

How EAB Is Helping NSU Florida Transform Their Website into an Enrollment-Optimized .edu

Large, Private Research University in Fort Lauderdale, FL

CHALLENGE

NSU first partnered with EAB on Enroll360 in 2016 to revamp their recruitment marketing approach and grow undergraduate enrollment. In the first three years of partnership, they achieved a 91% increase in undergraduate enrollment. While this was a revolutionary accomplishment, NSU's leadership realized the one factor that did not contribute to their enrollment or overall brand was the school's website. The site had a multitude of strategic and technical issues, and the university's team simply did not have the bandwidth or expertise to repair it. Kyle Fisher, Vice President of Public Relations, Marketing, and Creative Services at NSU, turned to EAB's Agency Services in 2019 for support. To start, EAB did a thorough site audit and identified the following issues:

- Low engagement traffic
- Limited search-engine visibility
- Disjointed navigation and website experience
- Dry, transactional content

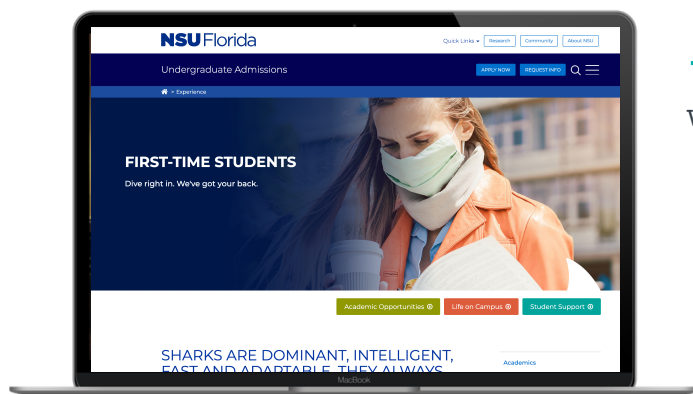
SOLUTION

NSU had a large, untapped opportunity with respect to the role that an improved website could play in supporting student recruitment. After conducting an exhaustive baseline assessment of NSU's site, the EAB team recommended a multiphase, comprehensive site strategy. The first phase of partnership was initiated in March of 2020. EAB applied key principles of enrollment-optimized design to develop and improve NSU's new site in the following areas:

- Created more signal and less noise with dedicated undergraduate subdomain
- Mirrored audience with relevant elements
- Engineered navigation
- Focused on format and interactive features
- Activated website copy to effectively channel student perspective
- Revised messaging to put focus on value
- Made content real for students via faculty testimonials
- Shaped site redesign with explicit goals in mind

IMPACT

Nine months after the launch of Phase 1 and the implementation of NSU's new undergraduate subdomain, the site saw a dramatic improvement in the key performance indicators below. EAB is thrilled to continue its work with NSU as they progress to Phase 2 and prepare for Phase 3.



+500%

Web-generated requests for information

+500%

"Apply Now" web-generated clicks

+300%

Average time spent on site

+15–50%

Organic sessions (dependent on page)

-26%

Bounce rates

PHASE 1

With more than 500 hours dedicated to site redesign and 75 pages created with a 97% on-time delivery, NSU's new undergraduate subdomain fostered a best practice, data-driven foundation for their site by implementing the following strategies:

- Created a dedicated subdomain (undergrad.nova.edu) for prospective undergraduate students with a series of high-level pages designed as entry points or "homepages" for specific audiences
- Maximized navigational access with modifications to nova.edu homepage mega menu to leverage known user preference to self-identify by audience type
- Implemented strategic keywords with a mobile-first and voice-search approach to increase search visibility
- Enhanced user experience with audience-categorized content, frictionless transactions, skimmable content, intuitive navigation, strong CTAs, social proof, and ROI storytelling
- Developed an immersive content experience to enhance authenticity and interactivity of the site through interactive web content, videos, testimonial blocks, and mini-tours
- Amplified value proposition by highlighting the unique differences and offerings in content
- Reduced barriers and prompted students to take action when they are most engaged with Conversational Inquiry Forms to maximize lead generation

PHASE 2

EAB will apply learnings from the work completed in Phase 1 to NSU's legacy site. The new undergraduate site and NSU's legacy site are currently running in parallel on separate subdomains. Strategically critical academic programs are covered by the new site, while other important programs currently live on the main .edu. The core goal of this phase is to add immersive, interactive content and apply new navigation and templates to select program and student life pages. This will be accomplished by applying the following strategies:

- SEO optimization and assessment for keyword search rank relative to competitors
- Interactive content to increase on-page engagement and conversion goals
- Student testimonials to appeal to Gen Z through an authentic voice
- Sister page connectedness to align relevant content across enrollment-focused pages to better support user experience
- Voice searchability to encourage traffic and stay ahead of competitors

EXCEPTIONAL IMPACT

In addition to the outstanding site performance results, NSU also experienced impressive downstream conversions just nine months post-launch. As the EAB team prepares to launch Phase 2 and to plan for Phase 3, the undergraduate Agency Services partnership has been asked to support overall website strategy for the following NSU colleges:

1. Dr. Kiran C. Patel College of Osteopathic Medicine
2. Abraham S. Fischler College of Education & School of Criminal Justice
3. University Advancement
4. Regional Campuses

+3%

Overall submitted applications

+6%

Submitted applications from primary market

+2%

Net registration

+2%

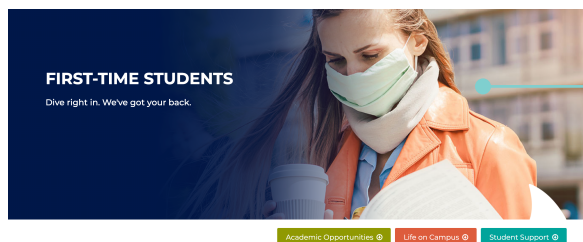
Total applications with transfer students

Source: Overall enrollment data for Fall 2021 for freshmen only.

eab.com

DEDICATED SUBDOMAIN FOR UNDERGRADUATE RECRUITMENT

First-Time Students Landing Page



Series of unique landing pages for different audiences to serve as entry points for targeted marketing

SHARKS ARE DOMINANT, INTELLIGENT, FAST AND ADAPTABLE. THEY ALWAYS PREVAIL.

At Nova Southeastern University, we create Sharks. We give students the tools they need to become confident, capable and caring professionals who outsmart, outperform and outlast their competition. We call it the NSU Edge.

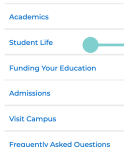
“

When you come to NSU, you know you're going to be part of something bigger than education and your career. You're going to be contributing to the world.”

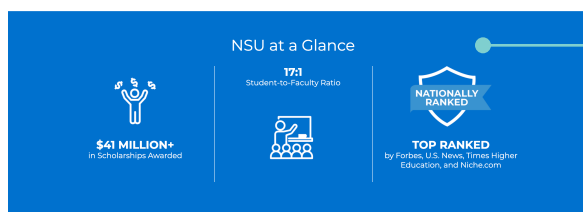
BAIRON M. | MARINE BIOLOGY

Students don't just get an education at NSU—they prepare for real careers, real contributions and real life.

You may enter looking to take on the world, but you will emerge prepared to dominate your future. Read on to explore the unique opportunities waiting for you at NSU.



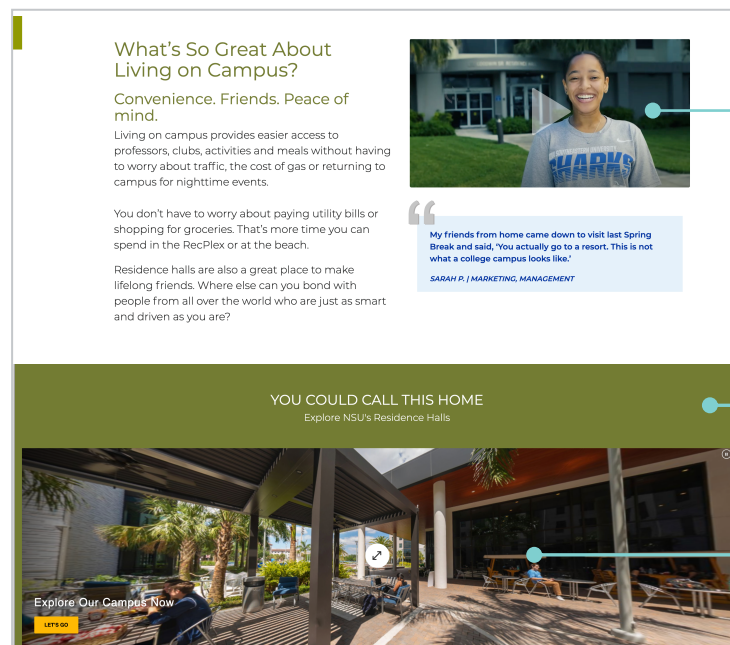
Custom sidebar navigation based on a student's anticipated next action



Full-width bands of statistics and iconography that quickly convey information and break up long text

IDENTIFIED AND ARTICULATED THE NSU FLORIDA EDGE

Living on Campus Landing Page



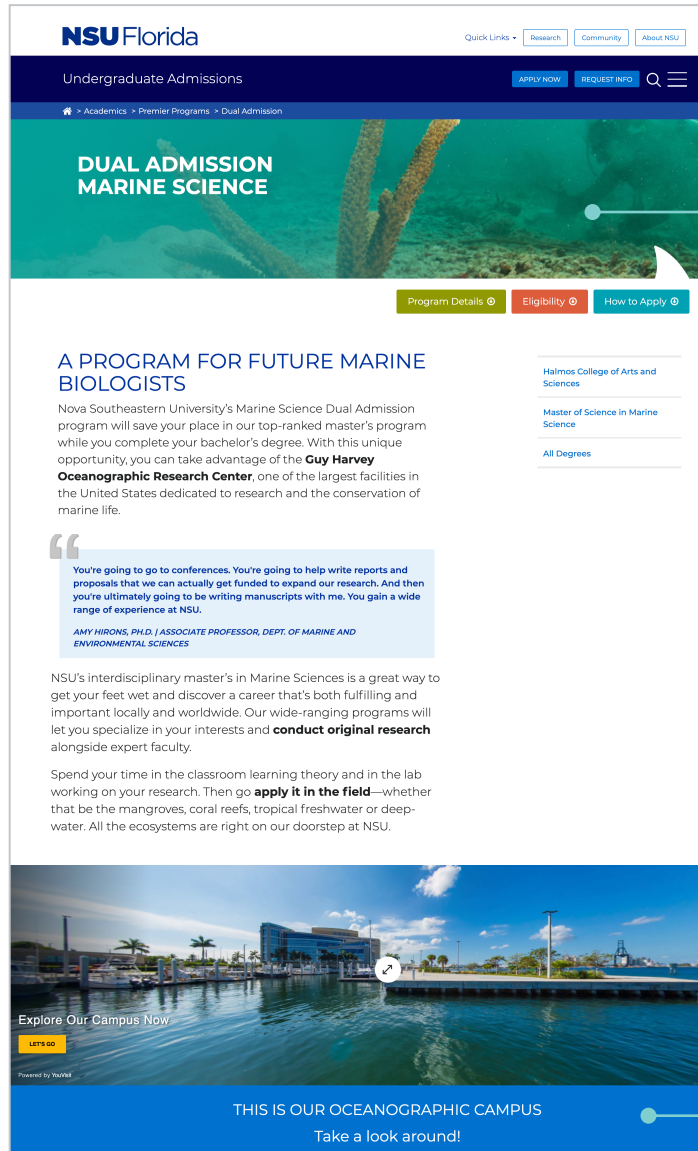
Video included throughout

Series of immersive content bands that allow users to dive deeper into student life

Interactive Hotspots that contain videos, PDF downloads, testimonials, and content links included within bands

PROFILED SPECIFIC PROGRAMMATIC PRIORITIES OF DISTINCTION

Marine Science Landing Page



Dual admission pages with visually rich photos to sell value of program and offer clear next steps

Color-coded navigation system for quick access to relevant content lower on page

Immersive 360 band

“

Not only is the site an amazing marketing tool, but it's a 75-page web experience that is a lead generation powerhouse to this day.”

Kyle Fisher | Vice President of Public Relations, Marketing, and Creative Services, *NSU Florida*



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