



Case Study

We spearheaded an initiative to target prospective students early in the decision-making process, resulting in 873% increase in AI visibility, nearly 40K clicks and 5.7M impressions in the early stages of their enrollment journey.



Industry:
Education

What the client does:
Higher Education Institution



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The Problem

The website was built to support conversions - but it failed to support and attract the attention of prospective students early in their search for a higher education institution.





Key Issues for Organic SEO



Heavy Focus on “Near Enrollment”

The website catered primarily to prospective students who were nearing enrollment, but it failed to reach a wider audience earlier in their decision-making process.



Lacking in Visibility in AI, Emerging Platforms

The website lacked visibility in new AI-driven platforms like ChatGPT and Perplexity, missing out on brand-building opportunities in emerging platforms.



Missing Opportunities in “Soft” Conversions

The website did not support alternative conversion pathways for those not yet ready to start an application or begin the enrollment process.

The Solutions

We developed a content strategy built to target users further up the conversion funnel, focusing on building brand awareness and recognition early in the decision-making process to impact bottom-of-the-funnel enrollments.



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The Solutions



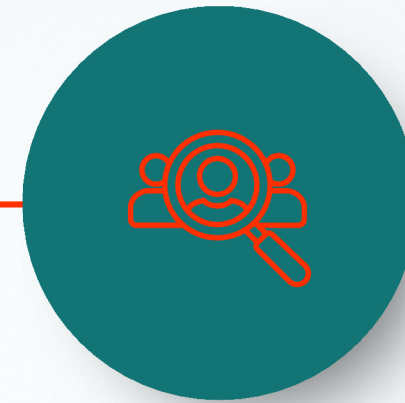
Built Dynamic Resource Center

We built and launched a new, dynamic blog and resource center focused on providing valuable resources for prospective students.



Created Engaging, Informative Content

We created engaging, informative content that was designed to support students at every stage of their journey – not just the final stage.



Created New Conversion Pathways

We created low-friction alternatives that captured student interest and moved them into the pipeline to align conversions as students moved through the conversion funnel.



Built Early Connections for Future Enrollees

Early-stage content and assets allowed us to build early connections with potential applicants and enrollees earlier in the decision-making process.

Learn more at fourfront.us



The Results

We delivered unprecedented results for the client, transforming both lead quality and business growth.



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The Results



Substantial Growth in New Traffic

The client earned nearly 40K clicks with newly created resources and content within 12 months to jumpstart organic performance.

Significant Growth in AI Visibility

AI visibility skyrocketed with an 873% increase in AI citations in the first year.



Increased Brand Visibility

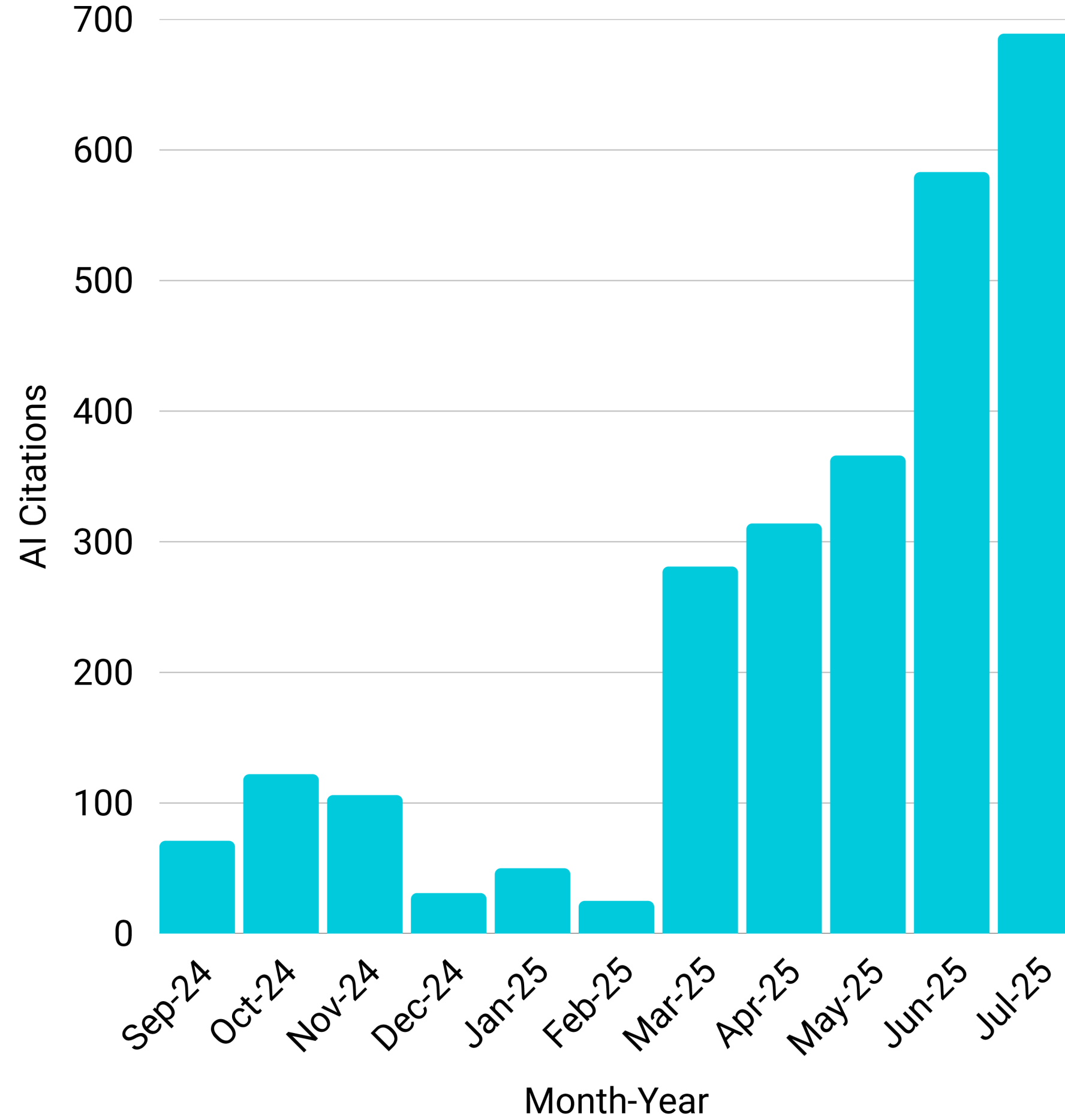
The client gained more than 5.7M impressions with new content and assets, leading to greater brand visibility in top and mid-funnel stages.


New Students Added to the Pipeline

New downloads led to new users entering the prospective student pipeline, bolstering future student recruitment efforts.

AI Citations

No. of Times Website Cited in AI Summary





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