

# **Improve Your SEO to Generate Leads**



# Overview

- Why invest in organic search?
- The 3 main strategies for organic search in higher education
- Protecting and promoting your brand in Google
- Writing and optimization to improve search rankings

# Making the Case

Why does investing in organic search matter?

1. Prospective students from organic channels are *more engaged and more likely to convert*.
2. Strong organic results can *provide savings on paid campaigns*. If you can generate traffic from organic search, you don't have to pay for digital advertising.
3. Producing valuable content that ranks in search *builds your brand*.
4. A strong organic presence builds *competitive advantage* – it is harder and takes time for competitors to replicate.

# 4 Categories of Search Terms in Higher Ed

## Brand

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Includes variation of school name.

## Program

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Specific program – usually includes location.

## Interest

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An article that is topical, but could be of interest to a wide audience.

## ~~\$0 value~~

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Specific program, product, article that does not contribute to recruitment.



# The .edu advantage

Google automatically grants websites with a .edu domain a high-level of trust and credibility.

Whereas, .com or .org websites need to build credibility, Google endows .edu sites with instant credibility.

This advantage means that schools can more rapidly see results from organic search optimization efforts.


# Brand: Top of Funnel


PAID AD

WHICH IS BEST LINK?

cambridge college mba degree

×





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About 13,400,000 results (0.50 seconds)

Ad · cconline.cambridgecollege.edu/business/admin ▾

Online Business MBA Degree | Accredited College

Earn Your Business **Management Degree** Online from **Cambridge College**. Never Visit Campus. **Cambridge College** Brings Our Respected Classes to You Online. Dedicated Student Support. Affordable Tuition. Small Classes. Flexible Class Schedule.

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Explore Undergraduate and Graduate Degree Programs Online.

www.cambridgecollege.edu › school-management › m... ▾

MBA Program Overview | Cambridge College

Within this **program**, students may specialize in Business Analytics or Information Technology **Management**. Learning Outcomes. Graduates of the **program** will be ...

boston.cambridgecollege.edu › degree › master-busines... ▾

Master of Business Administration (MBA) - Cambridge College ...

**Cambridge College's MBA program** was recently recognized in Boston Business Journal's list of "Largest MBA Programs in Massachusetts." Our program ranked ...

online.cambridgecollege.edu › school-management › m... ▾

MBA Program Overview | Cambridge College Online

Within this **program**, students may specialize in Business Analytics or Information Technology **Management**. Learning Outcomes. Graduates of the **program** will be ...



# Brand


BRANDED SEARCHES ARE MORE FREQUENT DURING TRANSACTION STEPS.

IS THIS THE BEST PAGE FOR A PROSPECT LOOKING TO APPLY?

#1 LINK

#2 LINK

#3 LINK



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About 61,800,000 results (0.80 seconds)

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**Bentley University - MS In Business Analytics**

Flexible Class Schedule. State-Of-The-Art Facilities.

<https://whitman.syr.edu> › [apply](#)

**Apply - Whitman School of Management - Syracuse University**

We know there's a lot to consider when choosing the school and program to prepare you for a budding or continuing business career. We welcome you to explore ...

<https://whitman.syr.edu> › [fulltime-mba-experience](#) › [admissions](#)

**Syracuse University MBA Admissions - Whitman School of ...**

An application cannot be reviewed until all required documents have been received. Any application that remains incomplete after the final April 19 deadline ...

People also ask

Does Syracuse have a business program?

Is an MBA from Syracuse good?

How hard is it to get into Syracuse business school?

How long is Syracuse MBA program?

Feedback

<https://onlinegrad.syracuse.edu> › [Business Degrees](#)

**Master of Business Administration (MBA) - Syracuse University**


Earn Two Master's Degrees From **Syracuse** for Fewer Credits. Once enrolled in the **MBA** program and for up to one year after graduating, students may **apply** to an ...

[MBA No GMAT Policy](#) · [Admissions](#) · [Tuition & Financial Aid](#) · [MBA Specializations](#)

<https://www.syracuse.edu> › [...](#) › [Graduate](#) › [Apply](#)

**Apply to a Graduate Program - Syracuse.edu**

Apply to a Graduate Program ... Applications for graduate programs are accepted through an



**Syracuse University**  
Whitman School  
of Management

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## Apply

Thank you for your interest in the Martin J. Whitman School of Management. We know there's a lot to consider when choosing the school and program to prepare you for a budding or continuing business career. We welcome you to explore and see the opportunities and experiences our [Undergraduate](#), [MBA](#), [M.S.](#) and [Ph.D.](#) programs provide, along with helpful information about financial aid and the application process. And, if you haven't already done so, please be sure to come [visit us](#) and see what truly makes the Whitman School different.

Undergraduate

> [Admissions Information](#)

> [Apply Now](#)

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M.S. in professional accounting

> [Admissions Information](#)

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IES Postdoctoral Researcher Works to Shows Data-driven, Localized Solutions Bring Innovation Forward



Fireside Chat with John C. Williams, President and CEO, Federal Reserve Bank of New York



Bang, Mueller Serve as Class of 2021 Senior Whitman Class Marshals

INSIGHT

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The goal with branded search optimization is to **reduce the friction points** for prospects that are using Google to start a transaction or process or find specific answers.



# Program-Based SEO

PROGRAM PAGES  
TOP SEO PRIORITY FROM  
A LEAD AND BUDGET  
PERSPECTIVE



part-time mba in miami

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About 6,150,000 results (0.53 seconds)

Ad • www.bu.edu/ ▾

**BU Professional Evening MBA - Pick Your Pace - bu.edu**

Flexible. Personal. Immediately applicable. Synch your **MBA** with your career & life goals. Low stress schedule, high impact results. Evening/weekend classes, and virtual learning.

[Attend Info Session](#) · [Personalize Your MBA](#) · [Health Sector MBA](#) · [Social Impact MBA](#)

Ad • www.tuw.edu/ ▾

**Part Time MBA 100% Online - Touro University Worldwide**

Enhance Your Career Today With TUW Online **MBA**, Scholarship Available, Get Information Now! A WASC Accredited University. Online Programs That Are Significantly Less...

Ad • pages.northeastern.edu/ptmba ▾

**Northeastern's Part-Time MBA - Learn from Experienced Faculty**

Complete your **MBA part-time** with convenient 1x per week evening or Saturday class **times**. Learn the skills critical for leadership in a world transformed by technology.

Ad • requestinfo.onlinebusiness.pepperdine.edu/pepperdine-mba/no-gmat ▾

**Pepperdine Online MBA Program - No GMAT Required to Apply**

Earn a Degree While You Work With Flexible Self-Paced Coursework & Live Online Classes. [Curriculum](#) · [Explore the Program](#) · [Upcoming Deadlines](#) · [Tuition and Financial Aid](#)

www.bus.miami.edu › academic-programs › mba-masters ⋮

**Part-Time Professional MBA Program | Miami Herbert**

The Professional **MBA** at the **Miami** Herbert Business School is a **part-time** program designed to help busy professionals gain that competitive edge to meet the new demands of today's organizations. To be successful, today's professionals need more than just an understanding of business.

4 PAID ADS

#1 ORGANIC PAGE

UNIVERSITY OF MIAMI

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& ALUMNI

ACADEMIC PROGRAMS / MBA PROGRAMS / PROFESSIONAL MBA

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[Admission](#)

[Financial Aid and Tuition](#)

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PROFESSIONAL MBA

The Professional MBA at the Miami Herbert Business School is a part-time program designed to help busy professionals gain that competitive edge to meet the new demands of today's organizations. To be successful, today's professionals need more than just an understanding of business. They need critical thinking, leadership skills, and creativity to navigate competing stakeholder needs and successfully overcome the pressing challenges facing the future of business.

Created specifically with the hard-working professional in mind, the Professional MBA program prepares you to join the ranks of those leading the business world of tomorrow without having to compromise your existing work schedule.

#45  
WORLD'S BEST  
MBA  
2018 Wall Street Journal

#1  
MOST INTERNATIONAL  
CITY IN THE U.S.  
U.S. Census Bureau

#1  
CITY FOR  
STARTUP ACTIVITY  
2017 Kauffman Index

At Miami Herbert, our Professional MBA offers a flexibl...

Watch laterShare

# Most Common Search Structure / Graduate

Miami	MBA	Part Time
Location	Degree	Modality

CONFIRM THAT THESE TERMS ARE  
ALL INCLUDED IN YOUR DEGREE PAGES



# Most Common Search Structure / Graduate

<https://www.mbacentral.org> › top › best-california-onli... ⋮

## The 20 Best California Online MBA Degree Programs - MBA ...

Large and famous schools like the University of Southern California situated in **Los Angeles** to smaller colleges like United States University, which features a ...

<https://www.onlinembatoday.com> › rankings › best-onli... ⋮

## California's 15 Best Online MBA Programs 2021

Feb 1, 2021 — University of Southern California. Private, nonprofit university in **Los Angeles**, CA, accredited by AACSB and WSCUC. With a rich history spanning ...

<https://www.onlinemba.com> › rankings › states › los-an... ⋮

## The Best Online MBA Programs in Los Angeles, California

Jun 3, 2021 — The Best **Online MBA** Programs in **Los Angeles**, California · Azusa Pacific University. Location · California Lutheran University. Location.

OPTIMIZED  
PROGRAM PAGE

# Program-Based SEO

UNIQUE BACHELOR  
DEGREE

AGGREGATOR SITE

game design bachelor's degree

A Bachelor's in Game Design degree prepares students to enter a variety of general or niche careers in the game design field. With this degree, graduates may enter careers in the conceptual, artistic development of games, or the technical, nuts-and-bolts aspects of game design. Jul 23, 2021

<https://thebestschools.org/rankings/bachelors/best-online-video-game-design-degrees-2021>

People also ask

Is there a bachelor degree in game development?

What degree should a game designer have?

Do you need a bachelor's degree to be a game designer?

Which bachelor degree is best for game development?

<https://www.fullsail.edu/game-design-bachelor>

## Game Design Bachelor's Degree - Full Sail University

The **Game Design bachelor** of science program, designed to enhance your ability to work in a game studio environment, is comprised of high-level **game design** and ...

<https://www.collegechoice.net/best-bachelors-degrees>

## Best Game Design Degrees 2021 | CollegeChoice

Jun 3, 2021 — Courses in a **Game Design Bachelor's Program** ... **Game design** students learn how to develop pixel art and to creatively communicate storylines. They ...

What is game design?

How long does it take to earn a degree in game design?

<https://www.collegerank.net/best-video-game-design-degrees>

## The 20 Best Video Game Design Degree Programs - College ...

The 20 Best Video **Game Design Degree** Programs · Cornell University · Michigan State University · Full Sail University · Cleveland Institute of Art · Champlain ...

<https://www.gamedesigning.org/learn>

## What Should You Major In? 5 Game Design Degrees That Will

**Bachelor of Fine Arts in Game Design** — What makes the **Bachelor of Science degree in Game Design** and Development worthwhile is the way it encompasses ...

[Maximizing Your Game Design Education](#) · [The Top 5 Video Game Design Majors](#)

Feedback



## URL INCLUDES KEYWORD

# Game Design

## Bachelor of Science

## DEGREE OVERVIEW

Some people see games from the inside out – from the mechanics and levels, to the experiences that make people want to play for hours on end. If you've ever dreamed of becoming a game designer, and are as passionate about the craft as you are about the end creation – you're not alone.

The **Game Design** bachelor of science program, designed to enhance your ability to work in a game studio environment, is comprised of high-level game design and production courses that will take you deep into the game development pipeline. You'll cover key industry concepts influencing both systems and level designs that will prepare you to prototype and evaluate your game projects.

**JUMP TO**

[Course Schedules](#)  
[News & Grads](#)  
[Why Full Sail](#)  
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[Enrollment Resources](#)

**Named  
School/College of  
the Year**  
FAPSC - 2019

[View All Accolades & Awards](#)




# Interest – Content Marketing

RANKS 5TH FOR “BAIL OUT”  
1,900 SEARCHES/MONTH

CHICAGOBOOTHREVIEW

FINANCEBEHAVIORAL SCIENCEECONOMICS



▶

Should the US bail out airlines?

APR 16, 2020

SECTIONS ECONOMICS PUBLIC POLICY VIDEO COLLECT

f

With so many people hunkered down at home, it’s no surprise that the travel industry is in peril. But Chicago Booth’s Steven J. Davis says that while the US should want to prevent airlines from shutting down entirely as a result of the COVID-19 crisis, it needn’t bail them out to keep them out of bankruptcy.

t

Video Transcript

Should the US bail out airlines?  
<https://review.chicagobooth.edu/economics/2020/video/should-us-bail-out-airlines>

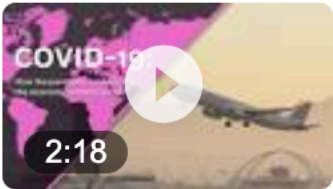
9	6 ( +6.0↑ )		8,430	\$492
Keyword	Position	Trend	Search Vol	CPC
bail out	5 ( +4↑ )		1,900	\$14.57
steven davis	7		1,600	\$0.28
bail-out	12		1,900	\$14.57
bankruptcy bailout	13		N/A	\$0.05
bailout	13.5		2,400	\$6.6

VIEW MORE



bail out

Videos



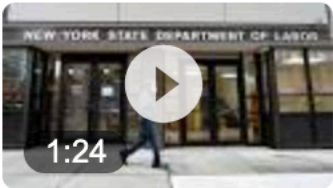
Should the US bail out airlines?

Chicago Booth Review · Chicago Booth Review  
Apr 16, 2020



We Must Bail Out Workers, Not Just Corporations

YouTube · Bernie Sanders  
Mar 24, 2020



What the bailout means for your bank account

CNN  
Apr 7, 2020

# Program + Content Marketing

Online Business Analytics Course | HBS Online  
<https://online.hbs.edu/courses/business-analytics/>  
Business Analytics is an online course offered by Harvard Business School Online that will help demystify data and strengthen your analytical skills.

Examples of Business Analytics in Action | HBS Online  
<https://online.hbs.edu/blog/post/business-analytics-examples>  
Jan 15, 2019 — What are some examples of business analytics? As described in the video below, business analytics is “the use of math and statistics to analyze data and make decisions.”

9 Skills Every Business Analytics Professional Needs  
<https://analytics.hbs.edu/blog/top-business-analytics-skills/>  
This may include implementing new technologies, changing policies or procedures, or using data to make decisions. Business analytics focuses on statistical analysis and data interpretation.

Business Analytics: What It Is & Why It's Important | HBS Online  
<https://online.hbs.edu/blog/post/importance-of-business-analytics>  
Harvard Business School Online's Business Insights Blog provides the career insights you need to achieve your goals and gain confidence in your business...

Keyword	Position	Trend	Search Vol	CPC
	40	4.6 ( +0.6↑ )	7,120	\$4,145

Keyword	Position	Trend	Search Vol	CPC
	8	5 ( +0.8↑ )	5,750	\$3,482

Keyword	Position	Trend	Search Vol	CPC
	17	8 ( +2.0↑ )	6,170	\$3,482

Keyword	Position	Trend	Search Vol	CPC
	20	4.7 ( -0.1↓ )	7,370	\$3,550
business analytical	2 ( +2↑ )		10	\$69.67
business analytic	2		50	\$34.29
define business analytics	7 ( +1↑ )		50	\$32.45
definition of business analytics	8		30	\$23.12
analytics business	2 ( +1↑ )		20	\$20.47

PROGRAM:  
40 KEYWORDS  
\$4,145/MONTH

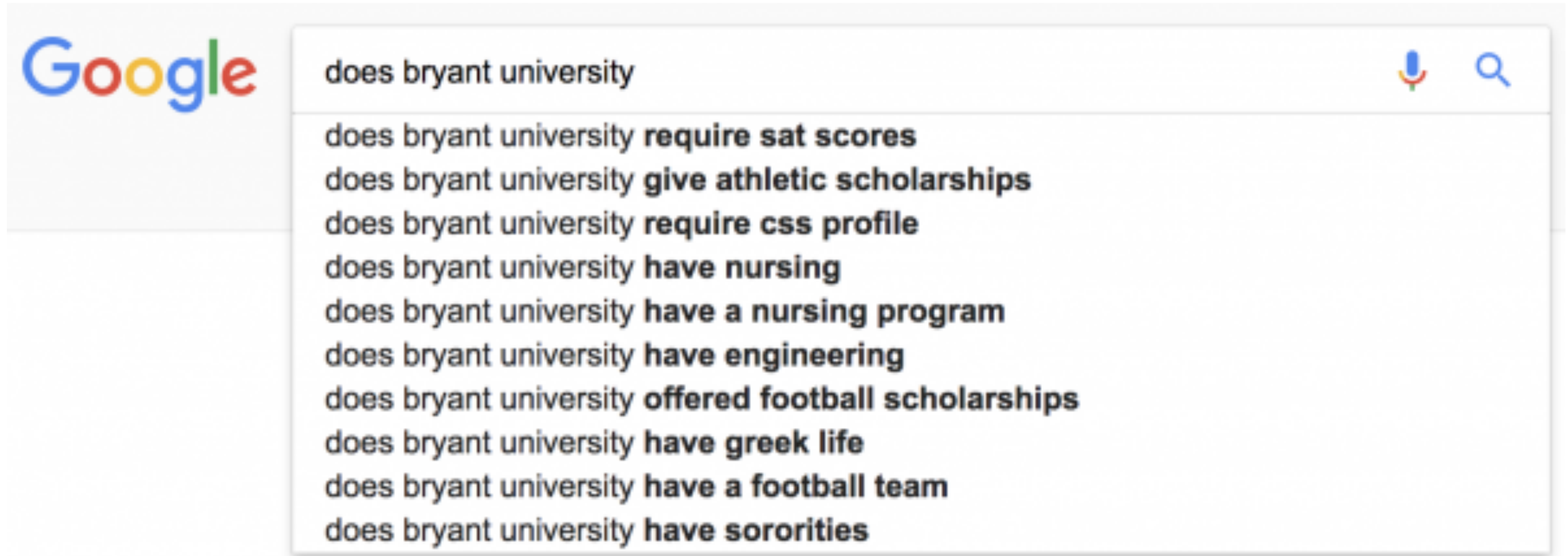
CONTENT MARKETING  
3 ARTICLES  
45 KEYWORDS  
\$10,500/MONTH

# Own the Questions – Write Content to Answer

	People also ask	
COLLEGE SIMPLY.COM	Is Simmons University a good school?	COLLEGE FACTUAL.COM
	What GPA do you need to get into Simmons College?	
US NEWS	What is Simmons University known for?	SIMMONS UNIVERSITY
	What division is Simmons University?	
SIMMONS UNIVERSITY	Is Simmons a good nursing school?	US NEWS
	Is Simmons an all girls school?	
	What is the easiest Ivy League school to get into?	
	How hard is it to get into Simmons College?	COLLEGE SIMPLY.COM
US NEWS	Is Simmons College prestigious?	
	Is Simmons College a good school?	
	Is Simmons University all female?	
	Does Simmons College require SAT scores?	
	Is it harder to get into Boston University or Northeastern?	
	Can men go to Simmons?	
	How many students attend Simmons?	




# Write Content to Manage Your Reputation





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Blog and News > How to Become a Healthcare Administrator

# How to Become a Healthcare Administrator

Sonya Krakoff

HEALTHCARE ADMINISTRATION

Given the growth of the healthcare field in recent years - which can largely be attributed to an aging population whose care needs must be met - and the high salaries associated with [healthcare administration jobs](#), many people are now considering a career in the field.

If you've researched the field and decided that it's something you want to pursue, you're likely wondering about the qualifications, skills, and experience you'll need to find a job as a healthcare administrator. We've broken down the key things you need to know.

## How to Become a Healthcare Administrator

Senior Content Marketing Specialist

Sonya Krakoff is the Senior Content Marketing Specialist

multiple digital platforms.

50% increase in Leads from Organic Search

Doubled Organic Traffic 24K to over 64K/month in 12 months

RELEVANT CAREER TOPIC

KEYWORD IN THE H1

LINK TO THE PROGRAM. INTERNAL LINKS AND LANGUAGE ADD VALUE.

KEYWORD IN THE H2



# Healthcare Administration

FEATURED PROGRAM

Anchored in the real world of healthcare and led by expert-practitioner instructors, Champlain's online healthcare administration degree challenges you to think about the healthcare industry differently. You'll emerge from the program with a clear understanding of the challenges and opportunities in the field, the strategic vision to enact change in the workplace, and the ability to create innovative solutions to address complex problems.

INTERESTED IN LEARNING MORE ABOUT HEALTHCARE ADMINISTRATION?

Contact Us >

50% increase in Leads from Organic Search

Doubled Organic Traffic 24K to over 64K/month in 12 months

## You May Also Like



Is Healthcare Administration a Good Career Choice? >



What Is Healthcare Administration? >



MHA vs MHA Administration Differences

## Download Online Experience Guide

Learn what you can expect from your experience at Champlain College Online.



### Online Experience Guide Download

Learn more about what you can expect from your online experience at Champlain.

First Name

Last Name

Email

Mobile Phone

Zip

Academic Level of Interest

Select a Program

# SEO Strategies

- **Brand** – review pages that are mid-funnel and help answer questions about your school that prospects that already know you are seeking via search
- **Program/Degree** – invest in optimizing your program/degree pages to reach prospects at all stages of the funnel
- **Content marketing** – answer questions and write on topics related to the degree/programs to reach prospects at the top of the funnel



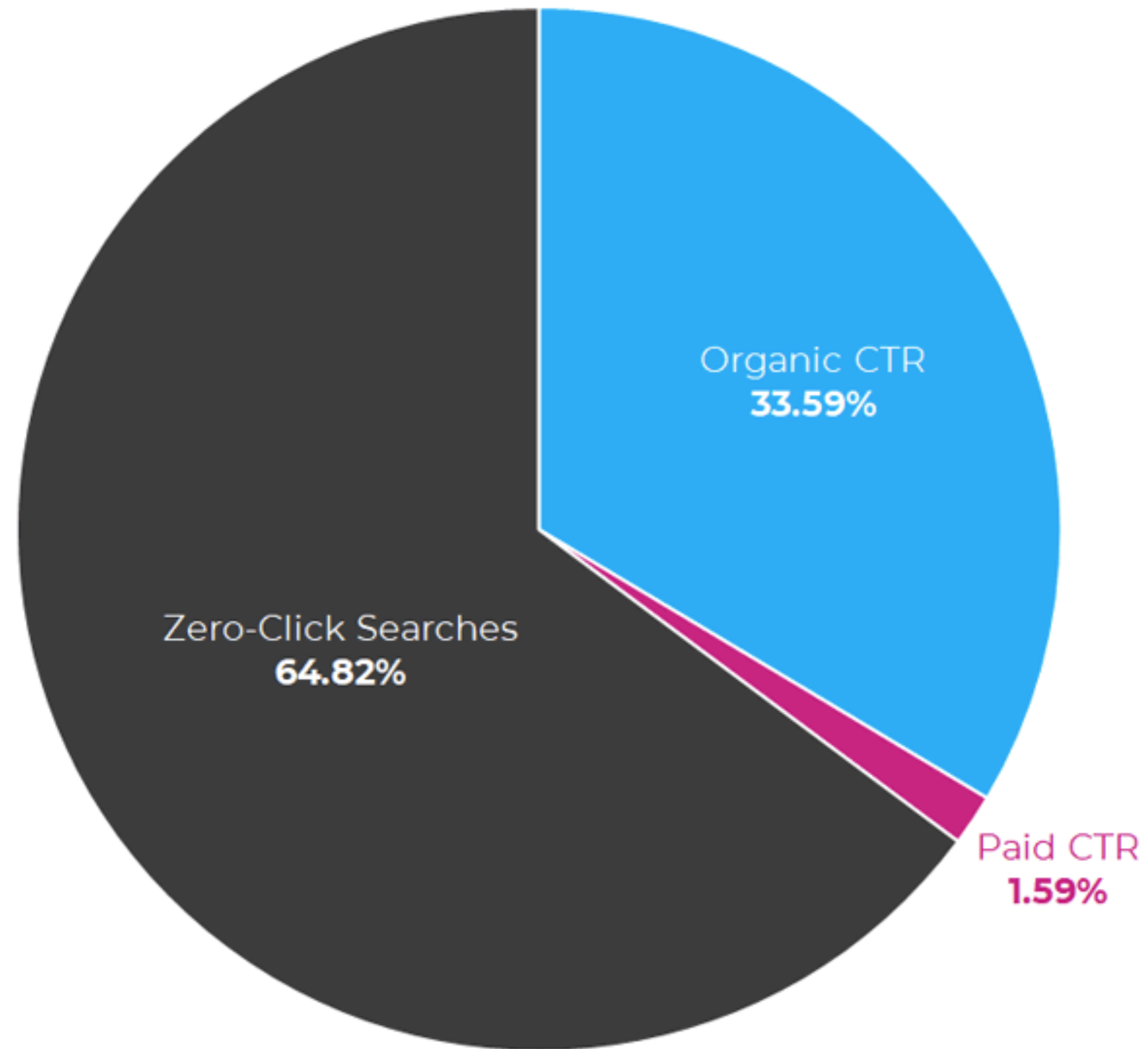
**ZERO CLICK SEARCH**

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**65% of Google searches do not  
result in a click to website.**

## Google Search CTR & Zero-Click Searches, 2020

(worldwide data, desktop & mobile devices, via SimilarWeb's 100M+ user clickstream panel)



Data courtesy of  SimilarWeb Assembled & published by  SparkToro

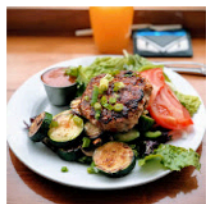




Rating Cuisine Price Hours Your past visits

Hours or services may differ

**My Other Kitchen**  
4.8 (298) · \$\$ · American  
762 Pleasant St  
Dine-in Takeout Delivery



**Ani Catering & Cafe**  
4.7 (93) · Middle Eastern  
687 Belmont St  
Dine-in Takeout Delivery



**Jamaica Jeffs**  
4.5 (73) · Caribbean  
61 Leonard St  
Dine-in

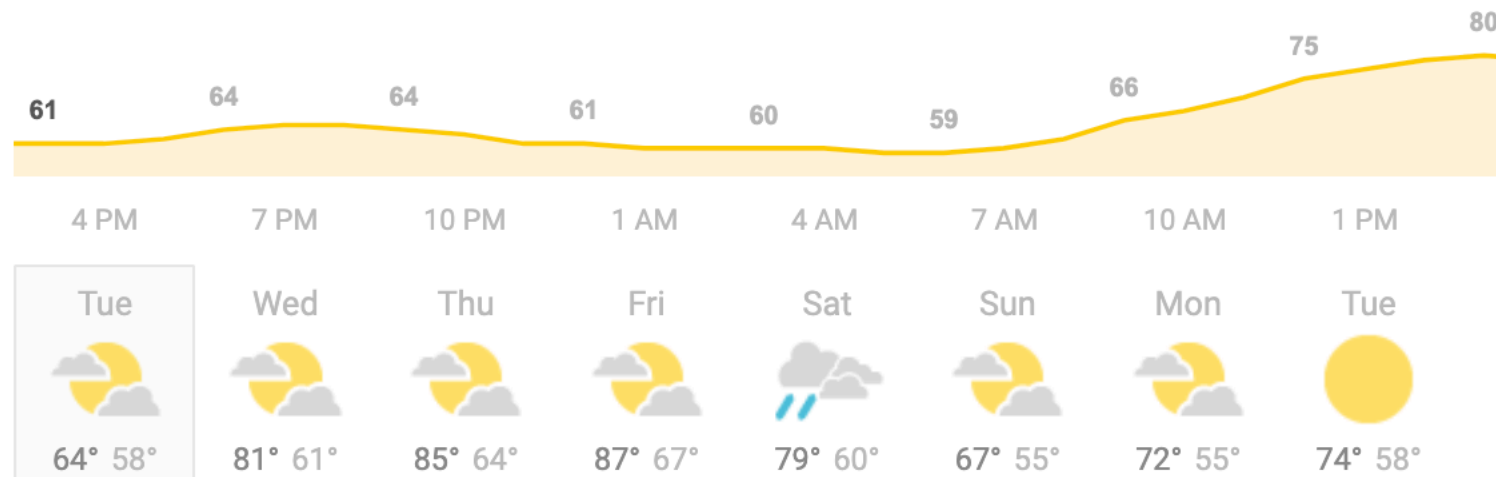


**Boston, MA**  
Tuesday 3:00 PM  
Mostly cloudy

61°F | °C

Precipitation: 2%  
Humidity: 56%  
Wind: 15 mph

Temperature Precipitation Wind



More on weather.com

← Miami Beach  
Things to do

### Top sights

Based on traveler visits and local insights



**South Beach**  
Nightlife & Ocean Drive art deco hotels



**Ocean Drive**  
Street lined with Art Deco buildings



**Art Deco Historic District**  
4.6 (3,740)  
Miami's iconic Art Deco district



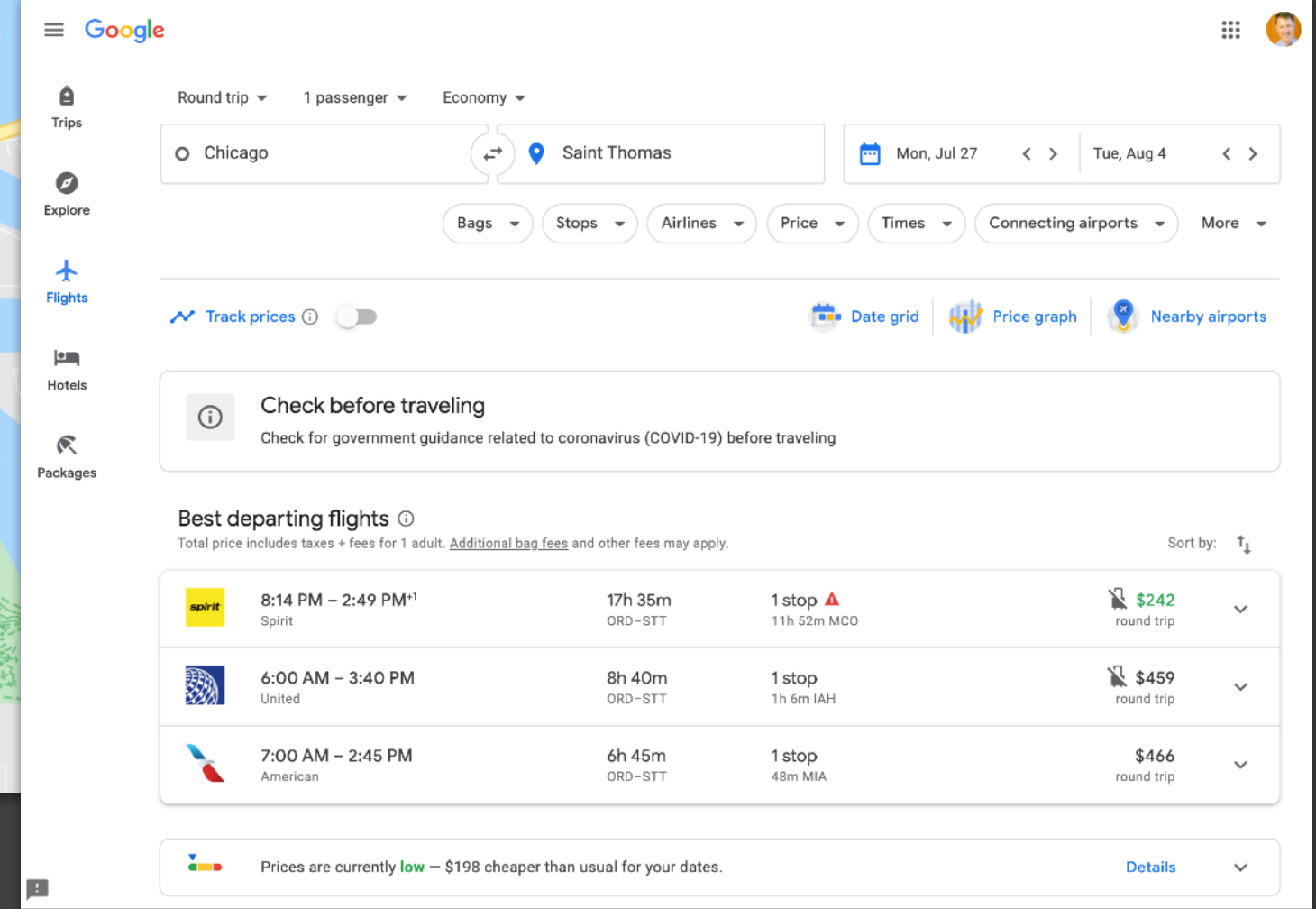
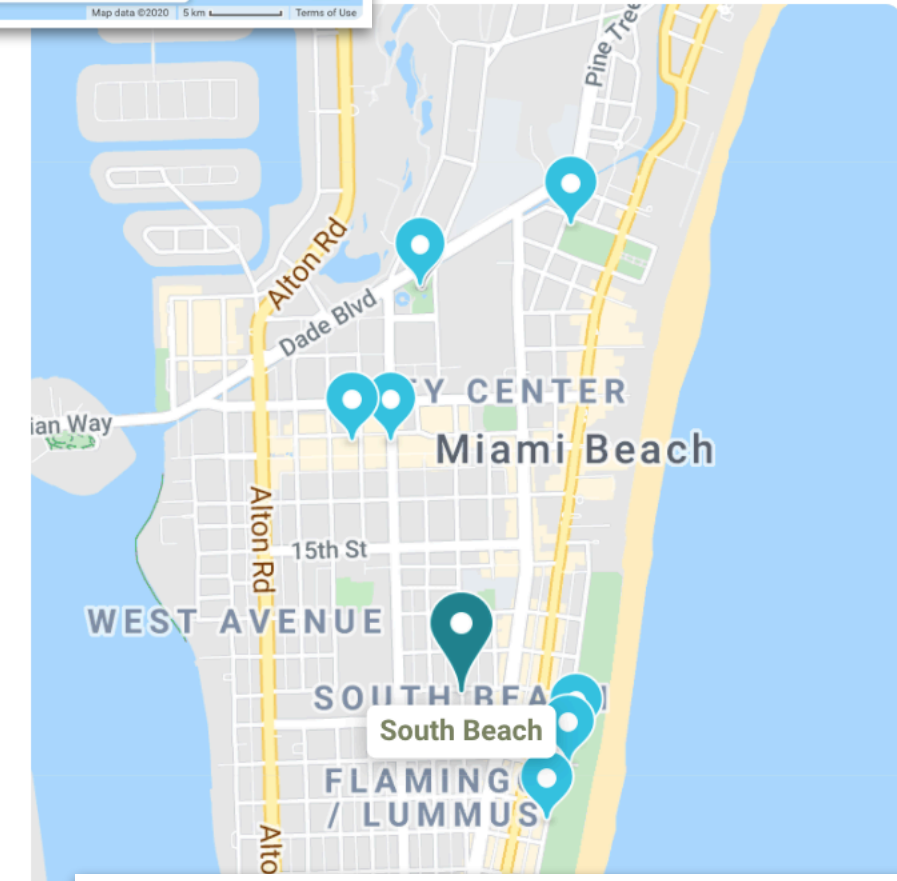
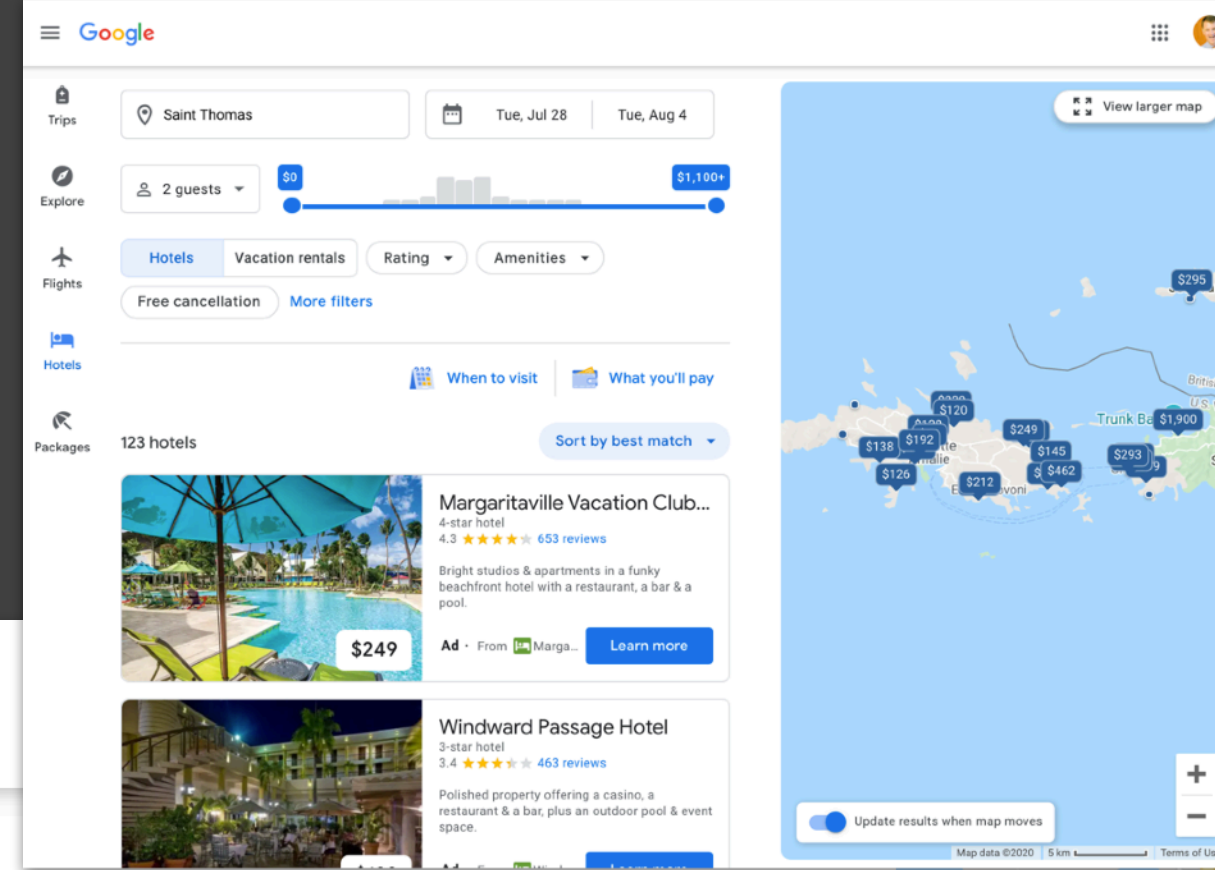
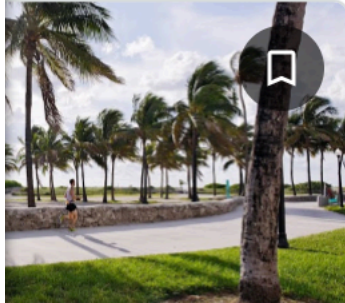
**Lincoln Road**  
(33,026)  
Made for shopping &



**South Pointe Park Pier**  
4.8 (3,598)  
Scenic, seafront outdoor recreation spot



**Lincoln Road**  
Shopping, art deco, and fashion



OHO INTERACTIVE





**Manage your appearance  
on Google properties**

Knowledge Panel

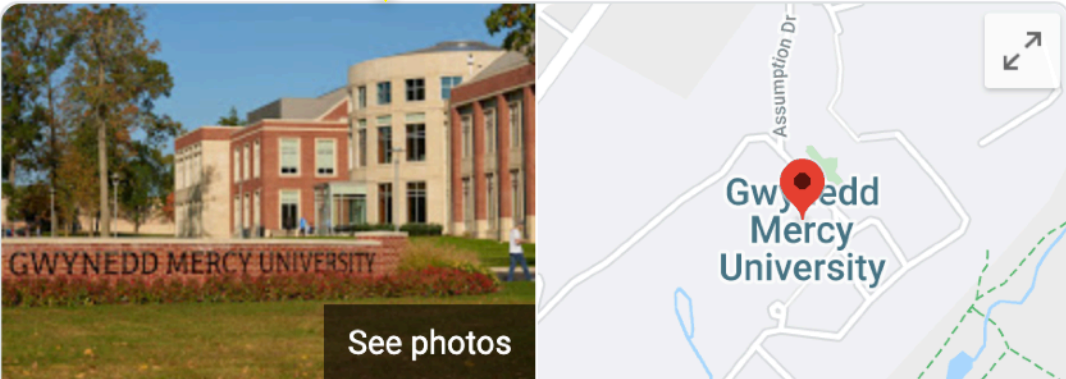
Business Profile

College Comparison

Images

Video

UPDATE WIKIPEDIA



Gwynedd Mercy University

Website Directions Save

University in Gwynedd Valley, Pennsylvania

Gwynedd Mercy University is a Catholic university in Lower Gwynedd Township, Pennsylvania. It occupies a 25 miles campus in the Archdiocese of Philadelphia. In addition to the Gwynedd Valley campus, Gwynedd Mercy also has locations in Philadelphia and Bensalem, Pennsylvania. [Wikipedia](#)

Avg cost after aid	Graduation rate	Acceptance rate
\$24K	55%	94%

Graduation rate is for first-time, full-time undergraduate students who gr more Source: US Dept of Education · Learn more

Address: 1325 Sumneytown Pike, Gwynedd Valley, PA 19437

Phone: (215) 646-7300

Undergraduate enrollment: 1,987 (2017–18)

Cost by household income

Household income	Average cost after aid
Less than \$30,000	\$18,552
\$30,001–48,000	\$19,527
\$48,001–75,000	\$20,493
\$75,001–110,000	\$26,041
More than \$110,001	\$28,593

Source: US Dept of Education (IPEDS) · Learn more

Rankings

- [The 25 Best Low-Cost Online Master's in Counseling Programs](#)  
#1 · [bestcounselingdegrees.net](#)
- [Best Online Ph.D. Programs for 2020](#)  
#6 · [accreditedschoolsonline.org](#)
- [Top Online MBA Degrees](#)  
#4 · [affordablecollegesonline.org](#)
- [Top 49 Online PhD Programs in Leadership](#)  
#2 · [online-phd-programs.org](#)
- [The 30 Most Affordable Doctorate Degrees in Educational Leadership Online 2020](#)  
#12 · [bestvaluecollegesonline.org](#)

Address: 1325 Sumneytown Pike, Gwynedd Valley, PA 19437

Phone: (215) 646-7300

Undergraduate enrollment: 1,987 (2017–18)

Average annual cost

Before aid	After aid
\$49,920	\$23,564

Aid includes grants and scholarships from the institution, state, and federal government

Source: US Dept of Education (IPEDS) · Learn more

Graduation rate

	Completed within 6 years	Completed within 8 years
First-time full-time	55%	55%
Other full-time	69%	72%
First-time part-time	3%	3%
Other part-time	35%	36%

Source: US Dept of Education (College Scorecard) · Learn more

MORE RANKINGS

People also search for

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- [Immaculata University](#)  
East Whiteland Township
- [Cabrini University](#)  
Radnor
- [Neumann University](#)  
Aston
- [Misericordia University](#)  
Dallas
- [Arcadia University](#)

Feedback

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US DEPT OF ED – COLLEGE SCORECARD

EXPLORE RANKING SITE PARTNERSHIPS

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**INSIGHT**

---

**There is 1 knowledge panel per institution – even if you have multiple locations or multiple schools within a university.**





roger williams university providence



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About 7,000,000 results (1.46 seconds)

www.rwu.edu › life-at-rwu › our-campus

### Our Campuses | Roger Williams University

Discover **RWU!** Previous. Our main campus is located in historic Bristol, **Rhode Island** and sits on a sprawling 143 acres ...

www.rwu.edu › student-experience › our-campus

### Our Campus | Roger Williams University

Our **Providence** Campus is located in the heart of downtown **Providence, Rhode Island's** state capital.

www.rwu.edu

### Roger Williams University

Our focus on undergraduate learning pairs with strong, related master's degree programs. The **University** is also home to **Rhode Island's** only law school.

[Our Campuses](#) · [University College](#) · [Faculty & Staff](#) · [Admission](#)

#### People also ask

Does Roger Williams University have Greek life?



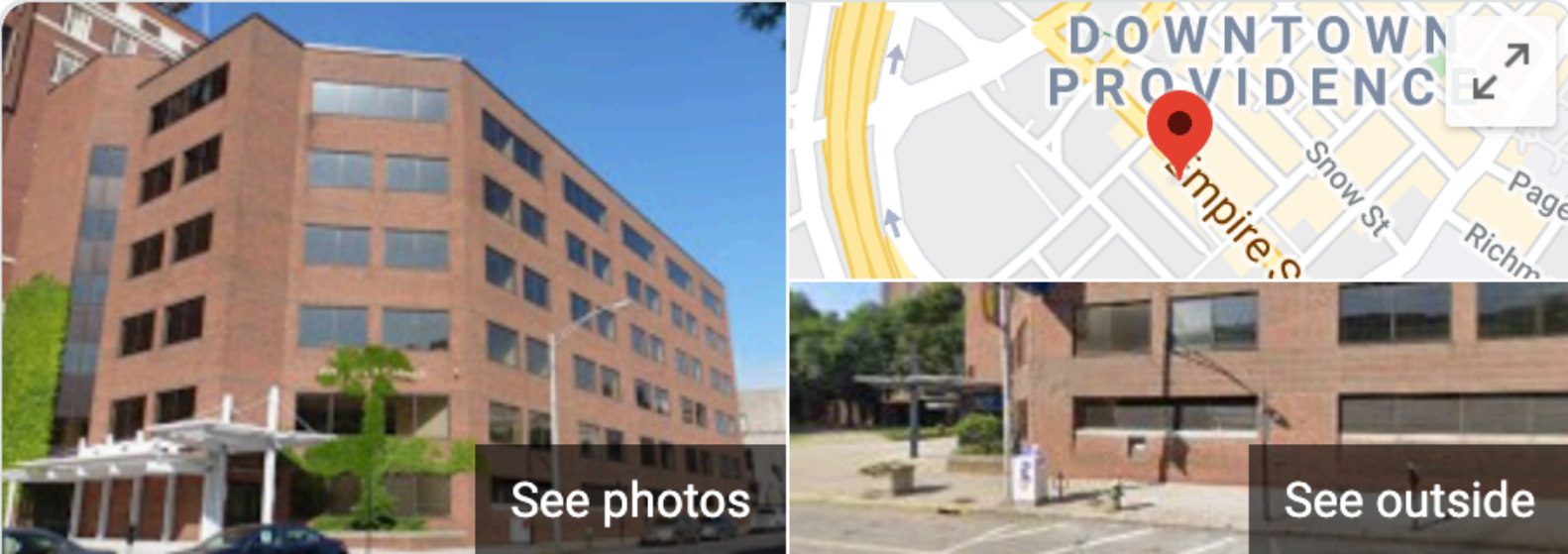
What is Roger Williams University known for?



Is Roger Williams University a party school?



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### University College | Roger Williams University

Website

Directions

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University in Providence, Rhode Island

**Address:** 1 Empire St, Providence, RI 02903

**Hours:** **Closes soon:** 10PM · Opens 9AM Wed


Hours or services may differ

**Phone:** (401) 254-3530

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SCHOOL WITHIN A UNIVERSITY HAS A MY BUSINESS PROFILE, NOT A KNOWLEDGE PANEL



Miami Herbert Business School

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Business school in Coral Gables, Florida

The University of Miami Patti and Allan Herbert Business School is an academic unit of the University of Miami, located in Coral Gables, Florida. It was founded in 1929. Miami Herbert Business School offers undergraduate business, full-time MBA, Executive MBA, MS, Ph.D. and non-degree executive education programs. [Wikipedia](#)

**Located in:** [University of Miami](#)  
**Address:** 5250 University Dr, Coral Gables, FL 33146  
**Dean:** [John Quelch](#)  
**Phone:** (305) 284-4643  
**Motto:** Magna est veritas ([Latin](#), Great is the truth)  
**Parent organization:** [University of Miami](#)

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# Why does this matter?



## Program

All

Associate

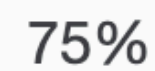
All

### Architecture (3)

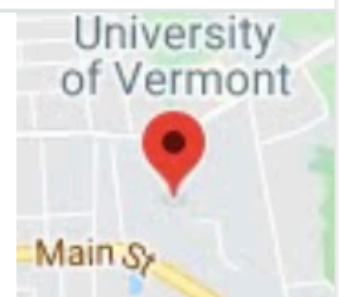
Business (17)

Communications technician (0)

82%



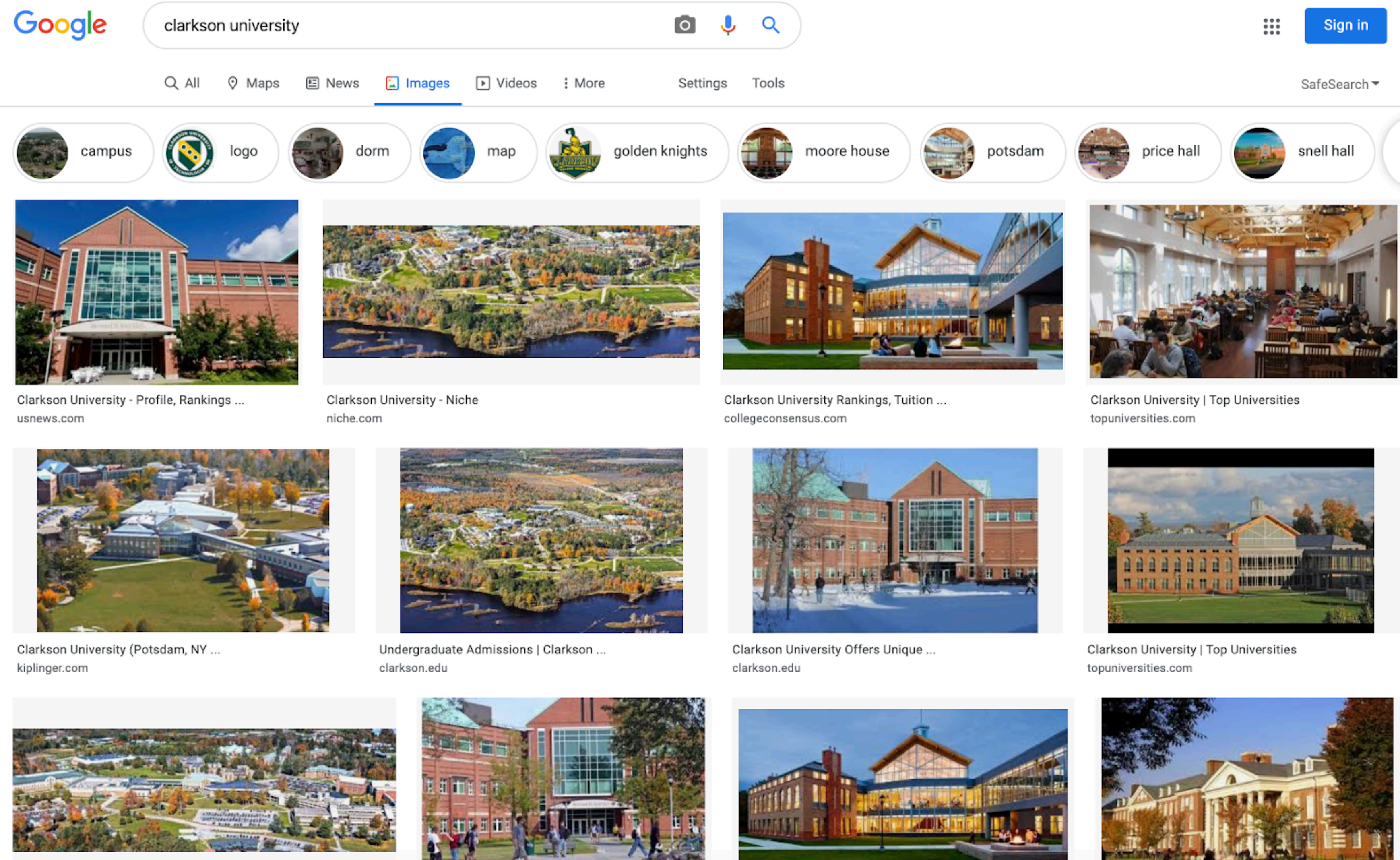
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**ENROLLMENT 2017-18**



# Improve Image Search

IMAGE SEARCH REPRESENTS 27% OF ALL QUERIES (MOZ)



- Choose an optimized image file name for every image added to the website.
- Add appropriate captions, alt text , and title text with targeted keywords.
- Select the appropriate format and size to ensure the image quickly loads.



# Video

## [Clarkson University - YouTube](https://www.youtube.com/channel/UC...)

[https://www.youtube.com](https://www.youtube.com/channel/UC...) › channel ▼

Clarkson University launches leaders into the global economy. One in five alumni already leads as a CEO, VP or equivalent senior executive of a company.

## [School of Arts and Sciences | Clarkson University](https://www.clarkson.edu/academics/arts-sciences)

[https://www.clarkson.edu](https://www.clarkson.edu/academics/arts-sciences) › academics › arts-sciences



May 31, 2012 - Uploaded by Clarkson University

Information on **Clarkson University's** School of Arts and Sciences. The courses here will broaden students ...

## [Early College Program: The Clarkson School | Clarkson ...](https://www.clarkson.edu/clarkson-school)

[https://www.clarkson.edu](https://www.clarkson.edu/clarkson-school) › clarkson-school

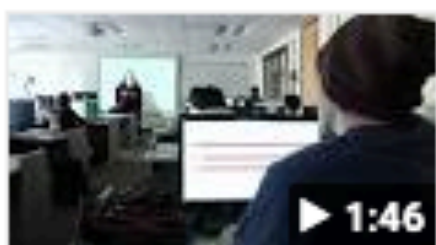


Mar 14, 2006 - Uploaded by Clarkson University

The Clarkson School is a selective early college program for motivated high school students who enroll as first ...

## [Online Learning | Clarkson University](https://www.clarkson.edu/distance-learning)

[https://www.clarkson.edu](https://www.clarkson.edu/distance-learning) › distance-learning



Oct 10, 2017 - Uploaded by Clarkson University

Learn more about Clarkson's Graduate School and the many online programs that are available. **Clarkson ...**



### First Year Dorm Life At Clarkson University

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Get the inside scoop of first year living at Clarkson University's dorms as two students give an informal tour, as well as explain what to bring with you to enhance your college experience!

Category [Education](#)

- Insert your keyword naturally in the video title.
- Optimize your video description.
- Tag your video with popular keywords that relate to your topic.
- Categorize your video.

# Next Steps

- Monitor your search results – Google, Maps, Images, Video
- Claim your business and knowledge panel profile.
- Update your Wikipedia page.
- Work with Institutional Research and/or Admissions to be aware of changes in data before Google publishes it.
- Update your meta descriptions and SEO content for clarity in branded search, including webpages, photos, and video.
- Integrate a paid search strategy to compliment your organic content and to reach new audiences.
- Practice completion actions or tasks using only Google search; how can you improve the experience?



# Writing for Google

## 1. **Title Tag:** 50 - 60 characters long

*Tip: The title for the page can be different from the title that shows up on the page. Be sure to include the primary keyword in the title.*

## 2. **Meta Description:** 160 - 300 characters long

*Tip: This description will only show up on a search engine results page. Give a good intro to the page content and be sure to include the primary keyword for the page.*

## 3. **URL:** Up to 75 characters long

*Tip: The URL will usually automatically include the entire page title. You can edit it so that it is shorter but be sure it still includes the primary keyword.*

wheatoncollege.edu ▼

3

1

**Wheaton College (MA) - Liberal Arts and Sciences College**

2

Founded in 1834 in Norton, Massachusetts, **Wheaton College** is among New England's premier private liberal arts and sciences colleges.

[Majors & Minors](#) · [Visiting Wheaton](#) · [About Wheaton](#) · [Wheaton College Athletics](#)

- On the page, don't forget to:
  - Use a unique, singular H1.
  - Add appropriate captions, alt text, and title text with targeted keywords.
  - Copy should be written naturally, but comprehensively enough to include some artfully placed target keywords, natural synonyms, and naturally co-occurring phrases.

# Thank you!



**Web + Digital Marketing  
for Higher Education**