

Higher Education

PRODUCTS



Paid Search



Targeted Display



Search Engine Optimization

The Challenge

A Local Multi-Program Higher Education Institution came to us with the challenge of driving more leads for their programs and measuring these leads more effectively on their website.

The Solution

Our team did a deep analysis of the client's website and conversion points and made site adjustment suggestions and created more conversion points on their website to understand the path to conversion for their prospective students. We then created a very targeted Display Campaign with retargeting to reach prospective students and career-changers and drove these top of funnel leads to conversion through SEO & Paid Search Strategies.

The Results

In our first year with this new SEO & Conversion-based Digital Strategy, we saw the following results:

43%

Increase in Total Sessions from Organic Traffic

33%

Increase in Goal Completions on their website

81%

Increase in Phone Calls from the website

194%

Increase in Contact Form Submissions

461

Leads from the Paid Search and Display Campaigns

