



## Quick Win Internet Marketing Tips for Higher Education Marketers

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### Conversion Tips

Often, potential students will want to learn more about your program rather than apply upon their first visit to your site.

If you already have a high volume of people coming to your website, what are some quick things that you can do to improve online response (i.e., form submissions and phone calls)? Here are a few:

#### **1. Improve the Visual Call-to-Action On Your Website**

Review your website and see where there's opportunity to place a graphic or hyperlinked text for the reader to contact you. To further increase leads, you can additionally:

- Include a phone number and "contact us" button at the top right corner of your website
- Add a "contact us" graphic on a page that has high traffic
- Create a form to place on your "contact us" page

#### **2. Determine the Appropriate Call-to-Action On Your Website**

Even though your goal will be to increase enrollment, we recommend the call-to-action on your site to be either "contact us" or "request information," instead of "apply now."

More people will be open to contacting you through these means rather than applying to your program during their first or second visit to the site.

#### **3. Add Forms**

We recommend showcasing both a contact form and request information form on your website instead of listing an email address on a page. Our experience with higher education clients has shown contact and request forms generate more of a response than listed email addresses.

Often, colleges and universities have to reach out to their IT department to create and implement forms. This can take weeks to complete. We recommend subscribing to [wufoo.com](http://wufoo.com). For 15 dollars a month, you can easily create forms and add them to your website just like a Youtube.com video.

## Search Engine Optimization Tips

### 1. Target Keywords for Regional Impact

When performing keyword research, your target region is a huge factor in your SEO campaign. If your target audience is within a 50-mile radius, it may be a good idea to incorporate city terms when evaluating proper keywords to utilize for your campaign.

If you are only targeting Cleveland, Ohio, it won't make sense to optimize your campaign for general terms such as "MBA" or "accounting." It would be wise to focus on "Cleveland MBA" or "accounting degrees Cleveland."

Some degrees that you offer may not have regional borders, though it's still important to consider your targeted geographic area. You can research keywords by using the free [Google Keyword Planner](https://www.google.com/ads/keywordplanner/).

### 2. Create Content That Appeals to Your Target Audience

We highly recommend adding a news/blog section to discuss topics relevant to your target audience (incoming students).

Often, colleges and universities list very general information for specific programs (especially graduate). Adding unique content on a regular basis can bolster your SEO and social media efforts. Some ideas for content include:

- Top 10 tips when researching a degree in X
- How much X degree increases your income over time
- Profiling a professor in your program



- Profiling a graduate of your program

### **3. Incorporate Analytics**

It's critical to have [Google Analytics](#) installed on your website in order to measure the success of your overall marketing campaign, and most universities have this installed on their site. However, the data that you look at may not have your specific department segmented out.

If your site is on a subdomain or within a directory on the university website, you can request to have a filter installed. This will show you only the traffic coming to your section of the website. The following link can teach you more about [filters in Google Analytics](#).

Once you have analytics in place, we highly recommend installing goal tracking. This will allow you to view the channel (search engines, pay per click, social media site) that people contacted you through.

This is critical information given that you are investing in a marketing campaign.

### **4. Be Aware That You May Not Rank as High as You Think**

Your browser history, location and search preferences are factored into what Google shows you.

Some clients that we've worked with in the past thought they were ranking well for terms prior to our partnership. However, we were able to show them where they truly ranked with the personalized search settings segmented out.

As our clients learned, there is often a lot of room for improvement in ranking for targeted keywords.

Here are a few resources for seeing where your website ranks for terms free of the personalized search:

- <http://www.serps.com>
- <https://moz.com/tools/rank-tracker>

If you have any additional questions about internet marketing, feel free to reach out to us [online](#) or at 440-821-1425.