

CASE STUDY

Industry: Education

THEIR STORY

A nationally-ranked Christian university was struggling with a low volume of online applications. Their website underwent an initial design change. The low online application volume was a result of search engine optimization (SEO) and website conversions hindering their goals. The most important time of the year for online applications is the month of April.

THE GOAL

Revise the search engine optimization and website strategy to change the quality of the traffic received from Google along with in-website layout and call to action changes to increase the number of online applications received from the website.

OUR SOLUTION

Over a four month period (January - May), SmartFinds completed a technical marketing checklist, implemented the necessary search engine optimization (SEO) activities to the website, followed by our conversion ration optimization (CRO) program. The CRO program was focused on optimizing content, layout, and various calls-to-action. This allowed website visitors to easily navigate to the online application page.

SUCCESSFUL RESULTS

Using multiple data sources, including Google Analytics, Google Search Console, and the A|B testing tools, the number of online applications increased by 25% year over year and increased 43% from April year 1 to April year 2.

By month 4 of our program implementation, we saw these results:

