

How One University Grew AI Search Visibility with EAB

BACKGROUND

Regis University is a small private Jesuit Catholic university in Denver, Colorado. Total enrollment is 5,603, with 51% attending full time.



QUICK WINS

- ▶ **909%**
Increase in **presence on Google's AI Overview**¹
- ▶ **123%**
Increase in **organic search impressions** sitewide²
- ▶ **57%**
Increase in **organic search clicks** sitewide²

1) Within 6 months of implementation
2) From year 1 to year 2

OPPORTUNITY

Regis struggled to reach prospective students online as AI reshaped search visibility

Like many institutions, Regis University struggled to stay visible online as AI-driven search gained ground. While their site remained a trusted resource for current students and faculty, it wasn't appearing often enough in AI summaries for prospective students. Without an AI-forward content strategy, Regis risked missing chances to expand its reach and attract new students.

SOLUTION

Regis partnered with EAB to boost search visibility, authority, and student recruitment reach

To strengthen search visibility and content authority, Regis partnered with EAB to build a **student-centric, AI-ready .edu content strategy**. The work centered on optimizing pages most important for student recruitment (e.g., admissions, academics, and cost) with clear, well-organized content and keywords that reflected how students search and what they care about. The approach helped Regis expand visibility and improve rankings, making it easier for prospective students to discover Regis' programs and take the next step.

IMPACT

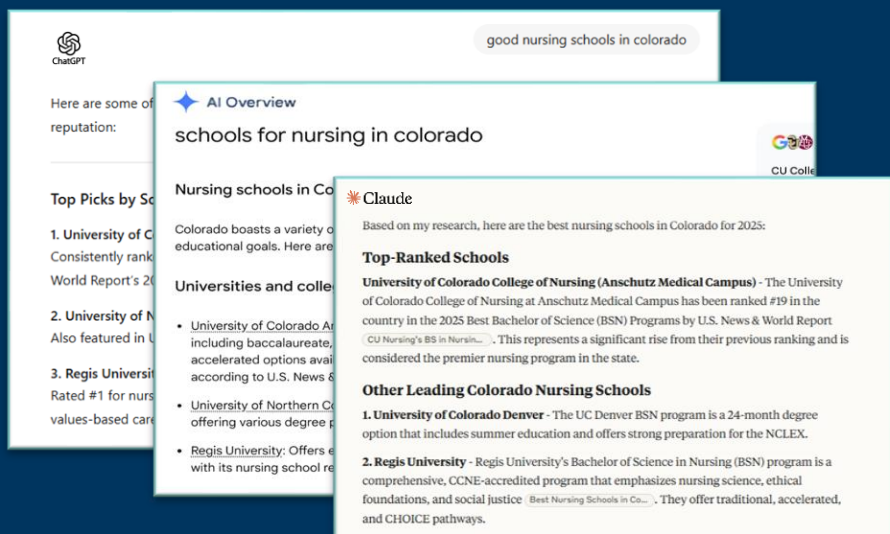
Regis saw immediate, outsized gains in impressions and AI Overview presence

With EAB's guidance, Regis University boosted impressions—how often a page appears in search results—by **123% from year one to year two** and expanded its presence in Google's AI Overviews by **909% within six months**. This ongoing work helps the university keep pace with a shifting search landscape and turn greater reach into stronger enrollment outcomes.



REGIS + EAB: KEY STRATEGIES FOR AI DISCOVERABILITY

- Search visibility audit
- Fixed meta tags (page titles and descriptions)
- Targeted intent-driven keywords
- Strengthened top pages with clear, student-first content
- Addressed technical SEO
- Followed E-E-A-T principles (credibility signals like expertise and trust)
- Implemented structured data markup (code that helps Google read the page)



Improving Search Visibility with the Right Keyword Strategy

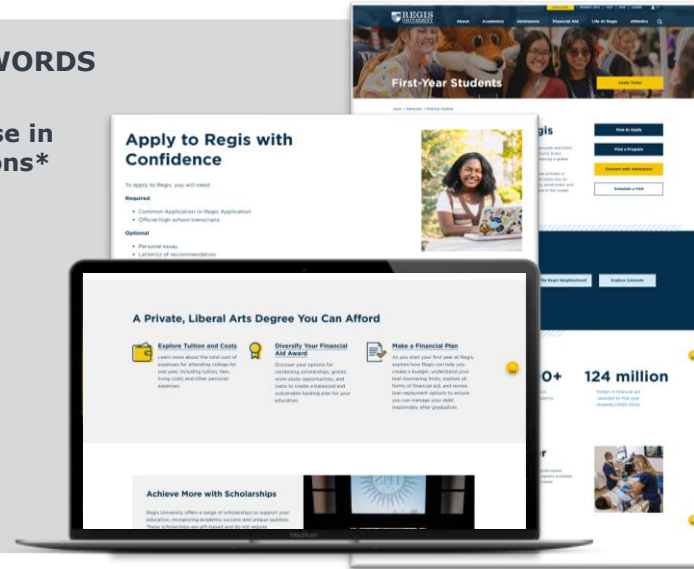
To boost impressions in AI-driven and traditional search, Regis needed AI-smart keyword strategies focused on a balance of branded terms (keywords that included the University's name) and non-branded terms (keywords focused on programs and topics). By strengthening top-performing pages and targeting the right keywords, EAB helped Regis expand visibility and improve in search rankings, making it easier to capture the attention of prospective students.



BIG GAINS IN VISIBILITY FOR HIGH-VALUE KEYWORDS

Keyword	Type	% Increase in Impressions*
Nursing program Denver	Non-Branded	+535%
Finance degree	Non-Branded	+334%
Online computer science degree	Non-Branded	+268%
Regis University cost	Branded	+105%
Regis University degrees	Branded	+47%

*Increase in impressions from Jan. 1-Sept. 1, 2025



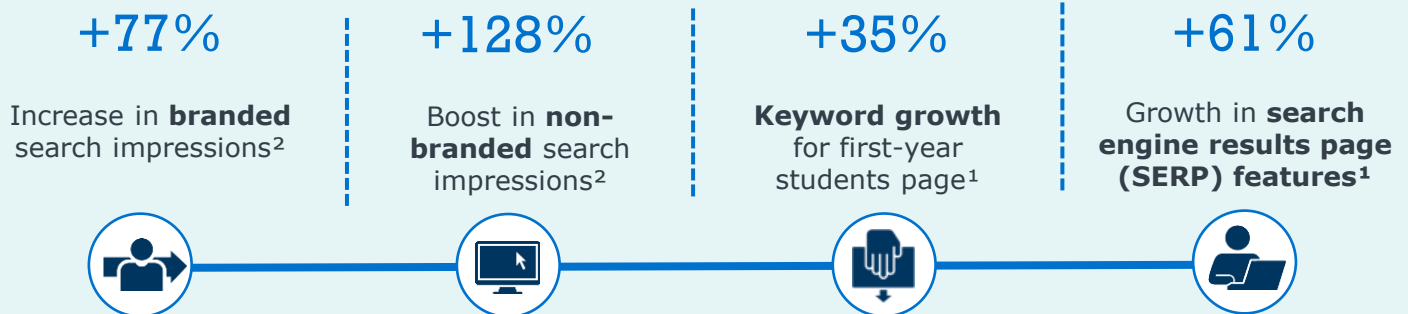
WHY FOCUS ON BRANDED TERMS?

- They indicate **high intent**. Users know you and are highly interested in learning more.
- **Control how your brand is represented** when it appears in AI search.
- **Gain valuable insight** into search trends and success of recruitment efforts.

WHY FOCUS ON NON-BRANDED TERMS?

- **Expands your reach** to new users who are exploring but unfamiliar with your school.
- **Influence early-stage decision making** as a knowledgeable and trustworthy resource.
- **Attract a larger volume** of potential applicants exploring options.

RAPID SUCCESS FROM REGIS'S AI-FORWARD KEYWORD STRATEGY



1) Within 6 months of implementation
2) From year 1 to year 2



TAKE THE NEXT STEP

[Connect with an expert](#) to learn how EAB's [Web & Digital Solutions](#) can make your institution's .edu more visible to students at every step of their search