GOALS

- Increase qualified site traffic YoY and overall awareness of UofD’s Architecture program and its USP’s
- Increase inquiries
- Timeline 11.30 - 3.15
Pageviews have increased by 1,544 YoY up 52.68%
Unique pageviews have increased by 1,366 YoY% up 59.42%
SEARCH RESULTS

- Impressions: 12,355
- Clicks: 608
- Click Through Rate (CTR): 4.92%
- Calls: 49
- Impression Share: 38.68%
- Average Position: 1.42
SOCIAL RESULTS

117,748 Served Impressions
1,148 Clicks
0.97% Click Rate

Graph showing impressions, clicks, and click rate over time.
OPTIMIZATIONS

- Continue to optimize search terms to increase impression share
- Update landing page (best practices to follow)
• The customer testimonial instills social proof because the visitor sees that other students have liked the university’s programs.
• The FAQ section answers any immediate questions and helps visitors reach a decision faster.
• The U.S News Badge increases the university’s trust factor because it supports the subheadline’s claim of being a top-ranked online degree program.
• Copy is limited and use of icons help tell the story
• Bulleted copy explains why you should choose ASU for an education program.
• The 90% statistic helps persuade visitors to fill out the 2 step form and apply for ASU’s online teaching program. Plus, it all but guarantees ASU online teaching graduates will receive a job offer within 3 months of graduating.
• The accreditation badges increase ASU’s online teaching programs as being one of best in the nation.
• The page design features a card layout, that breaks up the copy in a readable and visually appealing sequence.
• The copy showcases statistical reasons of why visitors should join Kaplan University.
The copy is displayed with icons and minimal text while giving additional information about the degrees and programs. Drop down menus in the form makes it easier to convert than having to manually type in your desired degree, field of study, and specialization.
The row of statistics provide credibility, show that Maryville professors are qualified, the school provides financial assistance, and class sizes are small so students will get maximum attention.
Start Now.
Yes! I'm interested in the International Relations Online program and want more information.

This will only take a minute!

What is your highest level of education completed?

--- Select ---

Next Step

Your privacy is important to us.

ENTER INTO A TRULY GLOBAL CLASSROOM

See how International Relations Online brings American University's renowned Master of Arts in International Relations degree to students around the world.

By combining an innovative virtual campus experience with guidance from expert Washington D.C.-based faculty, International Relations Online gives students the opportunity to build a global professional network, and gain the skills they need to truly make a difference.