



EAB

Future-Proof Website Content Strategies for a Privacy-First World

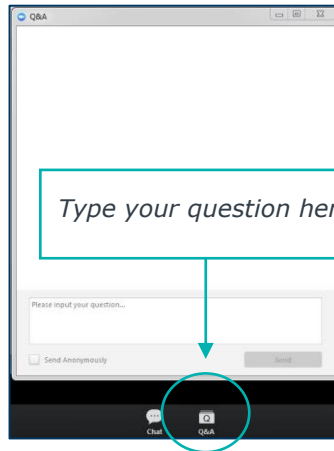
EAB Agency Services
May 2022

Connecting to Audio



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Asking a Question



Brief Exit Survey



We'd appreciate your **feedback** on today's presentation.



Education's Trusted Partner to Help Schools and Students Thrive



Your Imperatives Determine Ours

INSTITUTIONAL STRATEGY

Prepare Your Institution for the Future

Executive guidance rooted in research to support your strategic priorities

MARKETING AND ENROLLMENT

Achieve Your Enrollment and Growth Goals

Tailored partnerships powered by a recruitment ecosystem with unrivaled reach to enroll your future classes

STUDENT SUCCESS

Build a Student-Centric Campus

Technology trusted by 850 schools to retain, graduate, and empower more students

DIVERSITY, EQUITY, AND INCLUSION

Advance DEI on Campus and in Your Community

Technology, research, and bold initiatives to strengthen your DEI strategy and eliminate equity gaps

DATA AND ANALYTICS

Embrace Digital Transformation

Data and analytics solutions built for higher education to guide decisions and accelerate innovation

We partner with **2,500+** institutions to accelerate progress and enable lasting change.

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



EAB

Future-Proof Website Content Strategies for a Privacy-First World

EAB Agency Services
May 2022

The Changing Landscape in Consumer Privacy



The Impending Cookie-Less Era

- Third-party cookies will be disabled in the Google Chrome browser by 2023 (where most ads are served)
- Firefox now blocks tracking cookies by default
- The most rapidly growing privacy-first search engines DuckDuckGo offers an “untracked search” feature that doesn’t collect cookies, IP addresses, or user-agent information



User-Controlled Smartphone Visibility

- iPhone has privacy features like App Tracking Transparency and Mail Privacy Protection that help users control who sees user data and who doesn’t
- Apple holds over half of the smartphone market share in both the U.S. and Canada.
- Google recently announced its plans to build in extra privacy-enhancing features on Android. Called the Privacy Sandbox
- Apple says the average mobile app has six embedded trackers from third-party companies.



State-Specific Consumer Data Privacy Laws

- States have enacted comprehensive consumer data privacy laws that allows consumers to access and delete personal information and to opt-out of the sale of personal information, among others.
- Other provisions require commercial websites or online services to post a privacy policy that describes the types of personal information collected, what information is shared with third parties, and how consumers can request changes to certain information.

What's Your Strategy for A Privacy-First World?

6



The Impending Cookie-Less Era



User-Controlled Smartphone Visibility



State-Specific Consumer Data Privacy Laws

What Does This Mean for Higher Education Marketers?



Prospective students will be trickier to identify and target without more sophisticated strategies and tools



Decrease in personal data for prospective audience insights tracking will affect measurement capabilities



Performance data will fluctuate as students are using more transparency, privacy and security tools



Specialized targeting and remarketing will be heavily affected as audience options shrink



Marketers can expect to pay 10-40% more on marketing to get the same returns

Plan Accordingly & Act Now



Spend Smarter

Use data to support all digital marketing spends and optimization needs. Don't just spend without understanding the "who, what, when, where, and how"



Partner Wisely

Choose tools, resources, and vendors that understand your audience today, and tomorrow



Invest in a Comprehensive .Edu Content Strategy

The optimal search-to-site experience is a click path fueled by content that fulfills the searcher's intent. Invest in a strategic content roadmap inclusive of SEO analysis, to provide an experience that captivates your audience, provides them with an organized path to the most helpful content, and compels them to convert

The next 12 months will be a critical period of education, evaluation and action!


What Does “Future-Proofing” Content Really Mean?

A commitment to a performance-based content strategy framework that enables ongoing content evaluation, and the tools and processes to evolve a content ecosystem to ensure your website can still drive, engage, and convert prospective students amid any sweeping changes that come in terms of customer behaviors, privacy restrictions, industry trends, and all in-between.



Eight Future-Proof Content Strategies for Your .Edu



 = supports bringing in organic and net new users

 = supports engagement and shareability

Solve for Prospective Student's Search Intent



- ✓ Search Intent (also known as “User Intent”) is the main goal a user has when typing a query into a search engine
- ✓ Matching landing pages with search intent is the basis of SEO success
- ✓ Satisfying Search Intent is ultimately Google’s #1 goal
- ✓ Understanding what motivates your prospects now will help create solid content will continually attract new organic users

1 Identify the Topic

2 Perform Keyword Research

3 Categorize Search Intent

4 Research Top Ranking Pages & Strategize Competitive Content Strategy

Research Topics of Search Intent

1. Identify the Topic: *Accounting Degree*



Set realistic expectations for keyword rankings. You can't rank #1 for every topic (programs, degrees, etc.)

Explore topic variations such as *forensic accounting degree*

2. Perform Keyword Research

 × Search

Don't lose out on the huge number of long tail keywords that don't require a lot of effort to win and bring in a nice share of business

Keyword Variations

12.4K Total volume: **164.9K**

Keywords	Volume	KD %
accounting degree	9.9K	67 ●
online accounting degree	5.4K	73 ●
accounting degree online	3.6K	73 ●
associate degree in accounting	1.9K	57 ●
associate's degree in accounting	1.9K	59 ●

Questions

2.1K Total volume: **24.0K**

Keywords	Volume	KD %
what can you do with an accounting degree	880	60 ●
what can i do with an accounting degree	590	61 ●
what degree do you need to be an accountant	480	61 ●
how to become an accountant without a degree	390	54 ●
what can i do with an accounting degree besides accounting	390	47 ●

Categorize Intent & Research the SERPS Winner



3. Categorize Search Intent

- Informational: *What can I do with a degree in....?*
- Navigational: *Bear University accounting degree*
- Commercial: *Best colleges for online accounting*
- Transactional: *Most affordable online forensic accounting degree*

Informational

The user wants to find an answer to a specific question.

Questions ⓘ	Volume	Related ⓘ	Volume
what can you do with an accounting degree	880	accounting	90.5K
what can i do with an accounting degree	590	accounting degree	9.9K
what degree do you need to be an accountant	480	online accounting degree	5.4K

SERP Analysis (~3.2B)			
	Page AS	Domains	Keywords
1 accounting.com/degrees/overview/ ↗	45	252	421
2 accounting.com/degrees/accounti... ↗	36	215	417
3 rasmussen.edu/degrees/business/... ↗	20	146	174
4 wgu.edu/online-business-degrees/... ↗	46	429	974
5 accountingdegreetoday.com/ ↗	13	79	326

4. Research Top Ranking Pages & Strategize Competitive Content Strategy

<https://www.wgu.edu/online-business-degrees/accounting-bachelors-program.html>

Navigational

The user wants to find a specific page or site. Typically, branded searches.

Questions ⓘ	Volume	Related ⓘ	Volume
how much is a bachelor's degree in accounting at ucf	0	myconnect florida	4.4K
		ucf admissions	4.4K
		myconnect fl	2.9K

SERP Analysis (92)			
	Page AS	Domains	Keywords
1 ucf.edu/degree/accounting-bsba/ ↗	28	99	152
2 ucf.edu/degree/accounting/ ↗	19	143	131
3 ucf.edu/degree/accounting-msa/ ↗	18	37	22
4 ucf.edu/eportfolios/25031/Home/D... ↗	13	24	21
5 ucf.edu/departments-schools/kenn... ↗	35	61	26

Categorize Intent & Research the SERPS Winner



There are often multiple search intent classifications assigned to a query

Commercial

The user wants to investigate brands or services.

Questions ⓘ	Volume	Related ⓘ	Volume
how to get an accounting degree online	50	accounting	90.5K
can i get an accounting degree online	40	accounting degree	9.9K
is an online accounting degree worth it	40	accounting schools	4.4K

SERP Analysis (~3.3B)	Page AS	Domains	Keywords
1 snhu.edu/online-degrees/bachelor... ↗	44	269	520
2 wgu.edu/online-business-degrees/... ↗	46	429	974
3 usnews.com/education/online-edu... ↗	29	145	521
4 accounting.com/degrees/accounti... ↗	50	329	769
5 devry.edu/online-programs/area-o... ↗	30	70	292

Transactional

You can infer that the searcher is strongly considering conversion

I C

Questions ⓘ	Volume	Related ⓘ	Volume
what can i do with a master's degree in accounting	90	masters in accounting	3.6K
how long is a master's degree in accounting	50	masters in accounting online	2.4K
how many years is a master's degree in accounting	50	msa intranet	2.4K

SERP Analysis (~298.0M)	Page AS	Domains	Keywords
1 accounting.com/degrees/accounti... ↗	19	148	307
2 accounting.com/degrees/accounti... ↗	44	367	342
3 wgu.edu/online-business-degrees/... ↗	33	165	354
4 cu.edu/program/online-masters/ac... ↗	17	117	231
5 fiu.edu/graduate/accounting/index.... ↗	31	137	466

Commit to Frequent & Realistic SEO Management

75% Of All Prospective Students Rely on Search Engines to Find You

Explore All Ranking Options

There are many opportunities that appear at the top of the search rankings, aside from the traditional [blue link results](#)

- Featured Snippet
- People Also Ask
- Video Carousels
- Image Results
- Top Stories
- Knowledge Panel

Apply all Best Practices

- Analyze the SERPs where you want to appear and optimize content for the search result types that will get you there
- Review and refresh your older non-working content, optimizing for new ranking opportunities and types
- Use the appropriate schema markup to help Google understand exactly what your content has to offer



Attract Right-Fit Prospects

Ensure you are a top result for students interested in the programs you offer and more



Inform On-Page Content Strategy

Knowing how organic traffic engages with your site helps drive strategy content recommendations and decisions



Stay Competitive

With competition growing, organic results are flooded with ranking and lead generation sites. Strong SEO helps combat this trend



Improve Organic Search Traffic Experience

SEO helps improve users' organic experience with your site, ultimately improving rankings and bringing additional traffic to your site

Use an Enrollment-Critical Lens

Triage Content Revitalization to Where It Will Have the Biggest Impact

Targeted content tweaks...

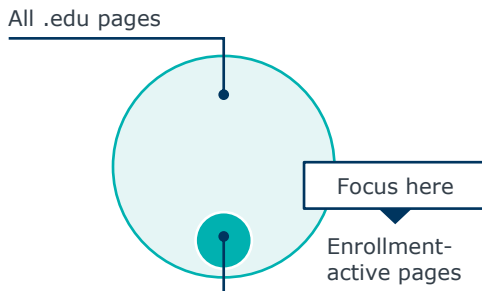
Optimized messaging

Make sure that content on your website consistently speaks to issues prospective students care about most. **Content strategy** can go a long way toward this end.

Optimized formats

Advanced digital media formats, like **immersive, navigable imagery**, can greatly increase student engagement and are not hard to slot into existing website frameworks.

...on .edu pages that matter most



“**Enrollment-active**” pages are ones that cover topics of greatest interest to prospective students and their parents, including:

- Academics (courses of study, disciplines, majors)
- Campus visits/virtual tours
- Cost of attendance
- Financial aid
- Outcomes
- Admissions standards and procedures
- Online application
- Student life
- Residences and dining facilities
- Campus amenities
- General description of the institution

Prioritize Connections Over Conversions

Prospective Students Have High Expectations of .Edu Content

A transactional website focusing on the conversions will miss the opportunity to create a relationship with the prospective student.

Overuse of CTAs that lack empathy and understanding of student motivations



Content needs warmth, guidance, and compelling connection points so students are motivated towards goal completion.

Transactional content with limited opportunities to engage or learn



Reimagined page layouts, within confines of your CMS, to improve user journeys for stronger brand outcomes, and more productive site engagements.

Text-heavy, link-heavy disjointed copy that doesn't solve for search intent or user needs



Relevant and beneficial content that meets the core content needs of prospective students (immediacy, relevance, authenticity, answers, ROI).

AR UNIVERSITY Home Admissions Student Life Academics

Discover Your Future at Bear University

Apply

Be Your Best Self with an Accounting Degree

Apply
Visit
Request Info

Your Journey Starts Here

Course Catalogue

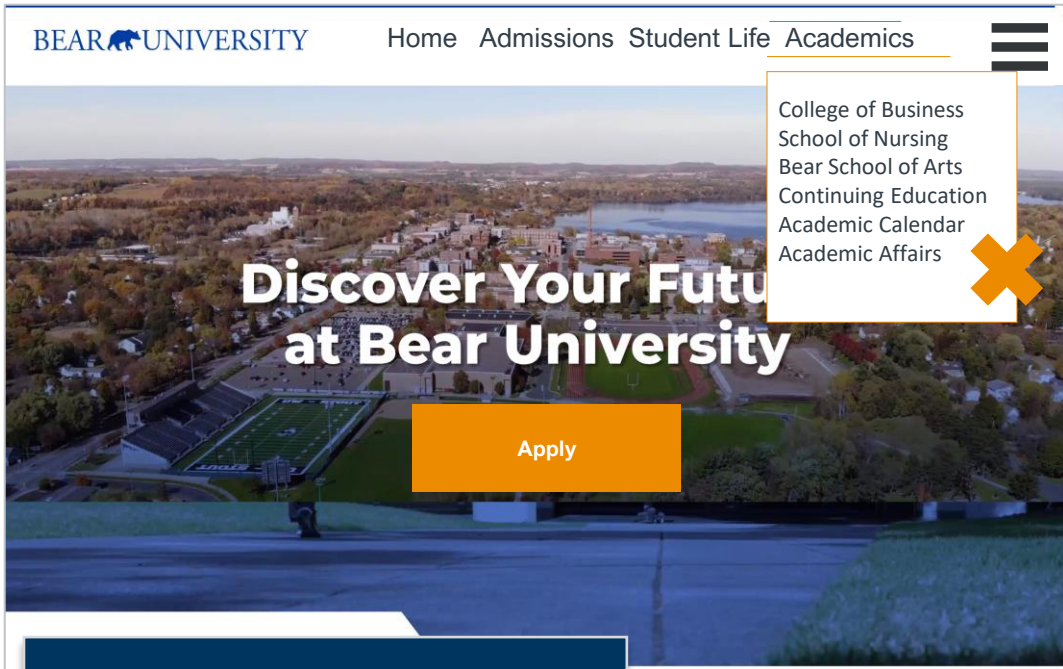
Program Brochure (PDF)

Check out application deadlines

Join Us In January

Learn How

Students Don't Want to Guess Where to Go



Students prefer to self-identify by audience type and they expect an audience-specific experience

- Undergraduate Study
- Graduate Study
- Departments and Programs
- Non-Degree Offering

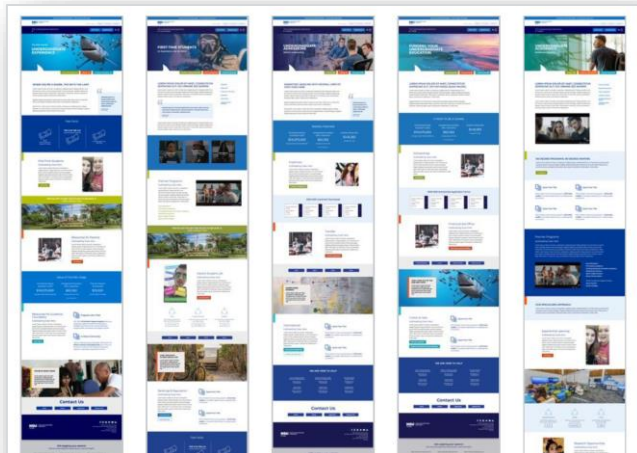


Create an Audience-Specific Experience



Before

After



NSU Case Study – Undergraduate

- ✓ Created a dedicated subdomain (undergrad.nova.edu) for prospective undergraduate students with a series of high-level pages designed as entry points or “homepages” for specific audiences
- ✓ Mirrored audience with relevant elements
- ✓ Maximized navigational access with modifications to nova.edu homepage mega menu to leverage known user preference to self-identify by audience type
- ✓ Enhanced user experience with audience categorized content, frictionless transactions, skimmable content, intuitive navigation, strong CTAs, social proof, and ROI storytelling
- ✓ Amplified value proposition with highlighting the unique differences and offerings in content
- ✓ Activated website copy to effectively channel student perspective



Don't stop at page copy!

If every prospective student responded to the same type of content for all of their needs, reaching and engaging prospective students would be easy

- Challenge your team to think about the ways your stories and information are being presented.
- Users are craving interactive, short form, entertaining content. Will you give it to them?
- Could that article be a more compelling video? Would releasing an audio version help expand your audience?
- Look to create exceptional content experiences with the integration of audio, video, text, AR/VR, gamification, and other interactive elements.
- For each new piece of content you're planning, consider the supplemental content assets you could use to engage your audience and expand your reach.



Not All of the Cookies Crumbled!

- ✓ First-party cookies can enhance a customer's experience on-site, encouraging longer dwell time, more conversions, and additional opportunities for marketers to learn more about their users and better segment and personalize their messaging through email efforts.
- ✓ Smart higher education marketers are prioritizing first-party data this year.

Use Your First-party Cookies

Every successful and sustainable content strategy starts with data.

Use these tools:

- Google Analytics
- Google Search Console
- First-Party Cookies
- Third-Party Ranking & Research Tools (paid)

In order to:

- Analyze your audience
- Study your niche and competitors
- Research keywords and topics
- Monitor and optimize performance
- Map user journeys across your site
- Create personas

Plan Accordingly & Act Now



**The Impending
Cookie-Less Era**



**User-Controlled
Smartphone Visibility**



**State-Specific Consumer
Data Privacy Laws**

8 Future-Proof Content Strategies

- ▶ Solve for Search Intent
 - ▶ Become the Content Authority
 - ▶ Faithfully Commit to Realistic SEO
 - ▶ Proliferate Content
- ▶ Use an Enrollment-Critical Lens
 - ▶ Don't Do Anything Without Data
 - ▶ Create an Audience Specific Experience
 - ▶ Prioritize Connections Over Conversions



I'd like to speak further about...

(Select all that apply.)

- 1 Scheduling a customized version of this presentation to be delivered to my colleagues
- 2 Optimizing my school's on-page content strategy
- 3 Improving our website's SEO capabilities
- 4 An expert analysis of our website's user experience



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