

Case Study: Organic Search Engine Optimization

150 Year Old University

Goal

To increase the number of qualified visitors and registered students to the Online University's specific degree program by boosting their organic search listings.

Challenges

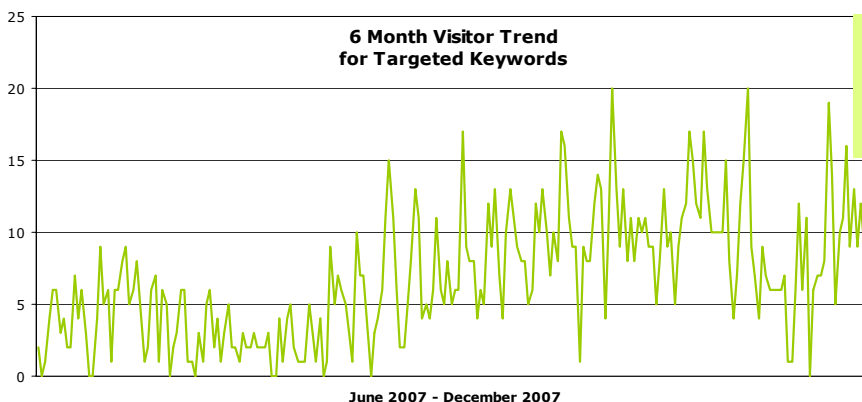
- Strong competition for degree-related searches and established rankings from competitors in the search engine results pages (SERPs).
- The University was competing against commercial online web presences with large monthly budgets for search marketing.
- Online education represents one of the more competitive and difficult markets to rank for on the Internet.

Strategy/Solution

- Beginning with keyword research combining several best-of-breed tools with search engine keyword data, then deploying a strategic pay-per-click campaign, AudetteMedia's team identified the most appropriate and valuable keywords and phrases to maximize targeted traffic.
- AudetteMedia put the University's site through an intensive optimization process, which included the creation of unique, relevant content, optimized internal linking, semantically optimized pages using their well-defined keyword data, a targeted link building campaign, and other advanced strategies.

Results

- Top 5 rankings for highly competitive keywords in the online education market resulted in the University pages receiving free organic search traffic for terms PPC advertisers were paying over \$25 per click.
- Organic search traffic from targeted keyword phrases increased over 160% in a 3 month period.
- Noticeable improvement in the quality and quantity of organic search engine visitors to the degree programs.
- Conversion rate increased for visitors from organic search from 1.85% to over 5.15%, owing to the quality of the traffic.



Organic search sent over **1,500** visits by nearly **450** targeted keyword variations

- For keywords targeted in this SEO campaign, the amount of keyword variations from organic search traffic grew over **360%** in a 6 month period after AudetteMedia's team deployed their SEO recommendations.

