



How to Take Your
School's SEO Game
from 0 to 60

Meet Today's Presenters



**Zach
Busekrus**

Director of Growth at DD Agency



Founder of Enrollify



Enrollment marketing strategist



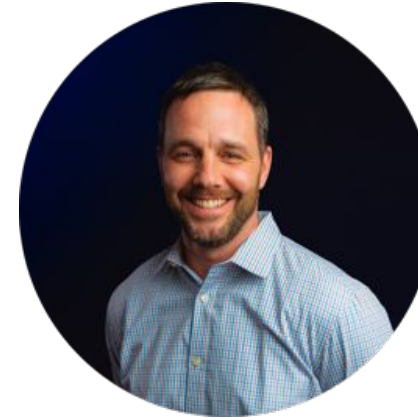
Help Davids beat admissions Goliaths



How to increase organic traffic



Enrollify podcast, FRIdeas videos



**Jamie
Gleason**

VP, Enrollment Strategy at DD Agency



15 years of higher ed experience



On-campus administrator



EdTech specialist for six years



“Farmer and fixer” mentality



Who loves spreadsheets and data?



How many of us have ever Googled...

degree in forensic science

colleges in Pennsylvania

benefits of private higher education

best undergraduate colleges near me

(or words related to higher ed that didn't have your institution's name)

Have you ever been frustrated that your university didn't
come up in your search results? OR WORSE...

Today's Agenda:

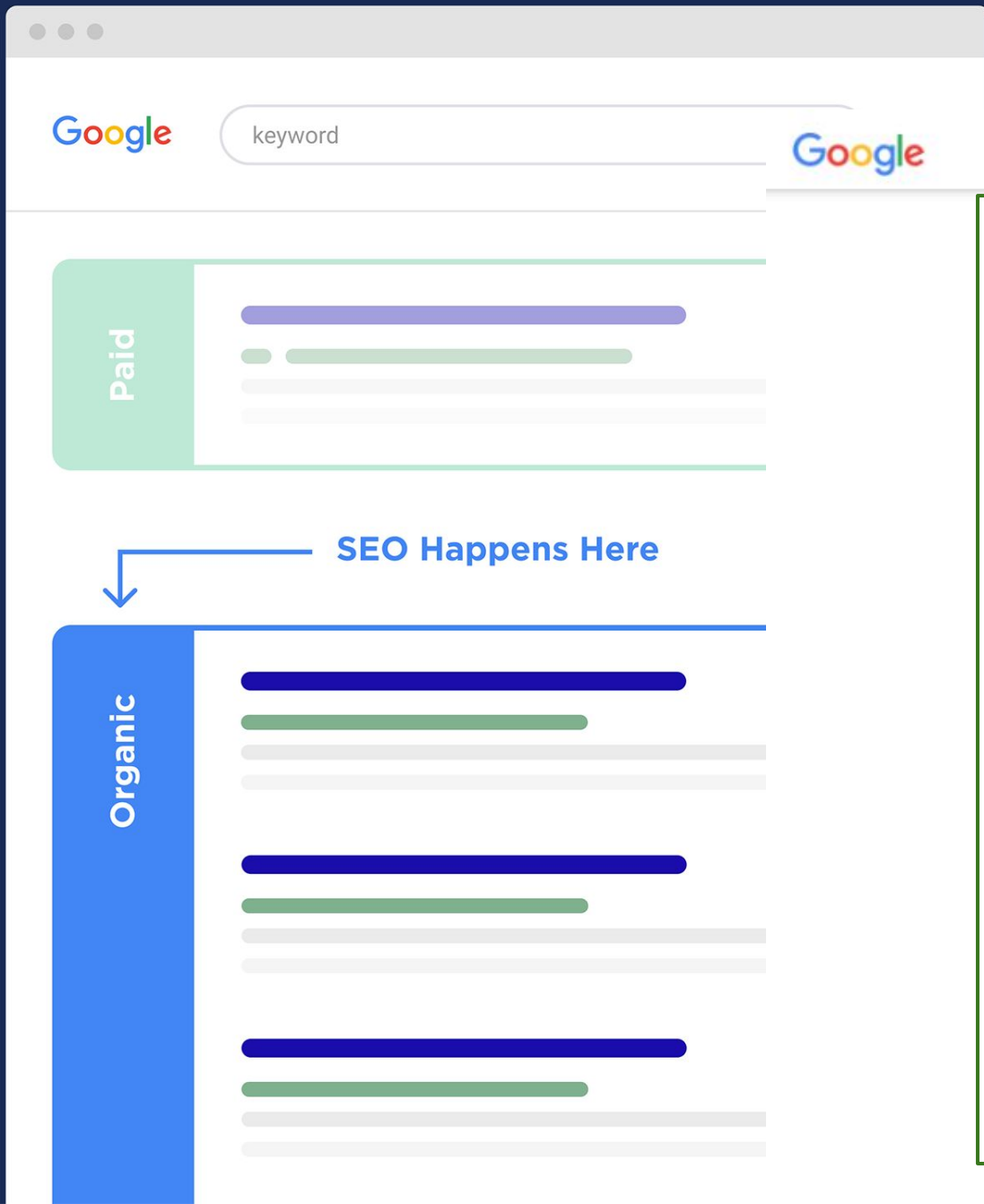
- SEOverview
- SEO & Higher Ed
- Tips to Improve Your SEO Game
- Tools to Improve Your SEO Game



“Search engine optimization is the process of growing the quality and quantity of website traffic by increasing the visibility of a website or a web page to users of a web search engine.”

The right side of the image features a decorative background with a large light blue circle and a smaller light orange circle overlapping it. Several small dots in orange and blue are scattered around the circles.

What is SEO?



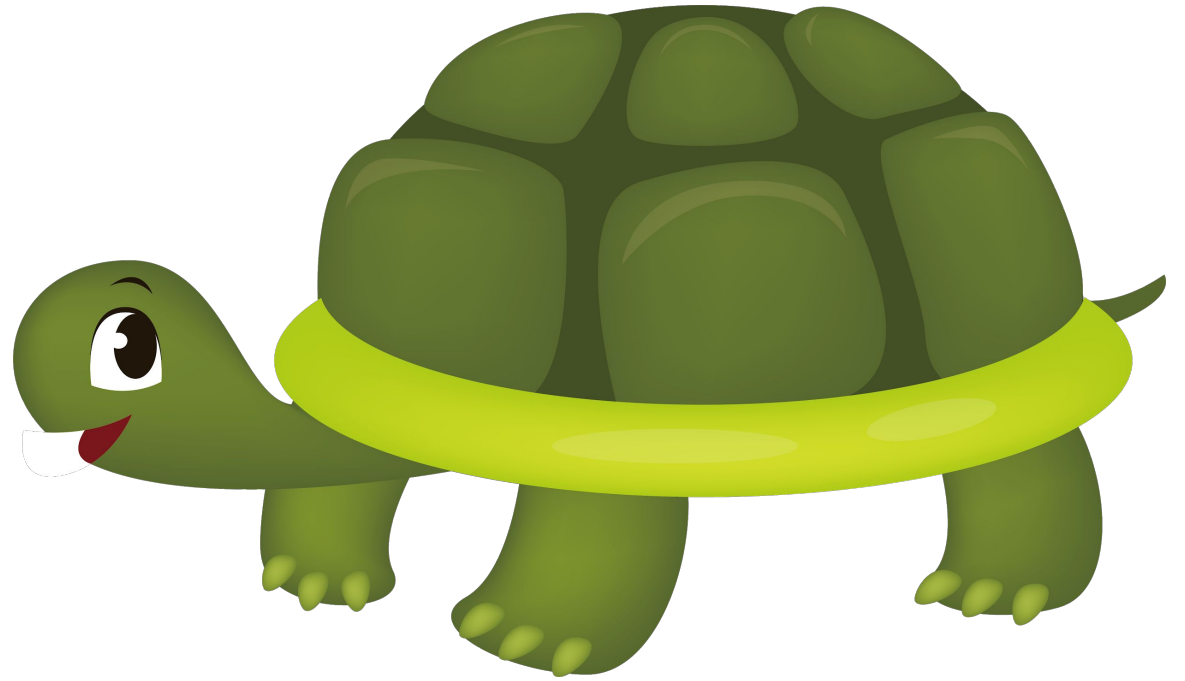
This screenshot shows the Google search results for the query "how to increase student enrollment". The search bar at the top displays the query, and the navigation links (All, News, Images, Videos, Shopping, More) are visible. The search results are as follows:

- Result 1:**
URL: <https://eab.com> > Insights
Title: **6 proven ways to increase your college enrollment | EAB ...**
Snippet: Jul 13, 2018 — 6 proven ways to **boost your college enrollment** · 1. Start your **student** recruitment activities as early as possible · 2. Email prospective **students** ...
- Result 2:**
URL: <https://www.leadsquared.com> > how-to-increase-student...
Title: **10 Practical Tips To Increase Student Enrollment | LeadSquared**
Snippet: May 8, 2021 — **Increase Student Enrollment** with these 10 practical tips · 1) Harnessing Student Motivation · 2) Storytelling As A Tool · 3) Online Properties: ...
- Result 3:**
URL: <https://www.brightmindsmarketing.com> > blog > twenty...
Title: **Twenty Tips For Increasing Enrollment At Your School | Bright ...**
Snippet: Inbound marketing can improve school enrollment by pulling customers to you ... One of the first steps to **increase student enrollment** is to look at the siblings of ...
- Result 4:**
URL: <https://www.oho.com> > blog > strategies-overcome-you...
Title: **Strategies to Overcome Your Undergraduate Enrollment ...**
Snippet: Jan 15, 2021 — Ways to **Increase College Enrollment**: Investing for the Future · **Raise student** academic profile. · Build an international program. · Build a sports ...
- Result 5:**
URL: <https://manateetech.edu> > uploads > 2014/07 > 12... PDF
Title: **12 Ways to Increase Student Enrollment**
Snippet: Build **Enrollment** Using Our Marketing Toolboxes. 1. 12 Ways to **Increase. Student Enrollment**. No employee, **student**, applicant for admission or applicant for ...

The Difference Between Paid & Organic Search



PAID SEARCH



ORGANIC SEARCH

The Difference Between Paid Search & SEO



Mozlow's Hierarchy of SEO Needs



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Why should Higher Ed care about SEO?

5 Common Challenges with SEO in Higher Ed

- 1 **Hooked on Historical Practice** – we often desire change, but cling to the familiar
- 2 **Lack of Time and Understanding** – it's complicated with technical & content elements
- 3 **Content Dilemma** – we don't know what to change or how to reach our audience
- 4 **Short Term Success Needs** – paid digital lures us with immediate vanity results
- 5 **Disconnect On-Campus** – lacking integration between depts & website's role

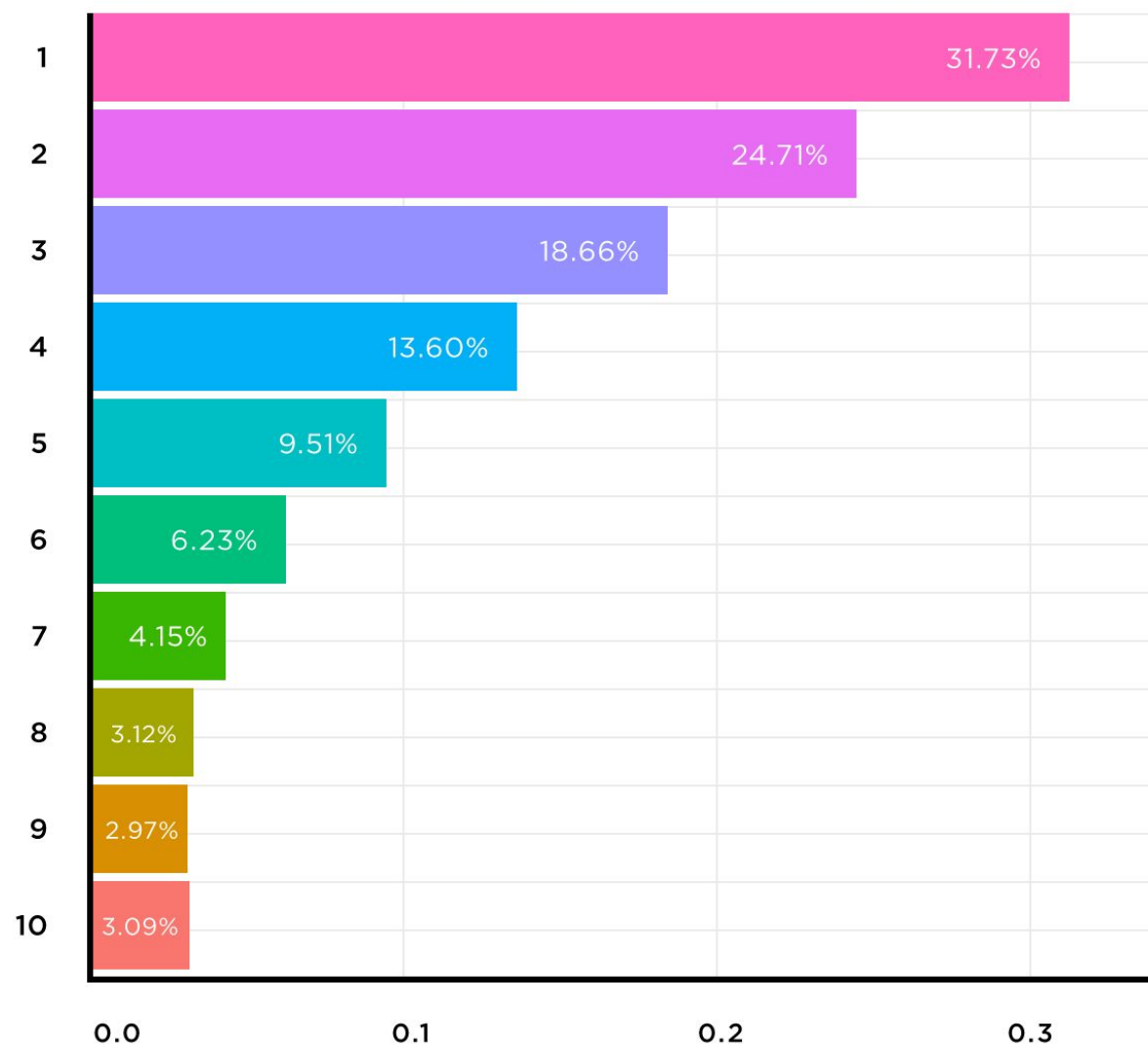
Search is the #1 driver of traffic to websites, beating social media by more than 300%.

Since 2020, more than 700 schools became test optional - meaning fewer leads will be available as HS students begin their college search process.

SEO drives 30% of traffic, and 20% of all revenue in any given year.

Nearly 80% of users ignore paid ads in search results. And of the links search users click, about 70% are organic.

GOOGLE ORGANIC CTR BREAKDOWN BY POSITION



1. The #1 organic result is 10x more likely to receive a click compared to a page in #10 spot.
2. Organic CTR for positions 7-10 is virtually the same.
3. **On average, moving up 1 spot in the search results will increase CTR by 30.8%.**

Based on 5 million Google search results analyzed by Backlinko to better understand organic click through rate.

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Tips to Improve Your SEO Game

Step 1:

Understand Where You're At Today

Authority Score

50

Semrush Domain... 106.63K

Organic Search Traffic

30.1K

-0.4%

Keywords 19.4K

Paid Search Traffic

Data was not found. If this is your domain, you can get all the necessary data on its keyword rankings.

Go to Position Tracking

Backlinks

18.2K

Referring Domains 1.72K

Display Advertising

12

Publishers 14

OrganicPaid

Export

Distribution by Country

Countries	Traffic Share	Traffic	Keywords
Worldwide	100%	30.1K	19.4K
US	67%	20.2K	10K
PH	14%	4.3K	545
AU	4%	1.2K	583
NL	1.9%	571	292
Other	13%	3.8K	8K

Compare

Organic Traffic 30,099/month

Organic TrafficPaid Traffic

1M6M1Y2YAll time

Aug 2019Nov 2019Feb 2020May 2020Aug 2020Nov 2020Feb 2021May 2021

Organic Keywords 19,403

Top 34-1011-2021-5051-100

Current High Ranking Keywords

<input type="checkbox"/>	Keyword	SERP Features	Pos.	Diff.	Traffic %	Volume	KD%	CPC (USD)	URL
> <input type="checkbox"/>	cairn university ▼	+2	1 → 1	0	32.11	8,100	51	3.13	cairn.edu/
> <input type="checkbox"/>	cause and effect signal words ▼		1 → 1	0	5.58	2,400	29	0.00	cairn.ed... pdf/
> <input type="checkbox"/>	signal words ▼		3 → 3	0	2.94	6,600	37	0.00	cairn.ed... pdf/
> <input type="checkbox"/>	i don t know what to major in ▼		1 → 1	0	2.32	1,000	31	0.81	cairn.ed... ege/
> <input type="checkbox"/>	cairn self service ▼		1 → 1	0	1.90	480	24	0.00	selfservi... edu/
> <input type="checkbox"/>	christian counseling ▼		11 → 8	↑ 3	1.79	12,100	51	6.21	cairn.ed... lor/
> <input type="checkbox"/>	elearning cairn ▼		1 → 1	0	1.37	590	8	0.00	cairn.edu/hub/
> <input type="checkbox"/>	capitalization rules ▼		7 → 7	0	1.30	6,600	55	0.45	cairn.ed... pdf/
> <input type="checkbox"/>	christopher		37 → 36	↑ 1	1.27	368,000	62	22.39	cairn.ed... oyd/

Pro Tip:

Target terms with a Monthly Search Volume of 50+ and a Keyword Difficulty Score under 70

0-14 = Very easy. These are the best opportunities to start ranking new webpages on Google as soon as possible without backlinks.

15-29 = Easy. These keywords have some competition but are still possible to rank for when you're starting out. To be able to rank for these, you'll need quality content focused on the keyword's intent.

30-49 = Possible. Slightly more competition. You'll need well-structured and unique content appropriately optimized for your keywords.

50-69 = Difficult. You'll need to have some backlinks in addition to your well-structured, helpful and optimized content in order to compete here.

70-84 = Hard. Even stiffer competition. These keywords will demand more effort in terms of getting higher authority referring domains in order to rank your well-optimized and helpful content among the top pages.

85-100 = Very hard. The absolute hardest keywords to compete for, especially for a new website. These will demand a lot of on page SEO, link building, and content promotion efforts to eventually rank and acquire traffic.

Step 2:

Identify Ranking Opportunities &
Target Terms

Sociology - Program Page					
Keyword	Current Position	Ranking Page	Average Monthly Search Volume	Keyword Difficulty	Ranking Page #1
Bachelors in sociology	N/A	N/A	880	45	Sociology Degree Guide
Colleges with sociology majors	98	Sociology	90	31	2021 Best Colleges for Sociology
Majors related to sociology	84	Careers for Sociology Majors	50	48	Sociology, General College Degree Programs The College Board
What do you learn in sociology	N/A	N/A	390	38	What Can You do With a Sociology Degree?
What is a sociology degree	N/A	N/A	390	51	What You Need to Know About Becoming a Sociology Major
Is sociology a good major	N/A	N/A	320	42	Is sociology a good major? : sociology
How to become a sociologist	N/A	N/A	260	36	Bureau of Labor Statistics
Best sociology undergraduate programs	N/A	N/A	110	40	2021 Best Colleges for Sociology
Sociology major requirements	N/A	N/A	260	38	Sociology - The Ohio State University

Rhetoric, Writing and Public Discourse

Keyword	Current Position	Ranking Page	Average Monthly Search Volume	Keyword Difficulty	Ranking Page #1
Rhetoric major	26	Department of Rhetoric, Writing and Public Discourse	260	33	Rhetoric < University of California, Berkeley
Studies in writing and rhetoric	88	Department of Rhetoric, Writing and Public Discourse	30	31	Studies in Writing & Rhetoric (SWR) Series - Conference on College Composition and Communication
Colleges with rhetoric majors	11	Rhetoric Graduate Programs	50	14	2021 Best Colleges with Rhetoric and Composition Degrees
Rhetoric programs	5	Rhetoric Graduate Programs	40	23	2020 Top Rhetoric and Composition Graduate Programs
Best rhetoric undergraduate programs	12	Rhetoric Graduate Programs	30	28	The Best Rhetoric and Composition Colleges 2021
Rhetoric degree	N/A	N/A	170	27	Master's in Rhetoric and Rhetorical Studies Degree Programs: Online / Campus
What is rhetorical studies	N/A	N/A	50	30	Rhetorical Studies
Public speaking major	N/A	N/A	110	28	Public Speaking Degree Programs and Classes
Speech communication and rhetoric	N/A	N/A	390	22	What Courses Do Speech Communication and Rhetoric Majors Take?

Step 3:

Splice Target Terms Into
Your Existing Web Pages



Undergraduate Admissions

> [How to Apply](#)

> [Costs & Financial Aid](#)




> [International Students](#)






> [Accepted Students](#)

> [Virtual Tour](#)

A college education should change your life.

It should point you in a direction where what you know, who you are, and how you live will have an impact on those around you. What you learn, the relationships you form, the skills you develop, and the experiences you gain must be centered on something solid and serve a higher purpose.

<input type="checkbox"/>	Keyword 	Volume 	Trend	KD % 
<input type="checkbox"/>	<div><div><div>+</div></div><div>how can college education change your life ▼</div></div>	40		35

<input type="checkbox"/>	Keyword 	Volume 	Trend	KD % 
<input type="checkbox"/>	<div><div><div>+</div></div><div>how will college change my life ▼</div></div>	90		32 



Undergraduate Admissions

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Teaching Credential Page: April 2020 Organic Rankings

 University of San Diego®

SEARCH

MENU



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SCHOOL of LEADERSHIP AND EDUCATION SCIENCES

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Mission Statement

Social Justice and Advocacy

PhD in Education

Teaching Credential Pathways

Program Requirements

Learning Outcomes

MEd in TESOL

Academy of Catholic Teaching (ACT)

Credential State Requirements

Begin Your Teaching Career

"Education is the most powerful weapon which you can use to change the world." — Nelson Mandela

As an aspiring teacher, you are considering an impactful field of work that offers the opportunity to change lives and shape our country's future.

Our programs are approved by the California Teaching Commission, preparing you for the preliminary teaching credential(s) required to teach in California public schools. You will work with students in San Diego's own diverse community and start making a difference while mastering the teaching skills needed to make a real-world impact. Additionally, USD students are in high demand for teaching jobs, with nearly 100% employment at graduation.

Why Students Are Choosing USD: The Dual Credential Program

Our **unique and innovative Dual Credential Program** meets all state requirements for becoming a general education **and** mild-to-moderate special education teacher. By fusing general education and special education credential requirements, you do not have to take

USD Dual Credential Program

Watch later Share



Keywords 
115 3.6%



Traffic 
17 54.55%

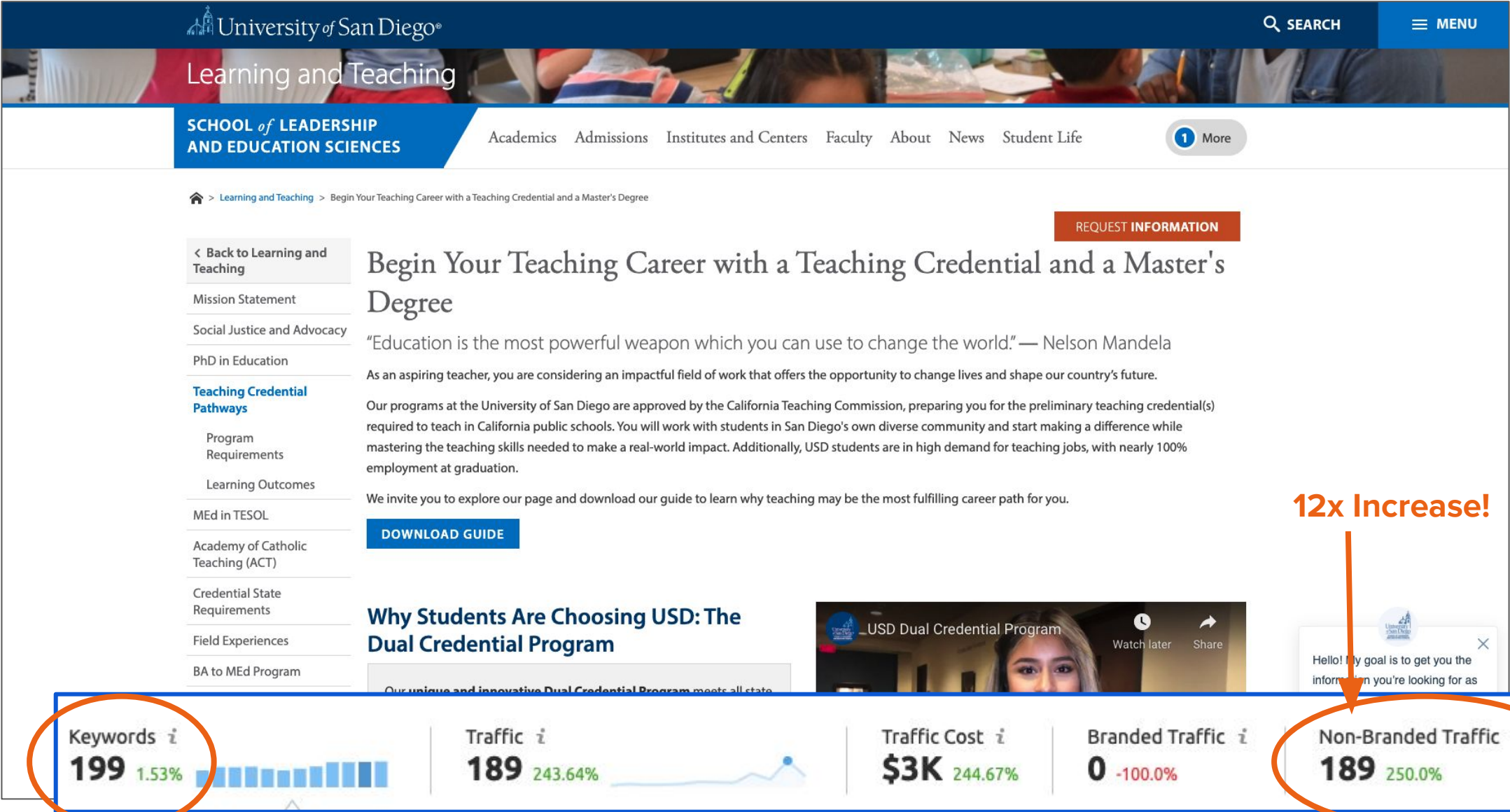


Traffic Cost 
\$272 59.06%

Branded Traffic 
2 0.0%

Non-Branded Traffic 
15 66.67%

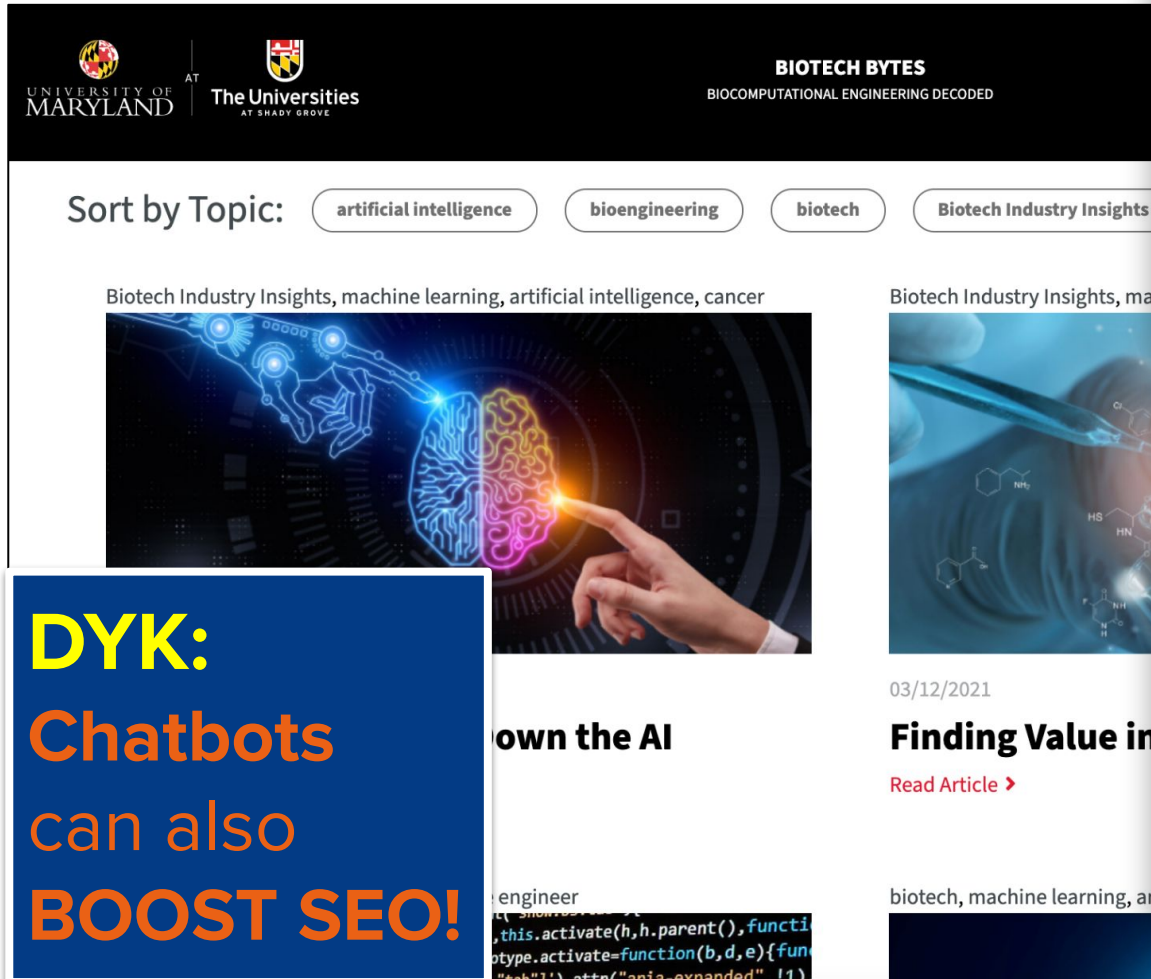
One Year Later...Organic Rankings up 73%



BONUS STEP: For You Overachievers

Create New Content Around Target Terms &
Related Phrases

Content Options to Consider



Video marketing statistics: the consumer side

- People watch an average of 16 hours of online video per week, which is a **52%** increase in the last two years.
- Social video generates **1200%** more shares than text and image content combined.
- Viewers retain **95%** of a message when they watch it in a video compared to 10% when reading it in text.
- **96%** of people have watched an **explainer video** to learn more about a product or service.
- **86%** of people would like to see more video from brands.

64% of consumers make a purchase after watching branded social videos.

- **68%** of consumers prefer watching videos to learn about new products or services, as compared to articles, infographics, ebooks, and presentations.
 - **82%** would rather watch live video than read social media posts.
- Note: This doesn't mean blogging or social media posts are dead! Both of these forms of content are a crucial part of any digital marketing strategy, especially for **SEO** and **reputation**.

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What Tools Can Help?

1. Google Keyword Planner (free)
2. UberSuggest (free)
3. SEMrush (paid)
4. Moz (paid)

How Can DD Agency Help?

Bronze Service Package

- Website & Technical Analysis
- Identification of Keyword Opportunities
- Keyword Research for 5 Programs, Majors and/or Brand Themes
- Additional Majors or Programs can be added a la carte.

Silver Service Package

 **All strategies listed in the **BRONZE** service plus...**

- Competitor Research & Analysis
- On-page Website Optimization
- Keyword Research for 10 Programs, Majors and/or Brand Themes
- Additional Majors or Programs can be added a la carte.

Gold Service Package

 **All strategies listed in the **SILVER** service plus...**

- Backlinking Analysis & Strategy
- 12-Month Strategic Content Plan
- Keyword Research for 15 Programs, Majors and/or Brand Themes
- Additional Majors or Programs can be added a la carte.
- On-Going Client Support

[Learn more about DD Services](#)

We help schools like **Cornell, Baylor, and West Virginia University** win top spots on Google SERPs...and we want to help you do the same!

Next Step?

Schedule a Discovery Call with Us



Zach Busekrus

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Call me: (703) 560-8414 x 200

[Book a meeting with me](#)



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