



SEO delivers 375% increase in conversion value for degree applications for the University of Newcastle

About

The University of Newcastle is in the top three percent of universities worldwide, with six subjects ranked in the world's top 100 and an overall total of 15 subjects ranked in the world's top 200. Its twelve schools have a total enrollment of 37,000 students and employ over 2,500 academic and administrative staff.

Goal

With a sprawling web presence consisting of hundreds of thousands of pages across multiple faculties, microsites and other web applications, Reef was tasked with formulating a commercially effective organic search strategy. The aim was to optimise degree, major and study area pages to rank for the correct, intent-focused keywords and to increase conversions for the University's Undergraduate degree programs.

Approach

Working closely with key stakeholders from both faculty and administrative staff, Reef optimised 164 study areas, degree and major pages based around the customer journey that prospective students would typically take. We also delivered SEO training.

Results

By focusing the optimisation of the site on intent-based keywords around the prospective customer journey, relevant to each page grouping, traffic quality greatly improved.



KEY METRICS

Year on year:



375% increase in conversion value for degree applications



350% increase in overall number of conversions



6% increase in average session duration