





We are... Ohio State Online

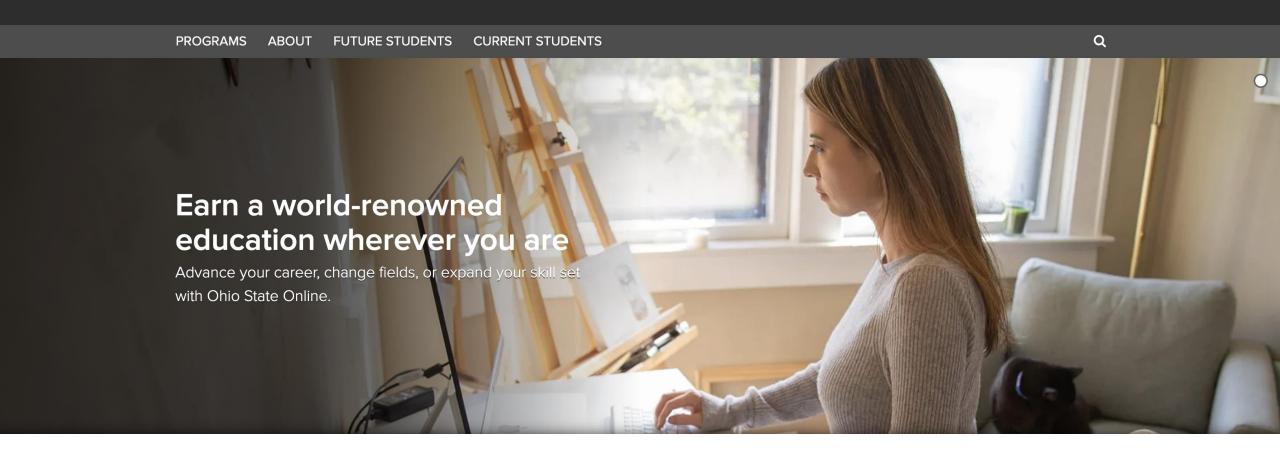
- 50+ online programs, including bachelor's degrees, graduate degrees and certificates
- Online nursing master's ranked No. 1 in the country in 2022. The
 program has ranked in the top five on *U.S. News & World Report's* list since
 2016.
- Ranked in the top 10 in the nation for online bachelor's programs by U.S.
 News & World Report for the past seven years
- Find us at online.osu.edu.

OSU. EDU

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Ohio State Online











Juliana Scheiderer Digital Marketing Strategist

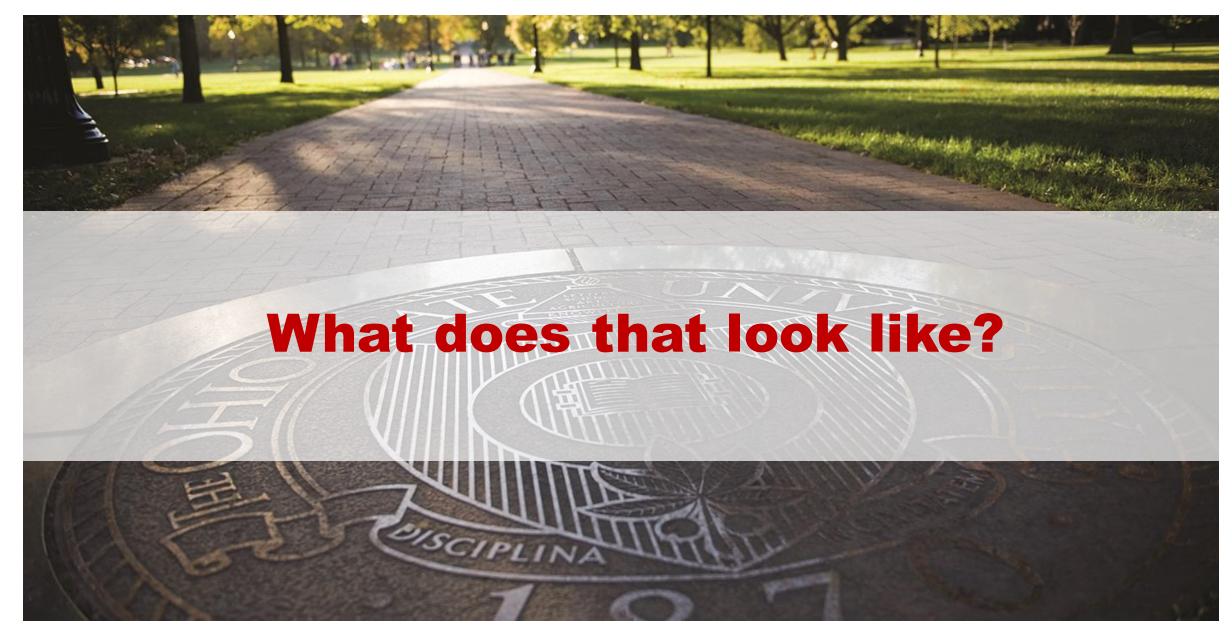


Erin Schuler
Digital Marketing Strategy Lead

Our goal is to

Recruit prospective students to online degree and academic certificate programs by driving leads from paid and organic marketing efforts.





Digital & Traditional Marketing Efforts

- Digital ads (search, display, social)
- Traditional advertising (e.g., print, radio)
- Web and content development
- Email marketing
- Market research and benchmarking



Organic Marketing Efforts

Content Development

• Writing blog posts, news articles and social media posts

Site Maintenance

• Developing program pages, landing pages, general web copywriting (including FAQs), selecting stock photos

Creative Project Management

Producing creative assets for content marketing, like graphics and video

Measurement + Analytics

• Using Google Analytics and Search Console to measure and optimize content performance

Organic Marketing Efforts + SEO

- Content Development
 - Writing **keyword-optimized** blog posts, news articles and social media posts
- Site Maintenance
 - Developing <u>keyword-optimized</u> program pages, landing pages, general web copywriting and selecting stock photos
- Creative Project Management
 - Producing creative assets for content marketing like graphics and video <u>that deliver value for searchers</u>
- Measurement + Analytics
 - Using Google Analytics, <u>Keyword Planner</u> and Search Console to measure and optimize content performance and research and develop new content that aligns with popular searches

Why invest your time in keyword research and SEO?

With keyword research and a few edits to your existing content, you can capture more search traffic – and more students.



SEO 101: Where can you use keywords?

- News articles or blog posts
- Meta descriptions and alt text tags
- Web page copywriting
 - Program pages
 - FAQ section
 - About section



SEO 101: How do you do keyword research?

 Once you have a topic (i.e., "online MBA"), use Google Keyword Planner to determine which exact terms prospective students use when looking for more info about the topic

Keyword (by relevance)	Avg. monthly searches			
Keywords you provided				
online mba	12,100			
online mba program	9,900			
best online mba program	6,600			
working professional mba	140			

Online MBA for Working Professionals

MAX M. FISHER COLLEGE OF BUSINESS

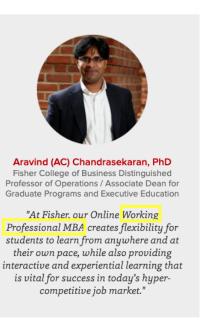
Earn a nationally ranked MBA that fits your schedule — entirely online, in person or in any combination that you choose. The new online MBA program seamlessly integrates into Fisher's campus-based Working Professional MBA, providing all students with the same access to a globally recognized Master of Business Administration degree and one of the nation's largest alumni networks.

Personalized: 21 of the 48 required credit hours for the online MBA program are elective, providing you with opportunities to take a deep dive into subjects you're most interested in such as marketing, leadership, nonprofit management and organizational behavior. You have the flexibility to also create your own custom plan by choosing courses from across Ohio State's more than 100 graduate programs offered by the Moritz College of Law, the College of Public Health, the John Glenn College of Public Affairs and others.

Experiential: Along with building a business foundation in your 11 core courses, differentiate yourself as a leader with opportunities to get involved in signature programs such as Fisher's Global Applied Projects Program (GAP), Global Business Expeditions (GBE) and The Washington Campus.

Supportive: Every Fisher graduate student has access to a dedicated team of career professionals composed of an experienced career coach, professional development coach and academic advisor who works with you to understand your unique passions and professional goals.

Sign up for an online MBA info session >>



Example of program page

Why does it matter?

- Google search is where most research begins
 - After being inspired to go to school, 58% of prospective student journeys start with an online search.*
- If you don't capture this audience, someone else will.
- Blog articles are often the first point of entry from a Google search because they help prospective students find answers to questions during their research.

How do you get started with blog content?

- Consider your prospective student's questions. You most likely have a good list in your FAQ section already.
- Decide what you want to rank for. You can't win 'em all, so narrow your focus to priority content.
- Chat with your admissions team. What are some of the most common questions they receive?

Earning My Degree Online

- Will my degree be considered an "online" degree?
- How long will it take me to finish my program?
- Will I be able to attend graduation?
- Is my entire program offered online?

Common Online Degree Questions

- Will I have an advisor?
- How do I buy books/materials?
- I am a veteran who served in the military, what kind of assistance can I get for my Online Program?
- What is an online certificate?



What You Need to Know

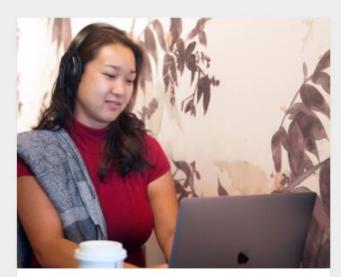
We're here to help you plan, learn and advance.

Whether you're ready to enroll in an online degree program or still exploring your options, you probably have a lot of questions about online learning. No matter where you are in your educational journey, the distance learning experts at Ohio State Online are here to help.



Plan

Plan your educational journey, and choose the best online degree for you.



Learn

Learn what to expect during your online program, and find out how online class work.



Advance

Maximize your career potential with a topranked degree or certificate.



Key Ideas

- Re-write your content as an article.
- Structure your content in questionand-answer format to mirror search behavior.



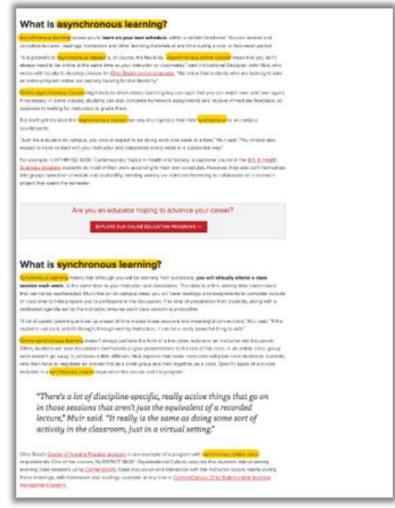
Blog Content Examples

- What's the Difference Between Asynchronous and Synchronous Learning?
- Can You Really Get a Nursing Degree Online?
- How Do Online Classes Work?
- <u>5 Online Learning Tips for Student Success</u>

How do you develop search-friendly content?

- Use your target keywords in prominent places (headlines, subheads, URL etc.) to ensure that Google notices you and recognizes you can provide value to these searchers.
- Don't forget to do an SEO review.
- Link often to related content to retain site visitors and increase the number of pages they visit on your site.
 - This indicates to Google that your site is a good source of info.





How can I be successful in an online class?



No matter if your program is morely expectiveneus or synchronous. Mulnimetries students to be disliberate with their time in order to be somewhat.

"In an ordine progrees, you restly have to be respectful of you need and planyour time and effort," he seed. "It doesn't matter if you've in a synchronise, as an expect review, class, you need to know to block off your time to, eccomplain those through."

Vivian Jones, M.Ed., academic actinion, says the often works with students who aren't sure now appointment or appointment. Dates will fit into their

lives. To start with, knowing yourself and your own limitations is key to making decisions regarding your education.

"Remember that an unline degree program hasf is time-consuming," Jones said. "Consider how you will manage a workschool-life balance. There is a lot of self-decipine involved."

Jones said the also hears from students who hear they'll feel disconnected or disangaged in an asynchronous, politic

To combat feelings of ociation, Jones recommends students always reach out to their instructors and classifiets and attempt to make meaningful connections.

"Respond to discussion posts and find people with similar interests to you or people doing things you don't even know stood, so you can maybe learn more about them," she said. "Make relationships just as you exold in a physical intersport."

in an online class, student engagement needs to be more purposeful than an in-person class, where engagement may take place more naturally, but it's crucial to ensure all students feet invested in their coursework.

"With online learning, student engagement is just different," Jones said. "I see instructors in online classes really making an effort to make things personable and make people feel included. We're trying to bring everyone together as one community, because online students are part of the Ohio State community."

Interested in earning your Ohio State degree online? Learn more about our offerings.

You may also like:

- How Can I Choose the Best Online Degree for Me?
- Why Should I Get an Online Certificate?

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Example of blog content

How do you measure success?

- Traffic: Impressions, new users, etc.
- Engagement: Time on page, pages per session, bounce rate
- Conversion: Inquiries
- Other metrics: Backlinks, average position/rank, featured snippets

Landing Page ③		Acquisition				
		Sessions ? ↓	% New Sessions	New Users ?		
		7,056 % of Total: 6.64% (106,341)	81.66% Avg for View: 77.29% (5.66%)	5,762 % of Total: 7.01% (82,187)		
1.	/news/2019/09/30/whats-difference-between-asynchron ous-and-synchronous-learning	4,122 (58.42%)	84.23%	3,472 (60.26%)		
2.	/news/2017/04/10/dos-and-don'ts-online-learning	575 (8.15%)	92.87%	534 (9.27%)		
3.	/news/2020/04/06/adobe-creative-cloud-free-students-u ntil-may-31	462 (6.55%)	76.41%	353 (6.13%)		
4.	/news/2019/01/15/ohio-states-online-undergrad-progra ms-ranked-top-3	321 (4.55%)	80.37%	258 (4.48%)		
5.	/news/2016/09/30/calculating-your-cost-credential	276 (3.91%)	45.65%	126 (2.19%)		

Landing Page ?		Acquisition				
		Sessions ? ↓	% New Sessions	New Users ?		
		68,740 % of Total: 40.88% (168,134)	89.75% Avg for View: 81.57% (10.03%)	61,695 % of Total: 44.98% (137,152)		
1.	/resources/learn/whats-difference-between-asynchrono us-and-synchronous-learning	38,842 (56.51%)	88.62%	34,422 (55.79%)		
2.	/resources/advance/what-can-you-do-health-sciences-b achelors-degree	8,416 (12.24%)	91.59%	7,708 (12.49%)		
3.	/resources/learn/can-you-really-get-nursing-degree-onli ne	8,345 (12.14%)	94.72%	7,904 (12.81%)		
4.	/resources/plan/graduate-certificate-vs-masters-degree 🗗	6,855 (9.97%)	93.39%	6,402 (10.38%)		
5.	/resources/learn/5-online-learning-tips-student-success 🗗	1,892 (2.75%)	86.52%	1,637 (2.65%)		

Pre-SEO

1.	/news/2019/09/30/whats-difference-between-asynchronous-and-synchronous-learning	P	4,122 (58.42%)
2.	/news/2017/04/10/dos-and-don'ts-online-learning	P	575 (8.15%)
3.	/news/2020/04/06/adobe-creative-cloud-free-students-until-may-31	P	462 (6.55%)
4.	/news/2019/01/15/ohio-states-online-undergrad-progra ms-ranked-top-3	P	321 (4.55%)
5.	/news/2016/09/30/calculating-your-cost-credential	P	276 (3.91%)

Post-SEO

1.	/resources/learn/whats-difference-between-asynchrono us-and-synchronous-learning	38,842 (56.51%)
2.	/resources/advance/what-can-you-do-health-sciences-b achelors-degree	8,416 (12.24%)
3.	/resources/learn/can-you-really-get-nursing-degree-onli ne	8,345 (12.14%)
4.	/resources/plan/graduate-certificate-vs-masters-degree 🚇	6,855 (9.97%)
5.	/resources/learn/5-online-learning-tips-student-success 🗗	1,892 (2.75%)

Links > Top linked pages - externally > https://online.osu.edu/resources/learn/whats-difference-between-asynchronous-and-synchronous-learning					
	Target page https://online.osu.edu/resources/learn/what	Total external links ⑦	Total sites ②		

THANK YOU!

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