

CASE STUDY

## Smart Gains in Graduate Enrollment and .edu Visibility with EAB

### BACKGROUND

University of Alaska Fairbanks (UAF) is a midsize, public university in Fairbanks, Alaska. Total enrollment is 7,486, and 14% are graduate students.

### OPPORTUNITY

**UAF needed to grow graduate enrollment but lacked a cohesive recruitment and SEO strategy.**

**Prior to working with EAB, UAF had:**

- Limited visibility in organic search
- Decentralized website structure
- Underperforming .edu content
- Limited internal marketing capacity

As a result, enrollment-critical programs weren't reaching prospective students effectively.

### SOLUTION

**UAF partnered with EAB's Digital Agency and Adult Learner Recruitment (ALR) to strengthen visibility and drive qualified applications.**

**EAB helped UAF:**

- Optimize graduate web content for SEO and GEO alignment
- Improve site structure and user experience
- Expand and refine paid marketing campaigns
- Convert search visibility into application growth

These efforts connected prospective students to graduate programs earlier in their search journey.

### IMPACT

**EAB's strategies increased visibility, engagement, and applications for UAF's graduate programs.**

- Non-branded impressions grew from **14.7M to 20M**, helping students find graduate and doctoral offerings earlier in their search
- Optimized pages such as Graduate Admissions saw **higher impressions and a 26% increase in clicks**.
- ALR's targeted recruitment campaigns expanded demand and drove an **18% increase in graduate applications** in one year—reinforced by a more visible, enrollment-centered .edu.



### IMPACT WITH EAB

▶ **36%**  
**Increase in non-branded keyword impressions**  
 (from 14.7M to 20M)  
*Digital Agency*

▶ **18%**  
**Increase in applications**  
 Spring 2025 to Spring 2026  
*Adult Learner Recruitment*

▶ **71%**  
**Increase in impressions across optimized pages**  
*Digital Agency*

### KEY SEARCH VISIBILITY OUTCOMES

 **+1.5K**

**Increase in AI mentions** post-implementation

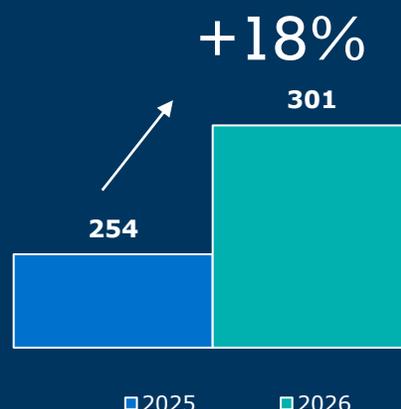
 **5+**

**Avg. increase in page ranking** for optimized pages

- ✓ **27** .edu pages optimized to date
- ✓ **15** search-enhanced doctoral program pages

### APPLICATION IMPACT

Spring 2025 – Spring 2026



■ 2025    ■ 2026

# Driving Application Growth Through Expanded Demand

## Before EAB Partnership

### GOAL

UAF sought to grow enrollment in graduate and doctoral programs critical to institutional goals.

### OPPORTUNITY

UAF aimed to scale graduate enrollment marketing strategically through external support.

Prior to partnering with EAB, UAF's graduate recruitment efforts were decentralized. They were focused on:

- Expanding recruitment beyond local markets
- Strengthening coordination across graduate enrollment efforts
- Building capacity to support sustained enrollment growth

## With Support from EAB's Adult Learner Recruitment Solutions

Key Strategies Used to Support UAF's Goals



### Deepened Market Expertise

Through EAB's analysis and research, UAF was able to develop a deeper understanding of students' needs and goals, allowing them to **optimize strategies in real time.**



### Expanded Audience Sources

EAB experts used **data-driven strategies** to identify prospects from new and known sources such as digital ads, GRE registrants and test-takers, and recent alumni.



### Personalized Marketing

EAB's analytics and marketing teams used prospects' psychographic, demographic, and real-time **behavioral data to develop customized marketing.**

## COMPLEMENTARY EAB SUPPORT ACROSS THE ENROLLMENT FUNNEL

Where Student Demand Meets Enrollment Action on the .edu



### Recruitment Marketing

*Driving demand and intent across the enrollment funnel*



### Enrollment-Centered .edu Content Strategy

*Optimizing the .edu for visibility, conversion, and enrollment demand*



## TAKE THE NEXT STEPS

[Learn about EAB's support for graduate and adult recruitment](#)

[Turn your .edu into an AI-ready enrollment engine](#)