

Success of Lead Gen + SEO Campaigns with Michigan State University

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Today's Agenda

1. About the Online Accounting and Data Analytics Program
2. Digital Lead Generation Learnings
3. Search Engine Optimization Learnings
4. Questions and Wrap-Up



Online Master's in Accounting & Data Analytics

1

Program Development

Market Research



Identifying a need in the market for online MS in accounting programs

Talent shortage

National and in the state of Michigan



Emphasis on data analytics



Flexibility

Accounting or non-accounting background



Identify target demographics

Career changers, just graduating but prefer online, in-state brand awareness or national

Program Development

Curriculum Design



Started with identification of program level learning objectives



Flexibility in timing and sequence of courses

To accommodate different backgrounds



Taught by experienced MSU faculty

Program Development

Learning Technology and Design Support

- MSU Broad College of Business LTD team support
 - Professional and consistent template for courses
 - Best practices in course development
 - Support for video creation
 - Meets accessibility standards

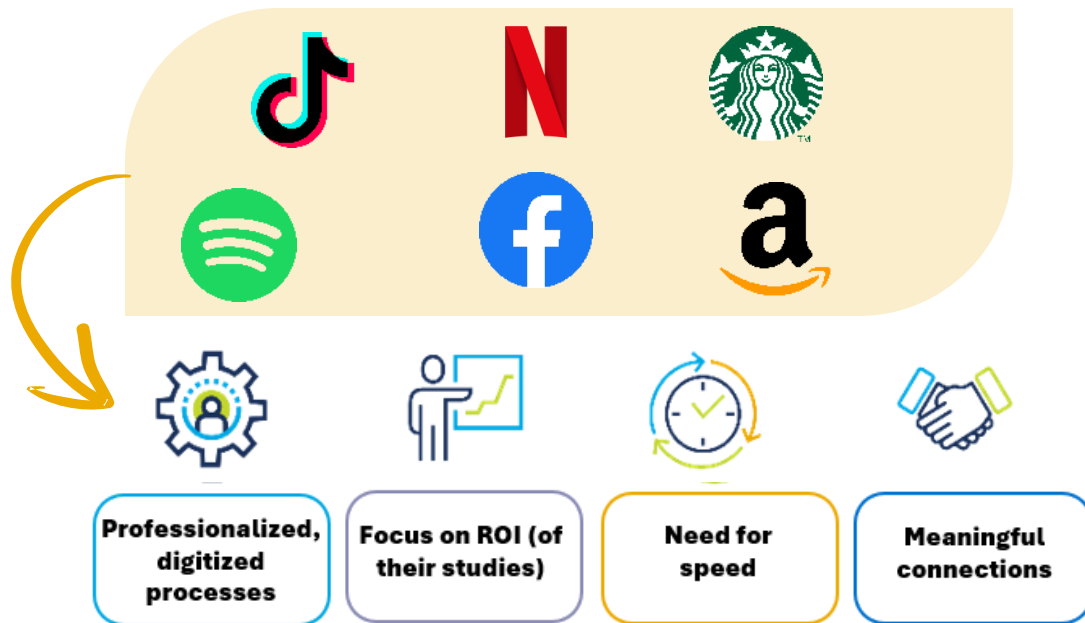


Digital Lead Generation Learnings and Opportunities

2

Expectations Have Changed within Higher Ed

Today's students expect higher ed to keep up



A majority of graduate education students are Millennial and GenZ

65%

of graduate students
are Millennials
(and GenZ exceeds GenX in numbers)

Source: RNL 2023 Graduate Student Recruitment Report

Onboarding & Launch Timeline

Online Master's in Accounting & Data Analytics



Oct. 2022

Project Kickoff
&
Program
Discovery



Nov. 2023

Creative
Drafting: Ad,
Landing Page,
Video Creation



Dec. 2023

SEO Project
Kickoff
(30 pages)



Jan. 2023

Campaign
Launch



Jan. 2023-Present

Continuous
Campaign
Monitoring for
Optimization &
Success

Creative Refreshes

Consistent use of messaging and imagery throughout campaign



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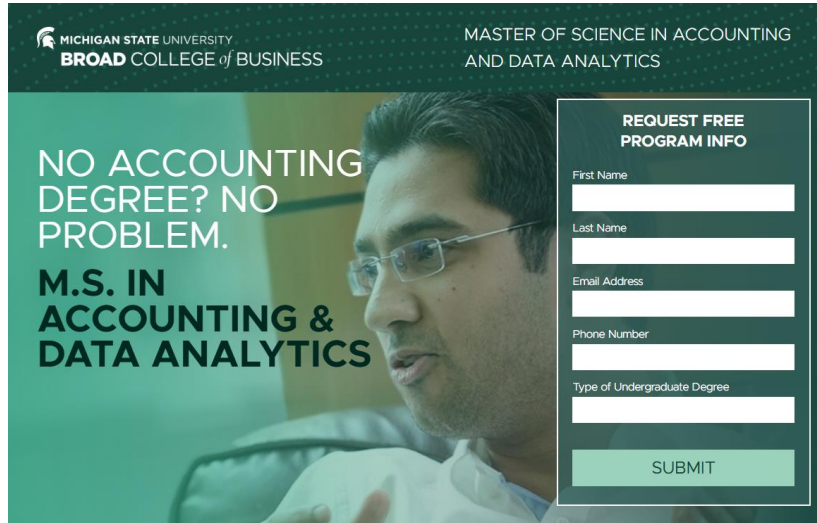
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Type of Undergraduate Degree

SUBMIT



Goal: Lead generated > Application submitted > *Enrolled student*


- Ad Copy
 - Google Search, display, retargeting, Meta, LinkedIn
- Landing page copy
- Email communication plan
- Personalized video
- Immediate follow up from campus
- Ability to schedule a call or request a meeting
- Incomplete application follow-ups



MICHIGAN STATE UNIVERSITY
M.S. IN ACCOUNTING & DATA ANALYTICS
BROAD COLLEGE of BUSINESS

Catie

Thank you for your interest in Michigan State University! To help you learn more, we created a [personalized video](#) to surface how the Broad MS in Accounting and Data Analytics program can accelerate your career. We're here to help with any questions and do our part to help you accomplish your goals.





Thank you, and please don't hesitate to reach out if we can be of service,

Lynne Zelenski



Director of Academic Services
zelensk2@broad.msu.edu | (517) 432-3034

Communication and calls to action post lead generation



Personalized Video

[Schedule a Conversation](#)[Visit the MSADA Website](#)[Email the Director](#)



Hello Catie

Thank you for your interest in Michigan State University and the online [Master of Science in Accounting & Data Analytics \(MSADA\) program](#). Here you will find more about the program, the curriculum, admission, tuition, and program FAQs. We are here to help you prepare for your graduate studies and answer any questions you may have about earning your degree 100% online.

By choosing the MSADA program, you can learn to develop your accounting knowledge, skills, and understanding whether you want to enhance your existing career, or are looking to jump-start a career change.

You will develop several high demand skills across the fields of technical accounting and data analysis. Four concentrations – Accounting Analytics, Accounting for Managerial Decision Making, Taxation, and Transaction Services – are also available so you can further specialize your skills.

We look forward to helping you get started. If you have any questions, please reach out via email or schedule a meeting.

[Schedule an appointment with the director](#)

Google Display and Retargeting Performance

Insights – Ad Performance from 5/1/2025 to 5/31/2025



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Facebook/IG Performance

Insights – Ad Performance from 5/1/2025 to 5/31/2025



Clicks: 357
CTR: .31%
Impressions: 114,759
Conversions: 18



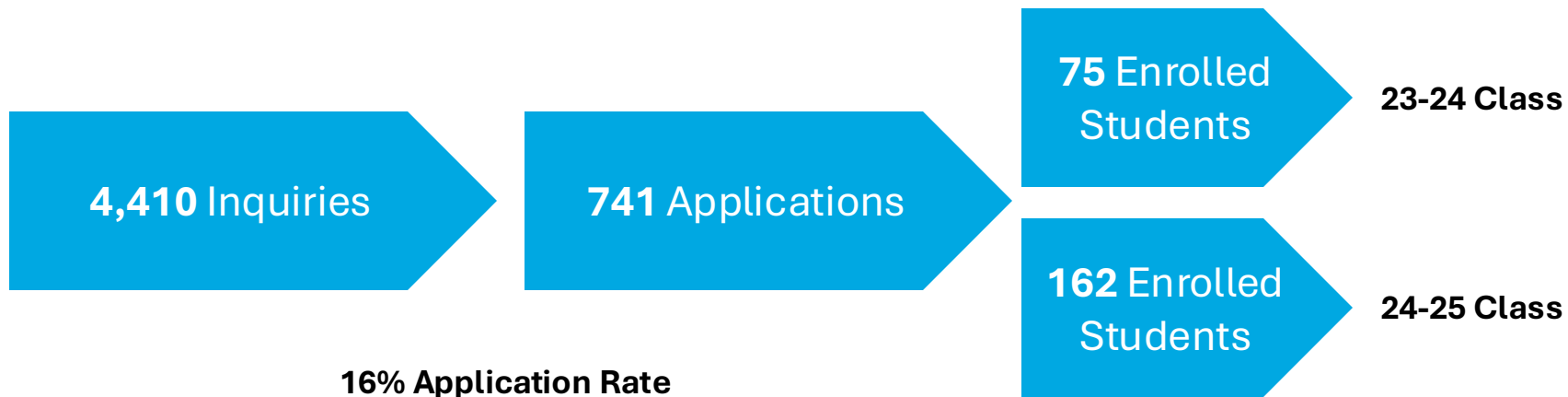
Clicks: 200
CTR: .42%
Impressions: 47,648
Conversions: 13




Clicks: 182
CTR: .36%
Impressions: 51,185
Conversions: 7

Accounting & Data Analytics Funnel

June 2022 – June 2025





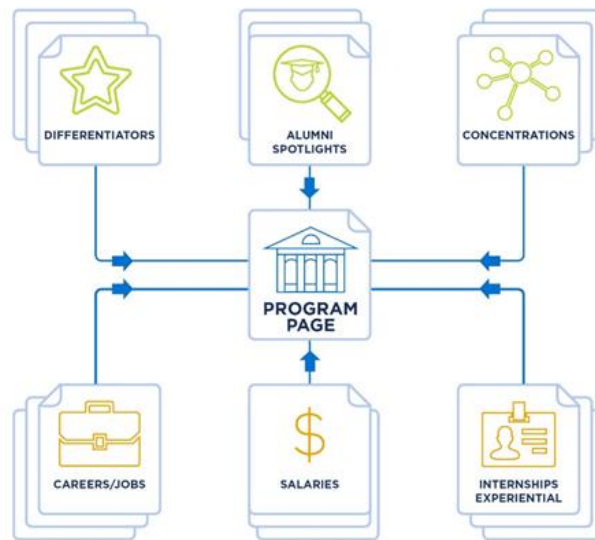
SEO Learnings and Opportunities

3

SEO Partnership Overview

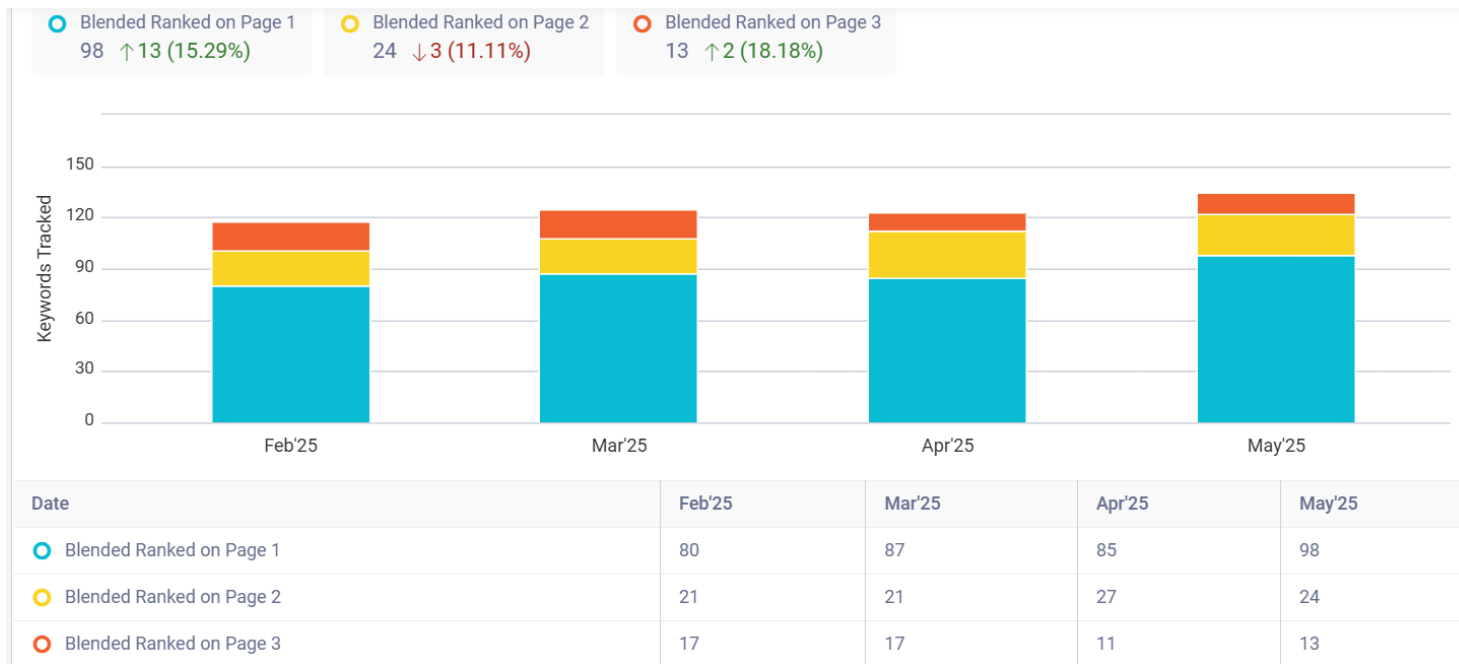
SEO: Which pages will increase new traffic and enrollments?

- **Department pages:** Introductory “hub” sections within each department.
- **Program pages:** For targeted degree programs. If combined with paid ads, include these programs for the SEO project.
- **Adjacent content:** Blog/article pages that tie to programs to provide deeper detail and enhance search rankings.



Keyword Performance

Target Keywords Ranked in Top 3 Search Results Pages



98 target keywords ranked on page 1 in May, a 15% increase MoM.

Ranking on page 1 increases search visibility and drives more organic traffic to your website.

SEO Reporting Notes

New Findings on AI Overviews and Organic Search

1: Search Activity Surges: AI Overviews Drive 49 %+ Growth in Google Impressions.

Since the debut of AIOs in May 2024, total search impressions on Google have **increased by over 49%**, based on analysis across high-volume, AI-triggering keywords. This implies that users are searching more frequently and engaging with a broader array of queries, especially those that elicit rich, AI-powered summaries.

The most notable outcome: impressions surged, but clicks did not follow at the same rate.

In fact, CTRs **declined by nearly 30%**, as users increasingly consume information within the AI Overview itself.

This shift suggests the top of the funnel is expanding, while the traditional path to a website visit is narrowing. Visibility is no longer just about driving traffic—it's about being part of the AI experience before a user clicks.

SEO Reporting Notes

New Data on AI Overviews and Organic Search

3: Complex Queries Surge: 7x Increase in 8+ Word Searches Google users are embracing longer, more detailed queries

A major shift over the past year: AI Overviews are increasingly surfacing on long, nuanced queries that previously wouldn't have triggered rich results. Google queries with eight or more words now generate AI Overviews 7x more often than a year ago. We also see notable increases for long-tail queries with 4 and 5–7 words.

What's changed? AIOs have become better at addressing complex, conversational-style questions, offering coherent, complete answers to multifaceted prompts.

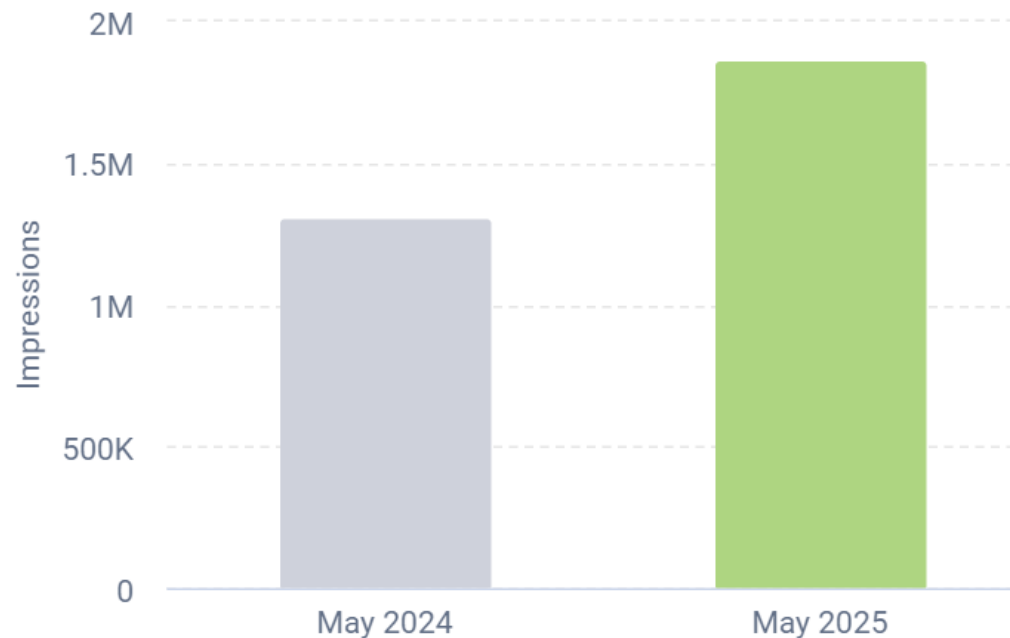
Example:

- **Then:** “solar panel efficiency” (no AIO shown)
- **Now:** “how to optimize solar panel efficiency in cloudy climates” (AIO present with detailed guidance)

This reflects a meaningful improvement in how the AI layer interprets and responds to specific user intent.

Organic Search Performance

Total Organic Impressions YoY



Impressions

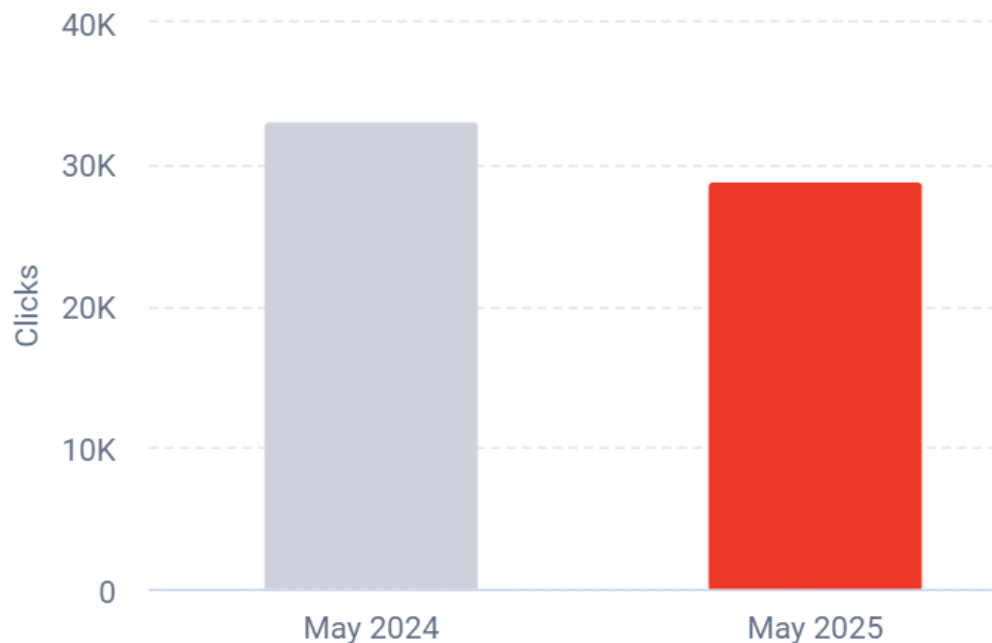
1.9M ↑ 553.2K (42%)

Total organic impressions increased 42% YoY. The same study from BrightEdge found that impressions have increased by over 49% over the last year, suggesting that users are searching more frequently and engaging with a broader range of queries – especially those that elicit AI-powered summaries.

Impressions are the number of times one of your pages appears in organic search engine results and is a key indicator of overall visibility.

Organic Search Performance

Total Organic Clicks YoY



Clicks

28.9K ↓ 4.3K (13%)

Total organic clicks to the website decreased by 13% in May 2025 compared to the same period last year. A recent study from BrightEdge found that, since the debut of Google AI Overviews (AIOs) in May 2024, Click Through Rates (CTRs) have decreased an average of 30% as a result of users consuming information within the AIO itself.

Clicks are the number of times someone clicks on one of your pages in organic search engine results.

Organic Search Performance

All Keywords Ranked in Google Search Features

Name	May 24	Jun 24	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25	Apr 25	May 25
Inline Sitelink	3.84K	3.82K	3.83K	3.9K	3.67K	4.15K	4.18K	4.65K	4.87K	4.3K	4.1K	4.42K	4.26K
Images	2.27K	2.26K	2.42K	2.85K	3.01K	3.1K	3.12K	3.28K	3.76K	3.93K	4.07K	4.11K	4.17K
People Also Ask	1.04K	1.09K	985	1.09K	1.02K	1.15K	1.22K	1.21K	1.25K	1.17K	1.15K	1.08K	1.13K
Expanded Sitelink	527	729	857	892	913	841	822	764	792	793	779	728	774
AI Overview	0	0	0	0	14	40	80	202	222	306	378	383	509
Knowledge Panel	74	75	73	72	73	74	69	81	89	99	108	108	104
Local 3-Pack	48	40	51	50	51	41	52	45	54	35	34	27	34
Featured Snippet	27	21	25	20	21	25	27	25	27	30	24	22	18
Videos	2	3	2	2	1	1	1	1	2	2	8	6	4
Compare Sites	0	0	0	0	0	0	0	0	0	1	2	1	0

The number of keywords ranking in Google AI Overviews increased by 33% in May compared to April 2025.

AI Overviews continue to gain greater prominence on SERPs, making it increasingly important to optimize for AI-powered answers.

Questions?

4

**What is your process for
generating new leads and
moving them through the funnel?**

What are your roadblocks in digital lead generation campaigns?

**Do you update your webpages
for SEO? Do you write for
top keywords?**

Thank you!

Catie Connolly & Chris Hogan



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