CASE STUDY

Aligning .edu to Brand: How EAB Helped Texas A&M Law Optimize for Reputation and Enrollment

Law School in Texas

Impact Highlights

Year 1

82%

Avg. organic user engagement rate across optimized .edu pages

+18%

Increase in average position for non-branded search terms

+300%

Increase in "JD Degree" keywords since site launch

Challenge: As Texas A&M School of Law rose in national rankings, they recognized their website didn't reflect their reputation or effectively guide prospects through the enrollment process. They identified an opportunity to enhance site content to better **communicate their value, provide clear pathways for self-service research, and guide prospects** to the right action. Texas A&M Law lacked the staff and resources to tackle this work internally, so they sought support from higher ed content strategy experts.

Solution: Texas A&M Law partnered with EAB to develop an enrollment-focused content strategy—one that generated leads, supported prospects' independent research, and reflected the Texas A&M brand. Through collaboration with campus stakeholders, EAB created a **student-centric SEO and content strategy** to drive the Law School's website toward its goals. EAB infused key value propositions and selling points into page-level content, ensuring the site clearly showcased Texas A&M Law's exceptional programs, student experience, and direct paths to take the next step.

Results: By implementing EAB's content strategies, Texas A&M Law strengthened its brand in a competitive legal market and saw impressive results—an 18% boost in average position for non-branded keywords, a **35% increase in leads generated** by EAB forms, and a **46% increase in applications** from respondents. Improved site navigation enabled seamless self-service, ensuring visitors could easily find the right information, no matter where they landed.

MAJOR WEB IMPROVEMENTS

- ✓ Audience-specific sections of the .edu
- ✓ Clearly defined admission processes
- ✓ Dedicated program pages with lead generation touchpoints
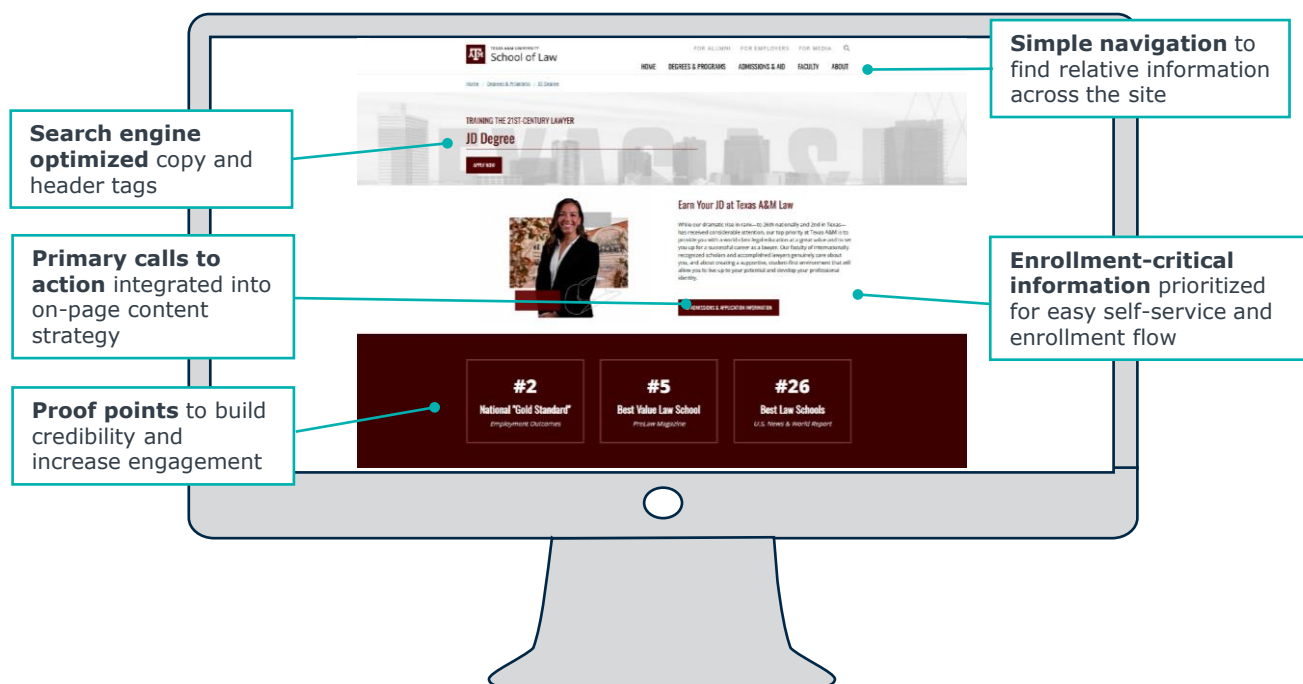- ✓ Diversified content modules
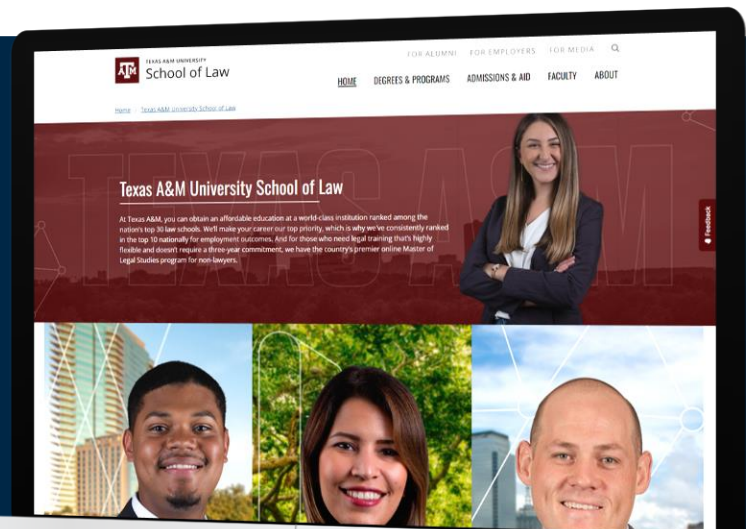
Effective Engagement and Conversion Strategies

Student-Centric Content with High-Yield Lead-Generation Potential

ENHANCING ENGAGEMENT WITH RIGHT-FIT STUDENTS

Texas A&M Law's JD program enrolls ~125 students from a pool of 5,000 applicants each year. With a small team managing a highly selective program, their site must enable effective self-service and well-structured student journeys, allowing the team to focus on engaging high-intent, right-fit candidates. These enhancements also improve engagement with stealth shoppers—high-intent candidates who prefer to research independently before applying.

Search engine optimized copy and header tags

Primary calls to action integrated into on-page content strategy

Proof points to build credibility and increase engagement

Simple navigation to find relative information across the site

Enrollment-critical information prioritized for easy self-service and enrollment flow

STRATEGIC FORM INTEGRATION OFFERS SEAMLESS LEAD CAPTURE

By seamlessly integrating Texas A&M Law's lead generation forms into page-level content strategies, the Law School experienced a significant **rise in prospective students expressing interest** and opting to receive communications from Texas A&M.

EAB's optimized lead forms led **to an impressive increase in conversions** from their existing site forms.

Smarter Lead Forms, Higher Conversions

+35%
Increase in leads generated by EAB forms

46%
Increase in applications from form respondents

"We achieved our goal of turning the whole site into a recruiting and marketing tool. It felt like a bit of a junk drawer of information. Now everything has a clear purpose."

–Cliff Smith, Senior Director of Marketing and Communications at Texas A&M School of Law

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