



## CASE STUDY

# How EAB Helped Lewis & Clark College Increase Organic Traffic and Create a Student-Centric .Edu

Selective Private Liberal Arts College in the Pacific Northwest

*"We had the best website that nobody could find."*

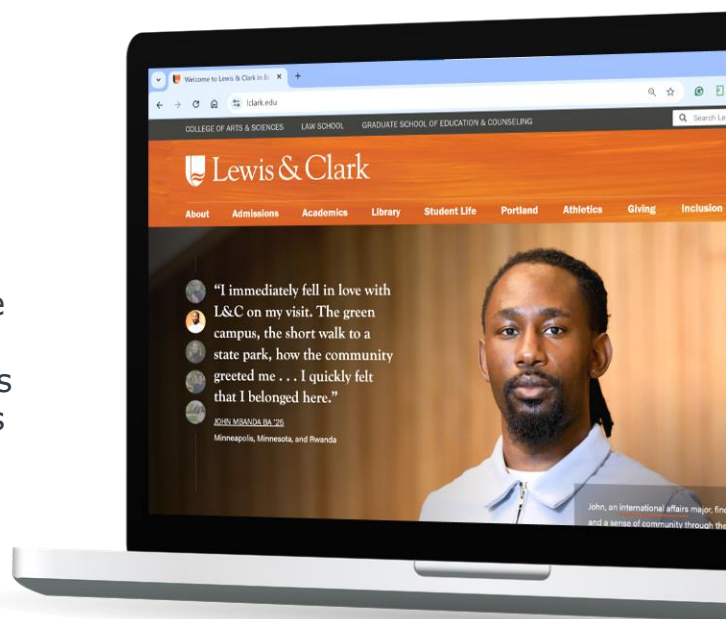
-Stacey Kim, AVP of Communications at L&C

## CHALLENGE

While Lewis & Clark College (L&C) had a strong website and a wealth of student voices on their .edu, they struggled to source and convert prospective students because of limited search engine visibility, text-heavy pages, recurring jargon, and confusing navigation. To better utilize their website as an enrollment tool, **they desired page-level SEO and content hierarchy improvements.**

## SOLUTION

EAB worked closely with the L&C team to **optimize web content and elevate calls to action** for prospective audiences—all while **leveraging existing website modules and social proof.** Following a thorough web audit (including SEO, navigation, and content), EAB worked with L&C to increase web traffic, improve program page visibility in organic search, reduce jargon, and convert that traffic to inquiries. EAB's content strategies highlighted what differentiates L&C in the Pacific Northwest marketplace and developed content centered on the unique L&C student experience.



**SEO IMPACT**  
After EAB Partnership

**+94%**

Increase in keywords  
in positions 1-3

**+15%**

Overall web traffic coming  
from organic search

# Maximized .Edu Impact

## Student-Centric Content, Mindful Investments

### RESULTS

In collaboration with EAB's Digital Agency team, L&C improved their content hierarchy to showcase their welcoming community while increasing ease of access to enrollment-critical pages such as Admissions and Paying for College. Through search optimized page titles and content-level improvements, each landing page saw a substantial improvement in keyword rankings and **user visits have significantly increased.**

**+168%**

Admissions  
pages keyword  
rankings

**+108%**

Psychology  
page keyword  
rankings

L&C diversified content and incorporated new keywords, resulting in a 17% increase in overall keyword rankings, with **69% of overall web traffic coming from organic search** (versus 60% prior to EAB support). Finally, EAB supported a similar approach to content enhancements across L&C's Graduate and Law School sub-domains, with another expansion on the horizon.

### MAJOR WEB IMPROVEMENTS

- ✓ Improved search engine visibility
- ✓ Reduced jargon
- ✓ Infused social proof in web copy
- ✓ Leveraged existing web modules
- ✓ Set up analytics to measure success
- ✓ Increased organic site traffic



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**DIGITAL AGENCY**

Lewis & Clark  
College



## EAB-Led Professional Development

*"I would invest in a third year of partnership based on the professional development EAB provides alone. Our EAB team goes well beyond the scope of our agreement to invest time in coaching us on the evolving landscape of SEO, and we're extremely grateful for it."*

—Stacey Kim, Associate VP of Communications