

LAUNCHING MORE LEADS

How our SEO team led a site relaunch that tripled organic leads and conversion rate

CLIENT

- ◇ Medical college with a new brand; they had redesigned their site earlier but were ready for a full relaunch

CHALLENGE

- ◇ Improving the site's overall SEO, with an emphasis on promoting the college's new nursing program

SOLUTION

- ◇ Optimizing the site's technical function, user experience, architecture, and mobile-friendliness

OUTCOMES

OVERALL FILE SIZE

↓70%

FASTER LOAD TIMES, NO BROKEN LINKS

We reduced file sizes by compressing HTTP elements and images while relocating and optimizing render-blocking content like plugins and fonts for faster page load times. We also fixed 127 broken links stemming from a defunct blogging platform the client had used.

PAGES SCORED AS MOBILE-FRIENDLY

100%

MOBILE OPTIMIZATION

We insisted that the relaunched site had responsive design, as 60% of the client's target audience used a mobile device as their primary internet device. Every page on the site achieved a "mobile-friendly" rating from Google PageSpeed Insights.

ORGANIC LEADS & CONVERSION RATE

↑2X

IN 1 QUARTER

↑3X

IN 3 QUARTERS

BETTER USER EXPERIENCE

We redesigned the site's navigation bar to offer user-focused, action-oriented choices leading to conversions, especially the most crucial option: "Enroll Now," rather than "Admissions."

RESULTS

In the first quarter after the relaunch, organic lead volume doubled; by two quarters later, it had tripled. Organic conversion rate followed the same pattern, nearly doubling in the first quarter post-relaunch, then reaching exactly triple the original amount two quarters later.