



PRESENTATION HANDOUT



Put Your FAQs to Work:
Using Keyword Research to Optimize Your
Existing Content for Search





Who are we?

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.

Ohio State Online



[PROGRAMS](#) [ABOUT](#) [FUTURE STUDENTS](#) [CURRENT STUDENTS](#)



Earn a world-renowned education wherever you are

Advance your career, change fields, or expand your skill set with Ohio State Online.



THE OHIO STATE UNIVERSITY

osu.edu



Who are we?





Juliana Scheiderer
Digital Marketing Strategist



Erin Schuler
Digital Marketing Strategy Lead



THE OHIO STATE UNIVERSITY

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Our goal is to

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





What does that look like?



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 keyword-optimized program pages, landing pages, general web copywriting and selecting stock photos
- Creative Project Management
 - Producing creative assets for content marketing like graphics and video that deliver value for searchers
- Measurement + Analytics
 - Using Google Analytics, Keyword Planner 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

The screenshot shows a webpage from Ohio State Online. The main heading is "What's the Difference Between Asynchronous and Synchronous Learning?". Below the heading, there is a category "LEARN" and a link "Learn More". The article text discusses the benefits of asynchronous learning, such as flexibility and self-paced learning, and the benefits of synchronous learning, such as real-time interaction and networking. A Venn diagram at the bottom compares the two styles:

ASYNCHRONOUS ONLINE CLASSES	Overlap	SYNCHRONOUS ONLINE CLASSES
Complete work each week on your schedule	Attend class from anywhere	Attend class virtually each week with instructors and classmates
Receive immediate feedback on quizzes	Communicate regularly with instructors	Participate in real-time discussions during class time
Schedule group work when it's most convenient for everyone	Network and make connections with classmates	Improve presentation skills

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

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches
Keywords you provided	
<input type="checkbox"/> online mba	12,100 
<input type="checkbox"/> online mba program	9,900 
<input type="checkbox"/> best online mba program	6,600 
<input type="checkbox"/> working professional mba	140 

View Edit Revisions Clone

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 >>](#)



Aravind (AC) Chandrasekaran, PhD
Fisher College of Business Distinguished
Professor of Operations / Associate Dean for
Graduate Programs and Executive Education

"At Fisher, our Online Working Professional MBA creates flexibility for students to learn from anywhere and at their own pace, while also providing interactive and experiential learning that is vital for success in today's hyper-competitive job market."

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 top-ranked degree or certificate.



Key Ideas

- Re-write your content as an article.
- Structure your content in question-and-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?](#)
- [5 Online Learning Tips for Student Success](#)

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.

OHIO STATE

Ohio State Online

THE OHIO STATE UNIVERSITY

PROGRAMS ABOUT FUTURE STUDENTS CURRENT STUDENTS

Home | Future Students | Resources | News | **What's the Difference Between Asynchronous and Synchronous Learning?**

What's the Difference Between Asynchronous and Synchronous Learning?

CATEGORY: LEARN

JAMES J. JONES

As you search for the right online program for you, you may come across the terms "asynchronous" and "synchronous." You might not know what these words mean yet, but you probably already consider if you want to check out other online options and how each program would fit into your life. Are you able to log on and attend classes at specific times? Or do you need to be able to complete work each week at times that suit you best - no matter if it's 2 a.m. or 2 p.m.?

Here's all you should know: **Asynchronous online learning allows students to view instructional materials each week at any time they choose** and does not include a live video lecture component. On the other hand, **synchronous online learning means that students are required to log in and participate in class at a specific time each week.** The key difference between each delivery method and synchronous learning is the live instruction component occurring at a set time. We describe more differences in the sections below as well as some of the pros, cons and best practices of each style.

We tapped Ohio State experts to explain the difference between asynchronous and synchronous learning and what each style actually means when it comes to online classes.

What is asynchronous learning?

Asynchronous learning allows you to learn on your own schedule, with a certain timeframe. You can access and complete lectures, readings, homework and other learning materials at any time during a one- or two-week period.

It's important to understand that, of course, the flexibility of asynchronous online learning means that you don't always need to be online at the same time as your instructor or classmates," said instructional designer John Muir, who works with faculty to develop classes for Ohio State's online programs. "We know that students who are looking to take an online program online are generally looking for that flexibility."

Asynchronous learning might include other online teaching key concepts that you can work over and over again. Frequently in online classes, students can also complete homework assignments and receive immediate feedback, as opposed to waiting for instructors to grade them.

It doesn't get the best of **asynchronous classes** are any less rigorous than their **synchronous** on-campus counterparts.

"Just like a student on campus, you should expect to be doing work a few days a week at a time," Muir said. "You should also expect to have contact with your instructor and classmates every week in a substantial way."

For example, in OHIO-OSU 4300: Contemporary Topics in Health and Society, a capstone course in the **BS in Health Services Analysis**, students do most of their work according to their own schedule. However, they also start their online live group based on schedule and availability, meeting weekly via video conferencing to collaborate on a research project that spans the semester.

Are you an educator hoping to advance your career?

[EXPLORE OUR ONLINE EDUCATION PROGRAMS](#)

What is synchronous learning?

Synchronous learning means that, although you will be learning from a distance, you will virtually attend a class session each week, at the same time as your instructor and classmates. The class is a live, weekly live component that cannot be rescheduled. Much like an on-campus class, you will have readings and assignments to complete outside of class time to help prepare you to participate in the discussion. This kind of preparation from students, along with a detailed agenda set by the instructor, ensures each class session is productive.

"It's all of careful planning and set-up ahead of time makes those sessions into meaningful connections," Muir said. "While students can visit, and do things through web by themselves, it isn't as easily possible to log in and..."

Asynchronous learning doesn't always just take the form of a live video lecture or an instructional discussion. Often, students will read discussion materials or give presentations to the end of the class, or an online class group will discuss a topic. It just takes a little different. Muir explains that some instructors will give case studies to students, who then have to negotiate or answer that as a small group and then together, as a class. Specific types of activities included in a **synchronous class** depend on the course and the program.

"There's a lot of discipline-specific, really active things that go on in those sessions that aren't just the equivalent of a recorded lecture," Muir said. "It really is the same as doing some sort of activity in the classroom, just in a virtual setting."

Ohio State's Doctor of Public Practice program is one example of a program with **synchronous online classes**. One of the courses, MULTIPRO 8630: Organizational Culture, requires that students attend weekly evening class sessions using **Canvas LMS**. Class discussion and interaction with the instructor occurs nearly during these meetings, with homework and readings available at any time in **Canvas LMS**. Ohio State's online **Business Management** program.

How can I be successful in an online class?

No matter if your program is mostly **synchronous or asynchronous**, Muir reminds students to be deliberate with their time in order to be successful.

"In an online program, you really have to be respectful of yourself and plan your time and efforts," he said. "It doesn't matter if you're in a **synchronous or an asynchronous class**, you need to know to block off your time to accomplish those things."

Vivian Jones, M.Ed., academic advisor, says she often works with students who aren't sure how **synchronous or asynchronous classes** 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 online degree program itself is time-consuming," Jones said. "Consider how you will manage a work-school-life balance. There is a lot of self-discipline involved."

Jones said she also hears from students who fear they'll feel disconnected or disengaged in an **asynchronous online course**.

To combat feelings of isolation, Jones recommends students always reach out to their instructors and classmates 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 about, so you can maybe learn more about them," she said. "Make relationships just as you would in a physical classroom."

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 feel 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?

Tags: asynchronous learning, synchronous learning, distance






Last modified November 16, 2020

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

Let's talk about results.

Landing Page [?]	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-asynchronous-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-until-may-31 	462 (6.55%)	76.41%	353 (6.13%)
4. /news/2019/01/15/ohio-states-online-undergrad-programs-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%)

Let's talk about results.

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-asynchronous-and-synchronous-learning	38,842 (56.51%)	88.62%	34,422 (55.79%)
2. /resources/advance/what-can-you-do-health-sciences-bachelors-degree	8,416 (12.24%)	91.59%	7,708 (12.49%)
3. /resources/learn/can-you-really-get-nursing-degree-online	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%)

Let's talk about results.

Pre-SEO

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

Post-SEO

1.	/resources/learn/whats-difference-between-asynchronous-and-synchronous-learning	38,842 (56.51%)
2.	/resources/advance/what-can-you-do-health-sciences-bachelors-degree	8,416 (12.24%)
3.	/resources/learn/can-you-really-get-nursing-degree-online	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%)

Let's talk about results.


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 

284

Total sites 

83

THANK YOU!

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