

# Sheffield Hallam University

Education SEO for Sheffield Hallam University, allowing them to reach more prospective students.

## EDUCATION SEO



**29**  
new number 1 phrases



**28**  
new first page rankings



**42,000**  
more visits from search results year  
on year

## CHALLENGE

Provide top rankings to give Sheffield Hallam University the edge over rival institutions in a highly competitive market.

## SOLUTION

We used keyword research to find out how prospective students are searching for the degrees they're interested in and used these phrases as the backbone of the campaign.

A complete review of the site's metadata and content allowed us to optimise for these targeted key phrases giving them the best opportunity to rank well. Changes to the site's content coupled with detailed and regular checks of the site's health and compliance has yielded very impressive results.

## RESULT

Our SEO campaign has given Sheffield Hallam University more number one and first page rankings than all of its main competitors.