fully Integrated .Edu Inquiry Generation

Conversion Requires Cohesive Narrative and Technical Integration



Improving Conversion for Key Student Audiences

Traditional Undergraduates

Graduate Students

Adult Degree Completers

Certificate Students

See Our Work in Action

Georgian Court University



GEORGIAN COURT UNIVERSITY

EXPAND POSSIBILITY

WELCOME TO GEORGIAN COURT UNIVERSITY

JOIN OUR COMMUNITY OF SCHOLARSHIP, EMPOWERMENT, AND FRIENDSHIP.

WHY GEORGIAN COURT?

EVERYTHING YOU NEED TO KNOW ABOUT ADMISSIONS

FAST-TRAC STUDENT

TRANSFER STUDENT

GRADUATE STUDENT

INTERNATIONAL STUDENT

MSU Texas



Business Majors Build a Better World

Who Chooses MSU Texas for Your Business Degree?

Accreditation and Rankings

Student Spotlight

Business Degree Programs

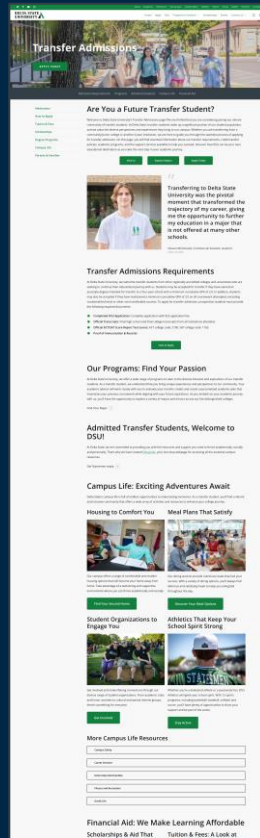
Undergraduate Programs

Graduate Programs

Resolve Your Depth of Knowledge When You Add a Minor

Customize Minors for Business Students

Delta State



Transfer Admissions

Are You a Future Transfer Student?

Transfer Admissions Requirements

Our Programs: Find Your Passion

Admitted Transfer Students, Welcome to DSU!

Campus Life: Exciting Adventures Await

Housing to Comfort You

Meal Plans That Satisfy

Student Organizations to Engage You

Advents That Keep Your School Years Strong

More Campus Life Resources

Financial Aid: We Make Learning Affordable

Scholarships & Aid That

Tuition & Fees: A Look at

Q&A



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Senior Director
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JP LaFors

Senior Strategist
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Thank You for Joining Us!

Please take our brief webinar exit survey

Interested in More?

I'd like to speak further about...

- 1 Student centric and enrollment optimized **.edu content strategy**
- 2 Integrated .edu and enrollment **campaign messaging**



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ABOUT EAB

At EAB, our mission is to make education smarter and our communities stronger. We work with thousands of institutions to drive transformative change through data-driven insights and best-in-class capabilities. From kindergarten to college to career, EAB partners with leaders and practitioners to accelerate progress and drive results across five major areas: enrollment, student success, institutional strategy, data analytics, and diversity, equity, and inclusion (DEI). We work with each partner differently, tailoring our portfolio of research, technology, and marketing and enrollment solutions to meet the unique needs of every leadership team, as well as the students and employees they serve. Learn more at eab.com.



What Our Partners Are Saying

“

This is the direction we're moving in. Do we want to continuously pay rent (digital ads) or pay for a mortgage (SEO), that gives us **ownership of our performance long term?**”

- Director of Marketing & Communications, Winthrop University

“

I would invest in a third year of partnership based on the professional development EAB provides alone. **Our EAB team goes well beyond the scope of our agreement** to invest time in coaching us on the evolving landscape of SEO and we're extremely grateful for it.”

- Associate Vice President of Marketing, Lewis & Clark College

“

Keeping up with Google's changing SEO landscape has become a fool's errand...and we live in Silicon Valley. EAB is able to help us **identify our blind spots and evolve** with Google's algorithms, with a **higher education specific lens.**”

- Associate Vice President of MARCOM, University of San Francisco

Only With EAB Agency Services

Key Benefits of Partnership



24/7 performance
monitoring and insight



Ongoing optimization



Content backed by best
practice research,
informed by data



Coaching and upskilling
for your team

Surgical Team Behind Every Targeted .edu Content Strategy

Your Main Point of Contact

Strategic Leader

Sets the strategic vision and orchestrates teams and resources to ensure overall project success.



Sean Tivnan



JP LaFors



Corrine Turke



Elias Rufe

Backed by a Large Team of Multidisciplinary Experts Dedicated to Your Success



Account Coordinator

Responsible for the day-to-day partnership management, addressing needs quickly



SEO Strategy Expert

Conducts SEO auditing and reporting and leads organic SEO strategy



Copywriter

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