**EAB**

CASE STUDY

# How EAB Helped OU Online Improve Search Visibility and Engage Prospects on Their .edu

Large Public University in the Southwest

**OU ONLINE**
The UNIVERSITY of OKLAHOMA

*"We are stunned by how much improvement has been made to the site."*

- Christa L. Berry
Director, Marketing

## CHALLENGE

Despite the University of Oklahoma's strong brand identity, its online programs struggled to gain traction in a crowded marketplace. **Reduced search engine visibility and a disjointed lead capture strategy hindered growth.** They wanted an improved keyword footprint, rooted in compelling, targeted content to attract and convert prospective students.

## SOLUTION

Through a **comprehensive content audit and gap analysis,** EAB's Digital Agency team helped OU Online **diversify content strategies** and create new pages to elevate high-interest, enrollment-critical information—all without a costly redesign.

EAB's approach highlighted the caliber of the OU Online experience while **boosting SEO performance,** especially across program pages.

## IMPACT

OU Online's **organic web traffic increased by 66%** in 12 months. They also saw a 29% increase in keywords in the top 3 positions of Google search results.
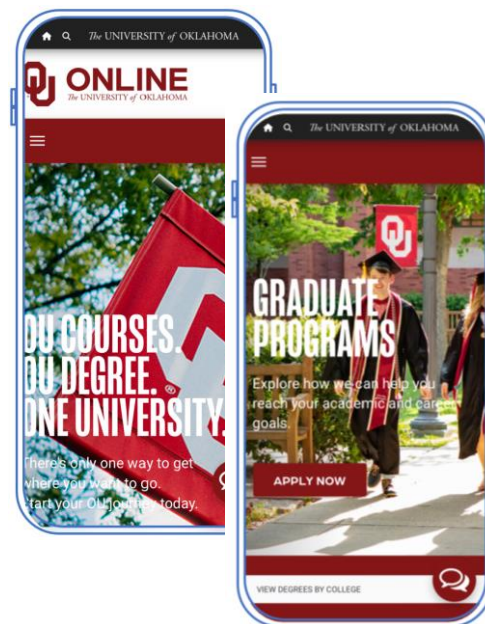
## SEO IMPACT
With EAB Partnership

**+29%**
Increase in keywords in positions 1-3

**+66%**
Organic web traffic within 12 months of site improvements

# Doubling Down on Content that Converts

Targeted, Student-Centric Content Engages Prospects, Drives Action

## MORE VISIBILITY LEADS TO MORE ENGAGEMENT

Following targeted content and SEO strategies, along with detailed guidance from EAB's Digital Agency team, OU Online saw substantial improvements on enrollment-critical pages. The graduate program page saw a **38% boost in page-one keyword rankings**, while keyword rankings sitewide increased 94%.

### STRATEGIC CONTENT ENHANCEMENTS

- Search-optimized page titles
- Intuitive content hierarchy
- Outcomes-focused approach to academic program pages
- Audience-specific content
- Less jargon
- Streamlined lead capture forms
- Improved information architecture
- Infused social proof
- Continuous performance monitoring and optimization
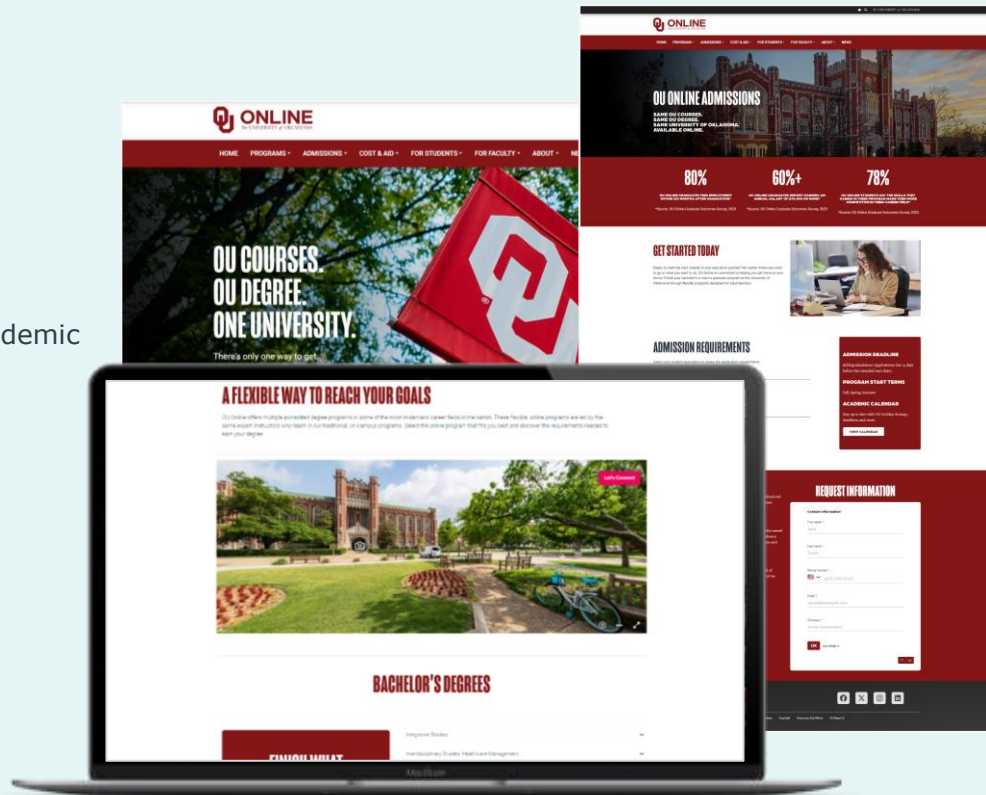


## OU ONLINE ACHIEVES RESULTS WITH EAB'S PROVEN APPROACH

| +38% | +94% | +78% | +54% |
|------|------|------|------|
| Boost in **page-one keyword rankings,** grad program page | Keyword rankings **sitewide** | Increase in clicks to **RFI form** | **Increase in clicks** to undergraduate "apply" CTA |

To discuss how EAB can help optimize your website, email
**LexRubyHowe@eab.com** or click **here.**