

HIGHER EDUCATION · SEO & CONTENT

Finding students *earlier* in the search

We spearheaded an initiative to target prospective students early in the decision-making process, resulting in an 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

THE PROBLEM

The website was built to support **conversions** — but it failed to attract prospective students earlier in their search.

Three gaps. *One pattern.*

01

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.

02

Lacking visibility in AI and emerging platforms

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

03

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

A content strategy built to reach students further up the funnel.

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.

Four moves, one *focus*

01

Built a dynamic resource center

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

03

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 funnel.

02

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.

04

Built early connections for future enrollees

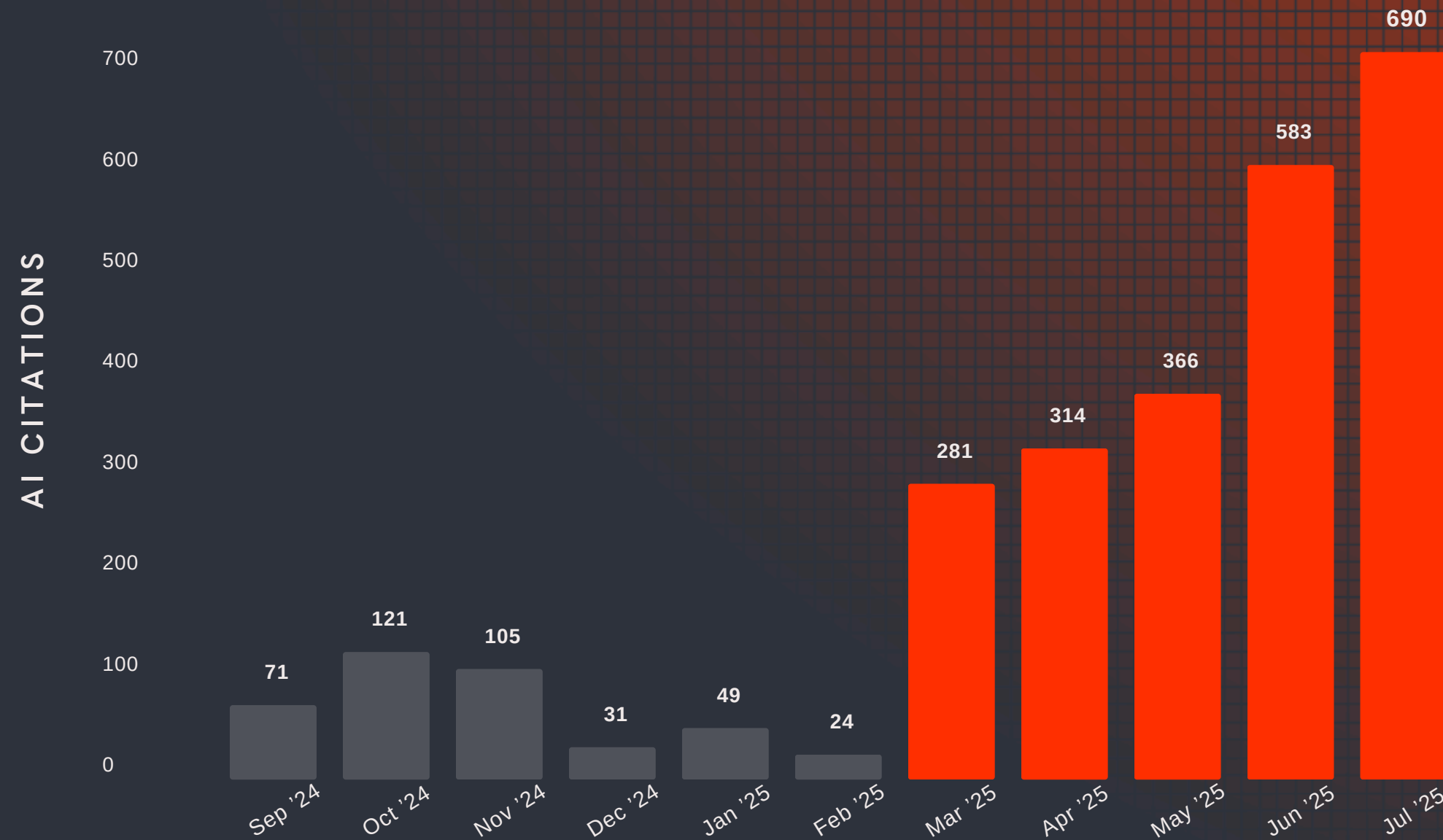
Early-stage content and assets allowed us to build early connections with potential applicants and enrollees earlier in the decision-making process.

THE RESULTS

Unprecedented results —
transforming both lead quality and
business growth.

NO. OF TIMES WEBSITE CITED IN AI SUMMARY

AI citations, month over month



873%

INCREASE, SEP '24 → JUL '25

71 → 690

MONTHLY AI CITATIONS

THE RESULTS

What the work *moved*

873%

Significant growth in AI visibility

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

~40K

Substantial growth in new traffic

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

5.7M

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.

New students added to the pipeline

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

THE TAKEAWAY

Meet prospective students where the search *starts*
— not where it ends.

GET IN TOUCH

Schedule a strategy call.

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