

Case Study: Search Engine Optimization

The Client

Saint Louis University School for Professional Studies

The Challenge

The client wanted to maximize their web site performance and increase search engine traffic to their web site.

The Action

The web site was regularly optimized through on-site and off-site optimization strategies implemented by PlattForm Higher Education and the client's webmaster including:

- The title tags were adjusted to give pages highly targeted titles.
- The meta-tags were modified to provide a call to action, while utilizing targeted key terms.
- The content was adjusted to account for the specific key terms that were targeted for each page.
- Relevant web sites were identified and relationships were built in an effort to increase the number of back links pointing to Saint Louis University, School of Professional Studies' web site.
- Traffic to Inquiry conversion recommendations were made on a monthly basis.
- Custom monthly reporting provided the data to be analyzed on a monthly basis.
- Continuous refinement of each strategy ensured an optimized web site.

The Result

The school saw an **85% year-over-year increase in the volume of search engine traffic** sent to their site. The timeframe of this study was set between December 2007 and December 2008.

The school saw a **190% year-over-year increase in the number of inquiries** submitted through their web site. This includes submission of Information Request and Application forms on their web site.

“Hiring Plattform to optimize our website for search engines was one of the best decisions I made for our School. Within a year after we began working to optimize our site, we saw a 50 percent increase in both search engine traffic and overall visitors to the website. During that same time, our School enrollments grew by 35 percent. Plattform's SEO services were the missing piece to overall marketing strategy.”

*Tony Gallini,
Saint Louis University School for Professional Studies*