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Strategic Insights On:

Education

Education

Putting on our thinking caps, we support educational institutions with creative campaigns that match potential students with the knowledge they need to succeed. We invite you to examine our case studies for Orange County Public Schools, The University of Central Florida, Remington College and others to check if they make the grade.

We hope you enjoy this content and evok's commitment to education. If you would ever like to be a guest writer or suggest blogs for us to write, please contact us at info@evokad.com.

HOW SCHOOLS CAN MARKET ONLINE PROGRAMS TO BOOST ENROLLMENT

4 Steps to Reach and Connect with Online Students

In 1892, the University of Chicago became the first American school to offer correspondence courses. Allowing students from all over the country to earn a degree completely over the mail, distance learning revolutionized the way people sought out education. And, today, we've come full circle.

Online programs have become the next and natural evolution of the correspondence course. Countless universities, colleges and educational institutions now offer fully online degrees, programs and courses, and momentum hasn't slowed for this method of pursuing education. About one in four students are now taking at least one distance education course—that's over six million students across the U.S.

Distance learning courses offer potential students accessibility, flexibility and affordability. But, before the first lesson can take place, schools need to reach and connect with students for whom this type of learning is ideal.

If your college, university or educational institution is offering online courses, keep reading for four steps to take to boost your program's enrollment.

Target the Right Audience

Here's a secret: marketing anything, from online courses to dog food or travel experiences, boils down to one thing—you have to know your audience.

Who is your ideal student? This is the first question to ask when outlining a marketing strategy for your institution's programs.

And, identifying your audience doesn't end with demographics. To reach the right people with the right message at the time they're most likely to be receptive to it, you'll need to know what your audience values, what motivates them to take action, the challenges they may be facing, their stage in life and more.

With these insights, you can tailor your content and advertising to resonate with your ideal students by sharing with them exactly what they need and want to hear.

Showcase the Value of Your Course

Again, the right messaging isn't just about highlighting what makes your program great. It's about what makes your program perfect for your specific audience.

Let's say your online program is tailored towards a non-traditional student seeking a career change. Perhaps they are the head of their household, working a full-time job to provide for their family.

To this audience, your program's online nature is key, as it means they'll be able to study on their schedule. Affordability could also be a key value to highlight in your messaging, as online learning might be a considerable investment for your target students. Finally, the vision of a better future for your target student and their family might be the key decision maker for this audience, and something worth highlighting in your marketing.

Share Success Stories

Online programs come with an inherent promise—what students will gain by completing the curriculum. One way to showcase how your program will deliver on that promise is to share success stories from previous students.

Why? People trust people. In fact, 88% of people trust online reviews as much as personal recommendations.

Publishing real, honest testimonials shared by past students can tip the scales in your favor during your prospective students' decision-making process. Plus, reviews and success stories can provide an institution-wide effect, adding value and credibility to your school's brand.

If your program is brand new and hasn't graduated any students yet, you can still take advantage of this approach by featuring stories and testimonials for your institution as a whole or other programs you offer.

Simplify Enrollment

Finally, you don't want to lose potential students to a cumbersome enrollment process. Once learners have landed on your school's website or, better yet, your course's landing page, they should see clear calls to action on what comes next.

How does the application process work? Is enrollment instant or must they wait for a response? Can the entire process be handled online? How long does it take? These are all questions your potential students may be asking themselves. Be sure your site has answers.

Looking for more information on education marketing? Check out our blogs on LinkedIn for higher education institutions and experiential marketing opportunities on your campus.

A UNIFIED APPROACH TO COMMUNICATING WITH MULTIPLE GENERATIONS OF STUDENTS

How Schools Can Connect With Students of All Ages
From continuing education programs targeting those a few years into their careers to MBAs marketed to graduating college seniors, effective education marketing must be able to reach people of all ages. But communicating across generations can prove difficult without a roadmap to what kind of content each age group prefers.

To better understand each generation's content consumption habits, a study by BuzzStream and Fractl surveyed over 1,200 people across the baby boomer, generation X and millennial age groups. Each person was asked about their preferences for consuming content from format and length to time spent reading. The following spells out findings that may be helpful to education marketers.

Content Types and Length
We're not so different after all. All three generations ranked images, blogs, comments and eBooks at the top of their preferred content types. The least preferred content types—SlideShares, flipbooks, white papers and webinars—were also consistent across generations. As far as length goes, all generations ranked 300-word articles as the ideal length to enjoy reading.

Amount of Content Consumed
It's official—baby boomers consume the most content out of the three surveyed generations. With over 25 percent of this group devouring 20 or more hours of content each week, baby boomers lead the pack in terms of amount of time spent reading, listening or watching content. Millennials and gen Xers are neck and neck for the runner up spot with about 22 percent of each group consuming five to ten hours of content each week.

On another note, over 30 percent of the responders reported getting their content fix from 8 p.m. to midnight. However, Baby Boomers were found to consume most content in the morning with around 40 percent of the group online from 5 a.m. to noon.

Social Media Platforms
When it comes to sharing content, Facebook takes the win with over 60 percent of each generation favoring it for content sharing. Showcasing just how powerful Facebook is, the second-place platform, YouTube, was selected by less than 15 percent of responders across generations.

Insights for Multi-Generational Education Marketing
While the above findings are not enough to formulate a comprehensive multi-generational education marketing strategy, they provide some highly valuable insights. Whether your college is trying to boost baby boomer enrollment in non-degree courses or reach the gen X parents of your high school's incoming freshmen, it's all about tailoring your delivery to match your audience's preferences.

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UTILIZING LINKEDIN FOR HIGHER EDUCATION MARKETING

How Colleges and Universities Can Connect With Prospective Students and Alumni
When it comes to ensuring prospective students, and their parents, can find sufficient information on your school, you want to make the process as simple and accessible as possible. LinkedIn for Higher Education offers universities, colleges and other institutions the ability to engage with prospects, current students and alumni—all in one space. Here's how institutions like yours can make the most of the platform.

Reach Prospective Students
According to Pew Research Center, 95% of teenagers between 12 and 17 years old are online. That means research on what to do and where to go after high school is happening on the web, from social media channels to Wikipedia. As a trusted professional platform most likely frequented by the parents of your prospective students, LinkedIn delivers the potential to be one of the most powerful and reliable resources for forging connections between your school and your future attendees.

Build Your University Page
LinkedIn launched University Pages to create a space for higher education institutions to interact with the right audiences. On your school's page, you can feature news articles, images, videos, job positions, tuition, fields of study, graduation rate and alumni spotlights. Using this tool, any and all information prospective students, parents or alumni need to access is housed on a single platform.

Not sure where to start? Check out HubSpot's article highlighting seven schools rocking their University Page.

Connect With Alumni
Although most schools have alumni associations, there's no true place for graduates to reconnect and interact with each other online after they've walked the stage and received their diploma.

To better connect alumni with each other, and keep ties to your school strong, consider creating an alumni group through your university's LinkedIn page. You can go a step even further and create subgroups for the different colleges at your institution. When properly managed, this can be used as an opportunity to post about upcoming events, promotions and donation drives.

Utilize Linkedin's Resources
With University Pages, your institution is truly getting a complete higher education marketing solution. LinkedIn allows you to document a content marketing plan, target audiences based on demographics, interests and personas, utilize paid and organic advertising, and measure your results. If any of this is uncharted territory for you, LinkedIn offers a crash course, guides and webinars to bring you up to speed.

GEN Z, YOU'RE UP NEXT FOR THE COLLEGE EXPERIENCE

Make Way For Generation Z
Millennials, kindly step aside.

We hear all this babble and jabber about who millennials are and how to market to them. But the next generation, Gen Z, has entered the playing field, and we need to know how to capture their attention.

Some of these Gen Zers are already hitting the books in college full time, but for those who are gearing up to apply, it's time to the start marketing the college experience to them—the right way.

Who is Gen Z?
So, who exactly are these Gen Z guys? They're the generation that immediately follows millennials, also known as Gen Y. They were born between 1998 and 2016, so the oldest member is a mere 19 years old.

This is the first generation who has truly grown up with technology at their fingertips and a phone in their hand. Because of this, they're using social media to help them make informed decisions on when and where to get a degree.

But, of course, you have to disseminate your message through the right channel. For this generation, Snapchat, and especially Facebook, are two important channels to keep an eye on. Sixty-seven percent hailed Facebook as their most-used channel while 51% pointed to Snapchat.

Marketing a College Education to Gen Z
We've learned who Gen Z is and where to market to them, but the next step is how to market to them. Let's get straight to it. Here are a few insights and tricks of the trade to get Gen Z to enroll at your university:

Watching their parents suffer through financial hardships and an economic downturn, Gen Z is worried about the cost of a degree. Through social media marketing, you have to show them a degree is worth it.

Like previously said, this is a tech-heavy generation. They want to see how technology, like Moodle or Blackboard, is weaved into their curriculum.

They also want to know about off-campus life. Through a blog or social media posts, showcase nearby restaurants and bars or volunteer opportunities.

Lastly, they want to feel important. If you make them feel wanted, they'll want to make your university their alma mater. After they take a tour of your campus or apply online, send them a direct message on Facebook or follow them on Snapchat to show your human side.

Try to set aside all the chatter and hype about millennials and shift your focus toward the new generation, Generation Z to sell your college experience.

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HOW EXPERIENTIAL MARKETING CAN CHANGE YOUR UNIVERSITY FOR THE BETTER

Higher education has always been a hotbed for experiential situations. From taking bold, new classes to taking bold, new risks in your personal life, exploring the unfamiliar is par for the course in college. So, it makes sense that experiential marketing tactics—a concept where consumers can actively engage with a product before they buy it—have flooded campuses around the country.

And it's slowly penetrated in advertising and marketing whether you realize it or not. Electronic and toy companies set up camp in Times Square and let consumers give their products a run for their money (literally). Adidas teamed up with NBA star Derrick Rose to host a pop-up athletic competition to win a pair of the player's sneakers.

If your university hasn't implemented any experiential marketing into its advertising or marketing campaigns, the time is now. You may be scratching your head and wondering how this can apply to your industry, but don't fret—we'll give you a few tips, so you can hit the ground running.

Taking Experiential to the Next Level

Just to get the creative juices flowing and maybe spark a lightbulb or two, here are a few ideas to get experiential marketing onto your campus:

• Let potential students sleep in empty dorm rooms for one night to get a feel of your university's campus life.

• Allow prospective students to sit in on a class to see how they like your university's professors and lecture process.

• Give current students a one-week or two-week grace period where they can return a textbook after buying it so they can test out if they actually need it for a class.

• Pop up a tent outside a dining hall and let students sample meals from the cafeteria to increase meal plans.

• Give free tours of the football stadium, baseball field, basketball stadium, etc., to increase ticket sales.

With experiential marketing, consumers make an active decision to engage with your brand. They want to be part of the experience, and they can share the experience with someone firsthand unlike traditional advertising.

"Experiential work is where the rubber hits the road—where advertising meets the Amazon review," says Denise Wong, president of George P. Johnson Experiential Marketing. "We can not only go out with a brand's message and promise, but give consumers a chance to try it."

We all know this leads to increased consumer happiness and sales conversion. Like Johnson says, experiential marketing allows consumers to get the feel and groove of products and services before they make the investment, which helps them stay happy.

Stop giving students free trash in the form of fliers and brochures, pull your current marketing approach out of the stone age, and try experiential marketing for a change.

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WHY YOUR SCHOOL NEEDS SOCIAL MEDIA

Parents demand the best from their children's schools. Whether it's more engaging classroom environments or diverse extracurricular activities, the more a school can separate itself from the competition, the more attractive it becomes to families.

Adding a comprehensive social media plan to your school's brand is a fantastic way to the increase parent engagement and involvement, while allowing potential families to get a better glimpse of what you can offer. Here, we take a closer look at how the right social media tactics can help your school in the long run.

Choose a Hashtag

First and foremost, you must choose a hashtag for your school and push its promotion. Type that hashtag into every Twitter, Instagram and Facebook post and encourage others to use it.

Secondly, pass out paraphernalia with the hashtag to push its promotion even further. Take Fall Creek School District for example. It gives away T-shirts, windshield scrapers and other trinkets with its hashtag #gocrickets splashed across all of them.

Once you've created solid branding for your school, parents, students and the community will want to join the movement.

What to Post

The next step is making sure you post effective and engaging content on your social media. You have to think about it from the parents' and students' perspective. What do they care about?

Parents want to know school updates without having to rummage through their child's backpack and looking for the latest printed newsletter. Remedy that with posting classroom announcements, school cancellation updates, and even homework and course assignment reminders. Social media can create parent discussion boards and forums.

Students, on the other hand, are interested in their peers. To that name, post as much as possible about your students. Fall Creek School District uploads podcast interviews with high-achieving students. You can also post school sports results and individual player stats. You could even create a weekly student-of-the-week post. As long as the content shines a positive light on students, don't be afraid to share it.

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Use the Most Trending Platform

Lastly, make sure you're using the social media platform your students are currently glued to, Snapchat. Almost 84 percent of Snapchat users are between the ages of 12 to 17. With this heavy number, your students are on Snapchat before, during and after school.

Active users on this platform open the app more than 18 times every day. Take your student-focused content and hit it hard on Snapchat. This is where you'll capture the most attention from your students.

Those Reaped Benefits

A sure-fire way to avoid an angry mob of soccer moms at your school's front door is by using social media to encourage community and parent involvement, promote positive sentiments toward your school, increase parent communication, boost school reviews and ratings, and ultimately increase enrollment.

Even if you don't think your school can handle tasking a social media team, look at your structure and see if you can re-arrange positions to fill this team. Without it, you might be missing the opportunity to enhance your school and community.

STEM EDUCATION: HELPING A GENERATION OF AT-RISK YOUTH

The days when a teacher's lecture was a student's only source of information is long gone. The students of today's increased access to technology and information is allowing them to be more digitally savvy than ever before, often causing students to know more about technology than the teachers.

So how can the advances in technology allow underfunded and underprivileged children the ability to learn and receive the same education as all other students?

STEM and Global Education Standards

Within the next decade, China, South Korea, and India will produce well over half of the world's engineers and scientists, with the U.S. contributing well below 10 percent, according to economists' projections.

Large technology companies are hearing this news and doing what they can to make sure we are educating the young people in this country to ensure we have future mathematicians and scientists. The large corporations are not just educating and sparking interest in these fields, but also creating brand loyalty in these young minds.

Technology companies like Apple and Google are creating mentoring programs and holding workshops to show kids what they can accomplish with a STEM (science, technology, engineering and math) education. These companies are getting a headstart on educating the future STEM professionals of the country and ensuring that their future applicant pool is large and capable of solving the issues of tomorrow.

Technology-First Classrooms

The education of teachers is just as important as the students' because if the teachers are not using new technologies to their fullest potentials in their classrooms, the students are missing out on valuable resources for their education. Microsoft offers teachers an "expert education" program to educate them on technology, provide free software, and offer a network to talk about ways to use technology in the classrooms.

Many studies of at-risk students have proven that their success and graduation rates increase with the use of technology in the classroom, even if they have limited access at home. A study written by Professor Linda Darling-Hammond, Professor Shelley Goldman, and doctoral student Molly B. Zielezinski at the Stanford Graduate School of Education identifies three important components to successfully using technology with at-risk students: "interactive learning" via tools like apps and simulations, encouraging creation and exploration of ideas, rather than "drill and kill" the facts, and employing the right mix of tech and teachers.

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The goal of technology-assisted education is to make kids comfortable using technology. Google and Apple have completely transformed the way students learn in the classrooms by providing smartphones, interactive boards, and laptops. So even if a classroom cannot afford to conduct a physical science experiment or dissection, students can see it on their screen and get the experience virtually.

Cultivating a Thirst for Knowledge

Some large software and technology companies are creating programs for young kids to spend their summers on college campuses. They are using technology in ways to solve problems that affect their communities and are getting excited about the possibilities of college life at the same time. Others are donating money to offer after school programs that focus on fun while learning science and math.

One such program allows students to build LEGO® robots. Another teaches kids to build small airplanes that can actually fly to spark interest in aeronautics. Google donates large amounts of money to colleges and university programs that offer coding lessons to kids in after school programs.

Companies that support technology education programs for at-risk youth realize that our high-tech future depends on today's kids getting excited about these careers and developing the skills and knowledge necessary to take them on, as they will be their future employees and customers.

DREAMS VS. (VIRTUAL) REALITY IN EDUCATION

Today's students have been exposed to technology since birth. They use it at home, with friends and at playtime, yet, in many cases, the educational system lags behind. If students continue to be taught in the classroom with traditional methods—textbooks, standardized testing etc.—they will also continue down the path of becoming less and less interested. Students must use their creativity, imagination, and be inspired to learn. Educators should be exploring new technology and its potential to inspire and engage the students for the creation of a better learning environment.

One such way schools across the world are doing this is through Virtual Reality (VR) Learning—the use of computer technology to create a simulated environment. Unlike traditional user interfaces, VR places the user inside an experience. Instead of viewing a screen in front of them, users are immersed and able to interact with 3D worlds.

Just a few years ago, the thought of VR was just a dream, yet now it is becoming a reality. In 2014, VR was a 90-million-dollar market, mostly within the gaming industry, but by 2018, it is expected to increase to a 5.2-billion-dollar market.

Benefits of VR in Education

1. The visualization and the outstanding photos available put students in an environment they cannot get in a traditional classroom

2. VR engages students and makes their learning more interesting and fun

3. Increases participation with students—even students that were previously disengaged tend to participate when using VR technology

4. Improves the overall educational experience by allowing students to get an up-close and personal look at what they are learning—a medical student can use VR to see inside the human body or a history student can take a tour of a battlefield from wars long since past

5. Eliminates the language barrier as students can learn from all around the world and lessons can be interpreted in all different languages

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Drawbacks of VR in Education

1. Lack of other human connections, at times it is just the student and the VR headset

2. In a classroom, a student can stop and ask questions or talk to fellow students. In the VR world students would have to follow the program or app and at times it is not flexible

3. Functionality of the device can be a problem—when it breaks, the student's learning is interrupted

4. This technology is a lot like video games, and even though educational, it can be addictive

5. Cost of VR in education is the biggest drawback to this new technology as schools are not able to afford it

Future of VR in Education

1. Currently, headsets cost, on average, approximately $2,000 each, but Microsoft and others are working on more affordable options and are expected to debut a headset later this year that will cost about $299 each and will plug into a desktop PC

2. Hand controllers add to the interactive experience of the headset and most recommend this technology. Microsoft and Samsung are working on hand controllers that work with the headsets and selling them as a set for $399, which will be more affordable for schools

3. 360-degree cameras will be used to allow students to create projects and content to share what they have learned with other students

4. Facebook will be launching Facebook Spaces later this year to enhance students' learning environment. It will allow students to join virtual clubs, tutoring sessions and study groups which will enhance students' learning potential

5. Nearpod will offer VR lessons to provide teachers another tool for teaching their students. Nearpod has over 100 ready-to-teach lessons that include objectives, activities, questions, polls and quizzes, and will work with any smartphone

6. Virtual Reality Education Apps are the newest trend which will allow students access to VR through their smartphones. This technology will give students access with little cost to schools, making it readily available to all students with the potential to change education forever

HOW TECHNOLOGY IS USED TO ENHANCE LEARNING IN CLASSROOM

Technology has changed over the years, and the tools students use to learn has evolved, too. This is not just for college-age students – this begins in grade school. From the preschool years, kids are growing up with technology all around them, and to keep the best and brightest students engaged, schools must keep pace with technology, while marketers will have to consider new approaches for a generation that will have online access earlier than ever before.

How Technology Has Changed in the Classroom
Not that long ago, four walls and the information provided by the teacher defined the boundaries of informational learning. The student of today has access to information anytime, and almost anywhere, with a laptop or smartphone, and a solid Internet connection. Take-home assignments are often more complex, and can take more time to complete, yet can be worked on while riding home on the bus, waiting for football/cheer practice to start or lounging in their rooms before bed.

Students are also no longer saddled with bulky textbooks, but rather, have access to digital textbooks, continually updated with the latest information, and far less expensive for the schools and students. The role of a teacher has evolved from being a learned information conduit to a facilitator of how to learn. Many lecture in the classroom and are available for group online Q&A, and some even customize an individual online learning experience for a student with special needs or challenging advancing students with their own individual pace.

Some examples of technology used in the classroom to keep students more engaged include:

• **Educational Games** – From toddlers to adults we all like to play games and compete with one another to win. When kids play educational games they are not only learning the material but also having fun.

• **Social Media** – Students are using social media in their personal lives daily, so using it for educational purposes increases interest in learning. Teachers can post a subject or pose a question and initiate an online debate of ideas, allowing students to interact more and learn from one another.

• **Video Streaming** – If a classroom is learning how a caterpillar turns into a butterfly it's beneficial to show the metamorphosis, and with live video streams from habitats around the world, students enjoy a real-time, first-hand experience.

• **Blogging** – A great way for students to share their accomplishments is blogging. Teachers also find that when students know their work will be shown publicly, they work harder, knowing their peers will judge it.

• **Video Conferencing** – Lectures are now available from teachers across the globe, often with the ability for students to engage with the instructor posing and having their questions responded to live over the Internet.

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- **Podcasts** – Recording classes is great for a student that may have missed a class, yet needs to keep pace with the class, or wants to review the material from a previous lecture in preparation of a test.

- **Portals** – From accessing their grades online to assignment information at the touch of a button, portals provide students the flexibility they need in today's fast-paced environment.

Benefits of Technology

One of the greatest perceived benefits with using technology in schools is that it increases the retention rates of the kids at the greatest risk of dropping out prior to graduation.

The Alliance for Excellent Education and the Stanford Center for Opportunity Policy in Education (SCOPE) finds that technology – when implemented properly – can produce significant gains in student achievement and boost engagement, particularly among students most at risk.

Perceived Disadvantages to Technology

Technology, though, may also have its disadvantages. Many people argue that technology is not good in the classroom, as the device students are using to learn, is also the device they use for leisure activities, creating an environment of potential distractions.

The use of technology also changes the way young people communicate. Many children, teens, and even young adults, struggle in social situations that require healthy interpersonal communication skills, being more comfortable with texting or email.

Many teachers also argue that technology negatively impacts creativity, and allows students to become reliant on their devices for deep thinking. As such, these teachers are reluctant to utilizing technology in their classrooms.

The Not-So-Great Digital Divide

The digital divide referred to here is the gap between students that have access to the technology needed to perform at a high level, and those that do not. Although technology has been slow to help "at risk" students stay in school, it also can be another deterrent for staying in school when they can't keep pace because of their lack of access.

Lower income and rural areas are not getting the access they need to technology, primarily due to cost. Households with incomes greater than $75,000 are more than 20 times more likely to have Internet access than households in lower income brackets. So, what is being done to bridge the gap? The federal government has pledged to offer lower cost phone service to these areas so technology is more available, and nonprofit organizations are developing and implementing programs to collect old computers, refurbishing them, and distributing to schools with the greatest need. Other organizations are focusing their efforts on the teachers, helping to lower or eliminate their fears concerning introducing technology into their classrooms. But so much more can be done.

Technology is impacting all aspects of our lives, and livelihood, and those that have access to it and the willingness to embrace it will be positioned well to succeed in school and the job market ahead.

SMART SEO MARKETING FOR HIGHER EDUCATION INSTITUTIONS

What do you think is the most important tool to advertise your business online? When it comes to digital marketing, learning the ABCs of SEO is crucial to online visibility. For higher education institutions in particular, leveraging the endless possibilities of search engine optimization means better connecting with present and potential students on their search for specialized training. But although the power of SEO has been proven time and time again, many colleges, universities and career training programs have yet to begin harnessing the full potential of this technique. Read on to see our tips to how to get your college to make the grade with good SEO techniques.

SEO: At a Glance
Search engine optimization, or SEO as you'll most often hear it, involves incorporating keywords through data-driven strategies so that your target audience can easily find you through a search engine. Essentially, SEO, applied efficiently, can improve your visibility online and your bottom-line.

How Higher Ed Institutions Rank
Studies have proven the effectiveness of SEO marketing yet a vast amount of institutions fail to implement this strategy into their marketing approach. The 2015 Adult Learner Marketing and Recruitment Practices Report found that 4-year private institutions deemed SEO as the sixth most important lead generation practice. Remarkably, the same report found that 4-year and 2-year public institutions did not include SEO into their top 10 lead generation practices. Even more alarming, 60 to 80 percent of the higher education market does not invest in SEO at all.

An effective SEO marketing strategy can result in higher organic rankings, which can give your institution a competitive advantage. Reports have shown that 70 to 80 percent of searches result in a click on a page's organic search results. By comparison, only 20 to 30 percent of searches result in a click on a page's PPC ads depending on the keywords.

Instituting an SEO Strategy
Many marketers have trouble understanding the difference between branded and unbranded searches. The problem is that most institutions assume students are conducting branded searches on their college's name—when in reality students are searching for keywords such as, "best business programs in the West Coast". Optimizing your website's content to correspond with keywords relevant to your institution's offerings, instead of just your name, can help your college, university or program get found even with unfocused student queries.

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A study by Moz Ranking Factors Report examined 16,521 keyword searches in Google then evaluated the characteristics of the top 50 websites that rank for those searches. One of the top factors that correlated with low rankings was unnatural links. Remember: organic search results get the most clicks. If you really want your institution to improve competitively, consider investing in long-tail keywords. These consist of more specific keyword phrases that students are more likely to search when they are closer to enrolling. Most importantly, you need to rank highly on the first results page—75 percent of your potential students will never see your website if you do not show up on the first page and 60 percent of clicks go to the top three results.

Implementing what your potential students search online will help them find you and learn more about your institution. Study up on the right SEO keywords and your college will ace search engine marketing.