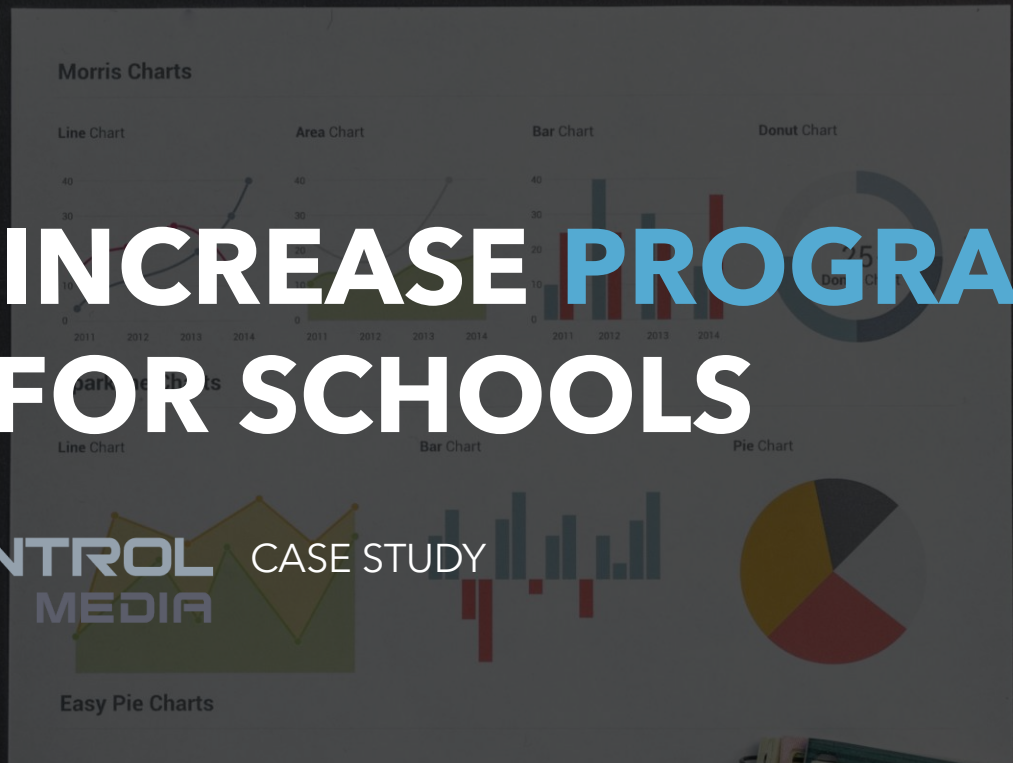


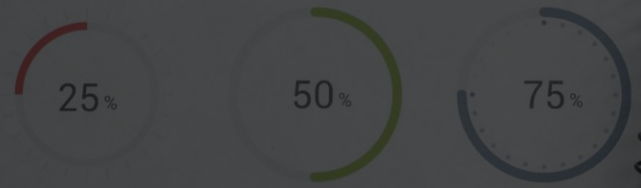
# HOW TO INCREASE PROGRAM PAGE TRAFFIC FOR SCHOOLS



CLOUD CONTROL MEDIA CASE STUDY



Easy Pie Charts



# HOW TO INCREASE PROGRAM TRAFFIC



## **Goal**

College wanted to raise awareness for online programs and attract visitors to program pages on website



## **Challenges**

Organic visibility for program pages was low because lacked relevant content



## **Action: Content Optimization**

Identified most relevant and valuable keywords, restructured program page layout, and then rewrote page copy



## **CHALLENGES:** COLLEGE'S PROGRAM PAGES RECEIVED LITTLE ORGANIC TRAFFIC

The client was a college that offered over 30 online degree and certificate programs.

Each program had its own website page, but page content was thin. Content also did not incorporate relevant keywords.

## CHALLENGES FOR COLLEGES IN ORGANIC SEARCH

### Google Introduces New Features

Organic search results include more than the traditional blue website links. Now, results are visual and personalized. Top-ranked pages are now more detailed and thorough than ever.

### Paid Leads Are Expensive

Generating leads from Google Ads campaigns and buying affiliate leads are expensive and not sustainable for small to mid-sized schools.

- Organic search often seems too competitive for colleges unless they have a well-known brand
- Google Ads and affiliate sites dominate search results and take traffic away from actual businesses



## **ACTION:** OPTIMIZED PROGRAM PAGES

The client understood how important it was to attract the appropriate audience for its online programs.

CCM showed how to attract an audience with program page optimizations. New program pages included valuable keywords and were centered around potential students.

## PROGRAM PAGE OPTIMIZATION



**ACTIONS:** restructured and rewrote all program pages (optimized existing pages)

**RESULTS:** program page traffic more than doubled in the next year -> website averaged 30+ additional organic inquiries for info per month

- Program pages accounted for 10% of organic traffic and 25% organic inquiries
- Inquiry rate on program pages was 3.4% vs 0.9% for overall website

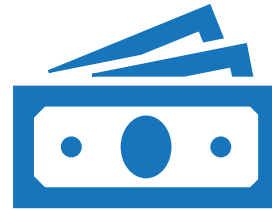


## PROGRAM PAGE ORGANIC INQUIRIES

Paid inquiries come from PPC and display campaigns, as well as affiliates. Each inquiry has a cost.

Organic inquiries occur on the website and come from organic search engines like Google. Schools do not pay for these inquiries.

## WHY PROGRAM PAGE SEO IS VALUABLE



Average PPC cost per inquiry for this school was \$180 (cost was over \$300 for some programs)



Additional 30 organic inquiries per month equated to around **\$65,000 in annual value** (30 inquiries x 12 months x \$180)

- Program inquiries are generally expensive in Google Ads and from affiliates
- Organic inquiries are more sustainable for smaller schools that do not have big budgets





# CONCLUSION

HOW TO INCREASE PROGRAM PAGE TRAFFIC FOR SCHOOLS

