

# Paid Search Case Study: Higher Education Institution

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## Background

This client is a higher education institution with 5 campus locations in the state of Florida

## Challenge

As a Career College in Florida there are multiple competitors which are going after the same keywords and offering the same programs. They partnered with a search agency to plan and implement a paid search strategy to maximize their exposure and ROI for the degree programs offerings they offer. The client was dissatisfied with their previous agency's performance and their overall goal was to increase conversions and reduce CPA (Cost Per Acquisition).

## Solution

World Web Partners' Digital Marketing Team analyzed the client's past search campaign to develop a strategic plan of action to meet the clients acquisition and cost goals. A large part of the strategy consisted of proprietary analysis and testing in order to ensure smooth implementation. The strategy consists of a number of key components:

- **Landing Page Creation:** World Web Partners developed high converting landing pages that were optimized to give the end user a good brand experience and A/B testing to ensure the pages are optimized to the fullest to promote conversion.
- **Ad Copy and Sitelinks:** the WWP's team wrote ad copy and built enhanced sitelinks specifically for each campus location and degree programs. Submitting ad copy before the campaign went live ensured that Google/Bing approved the ads and each moving part was in its place by the time the ads were ready to go live.
- **Strategic Bidding:** WWP's team built out specific campaigns using exact, phrase, and broad match modifier bidding to avoid matching to expensive queries. This strategy drove extra conversions for keywords not present in previous campaigns at a reasonable CPA.
- **Device Specific Strategy:** WWP's team reviewed the client's historical data and discovered that mobile was produced significantly lower CPA's than other devices.
- **Brand vs. Non-Brand Review:** In previous months, the client's campaign was mapped to non-branded terms, leading to high costs and few conversions. WWP's team restructured the campaign, added negative keywords, and set separate bids and budgets for non-branding keywords to capture better results with wiser spending.

## Results

With World Web Partners strategy in place, the client increased their revenue by 250% in the first 4 months, widely exceeding their goal of 50%. WWP was able to exceed acquisition totals while reducing CPA more than 100%.

