



# 2022 Graduate Enrollment Management Summit

## GEM CHANGE MANAGEMENT

April 20 – 23, 2022

Hyatt Regency Chicago  
Chicago, IL





# How to Grow Organic Search Rankings

To attract and enroll graduate students



# Meet the presenters



**Katie Boyle**

*Director of Recruitment  
and Admissions*



**Tony Fraga**

*Chief Executive Officer*

**Bard** Graduate Programs  
in Sustainability

MBA IN SUSTAINABILITY  
MS IN CLIMATE SCIENCE AND POLICY  
MS IN ENVIRONMENTAL POLICY





# Session Agenda

1. SEO 101 for Graduate Schools
2. Bard's SEO Challenges
3. Leveraging Current Events + Trending Topics
4. How Bard Nurtured Organic Leads
5. Tracking the Impact of SEO on Enrollment



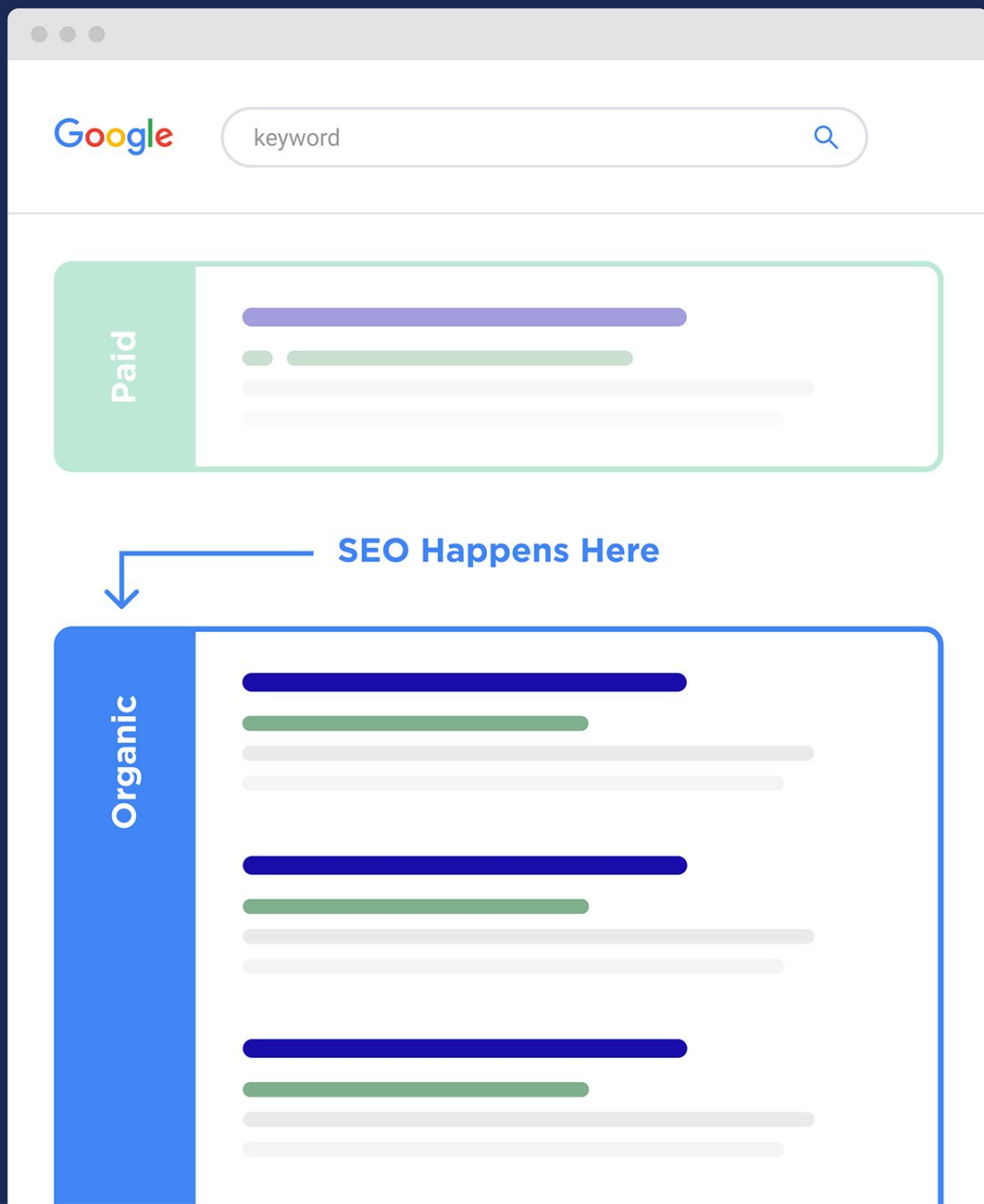
*Remind me...  
What is SEO  
again?*






*“Search **E**ngine **O**ptimization is the process of leveraging **highly valuable content** that can be easily found on search engines and is popular enough to **attract qualified visitors who stay on your pages** and engage with your content... all without having to spend a dime on Google to pay for ads.”*







# agency

Google

inbound enrollment marketing

Ad · resources.schola.io/enrollment/marketing ▾


### Student Enrollment Marketing - Exceed 2020 Student Goals

Are you worried about reaching your **enrollment** goals in 2020? Schola is here to help.

Ad · www.ruffalonl.com/enrollment/marketing ▾ (800) 876-1117

### Higher Education Marketing - Student Engagement with RNL






Hundreds of campuses rely on RNL for their **enrollment** management needs. Contact us today



The average web page that ranks in the top 10 has **3 backlinks** and a **domain score of 40**.

blog.directdevelopment.com › the-enrollment-marketer ▾






### Inbound Enrollment Marketing: The New Strategy in Student ...

 **Domain Score:** 26  **Domain traffic:** 6  0  0  0

Dec 6, 2019 - ... right fit for your institution, you need a new way of thinking about enrollment management/marketing. You need **Inbound Enrollment Marketing**.

agency.directdevelopment.com › how-we-educate ▾

### How We Educate | DD Agency

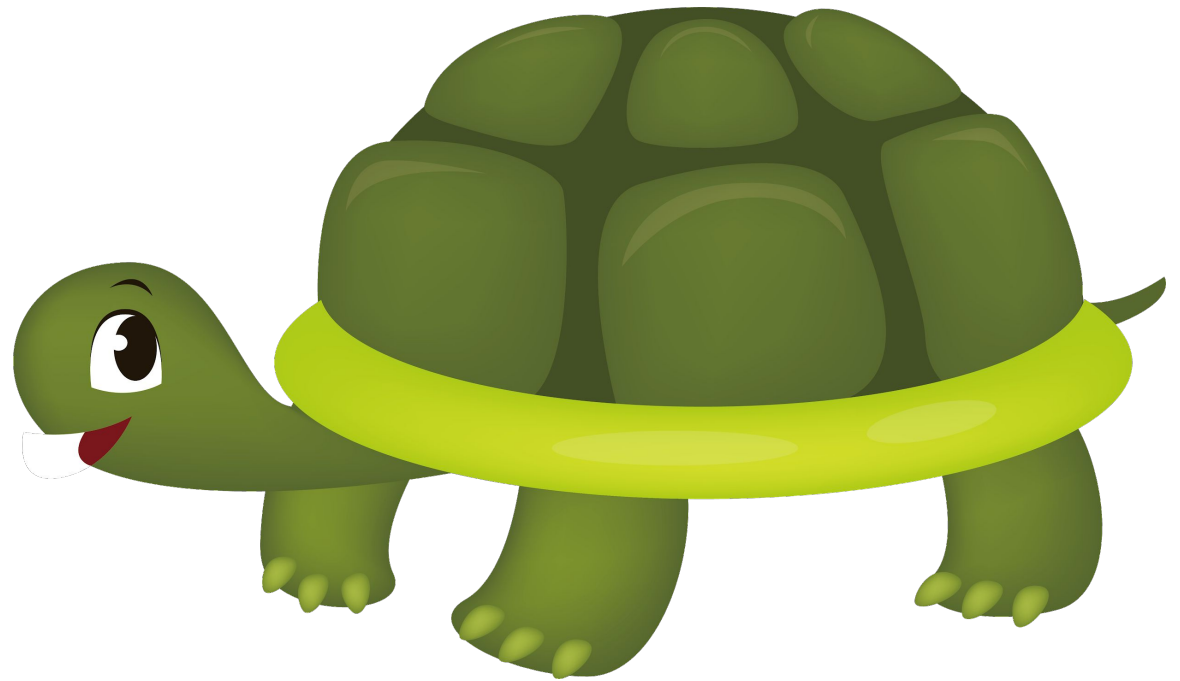
 **Domain Score:** 26  **Domain traffic:** 2  0  0  0

We challenge conventional thinking — even when it's hard. Learn what the DD Agency is doing to proliferate the **inbound enrollment marketing** gospel!

# The Difference Between Paid & Organic Search



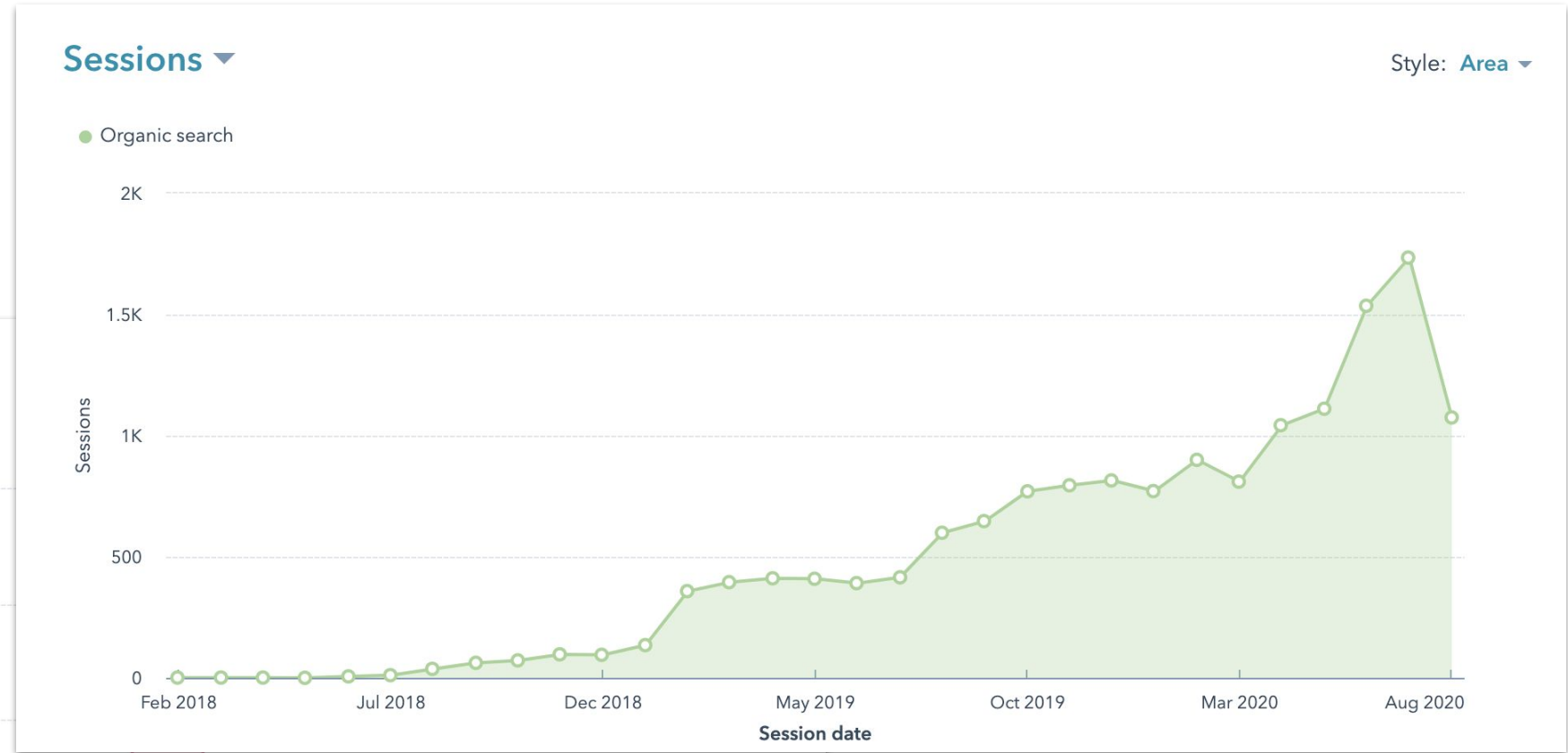
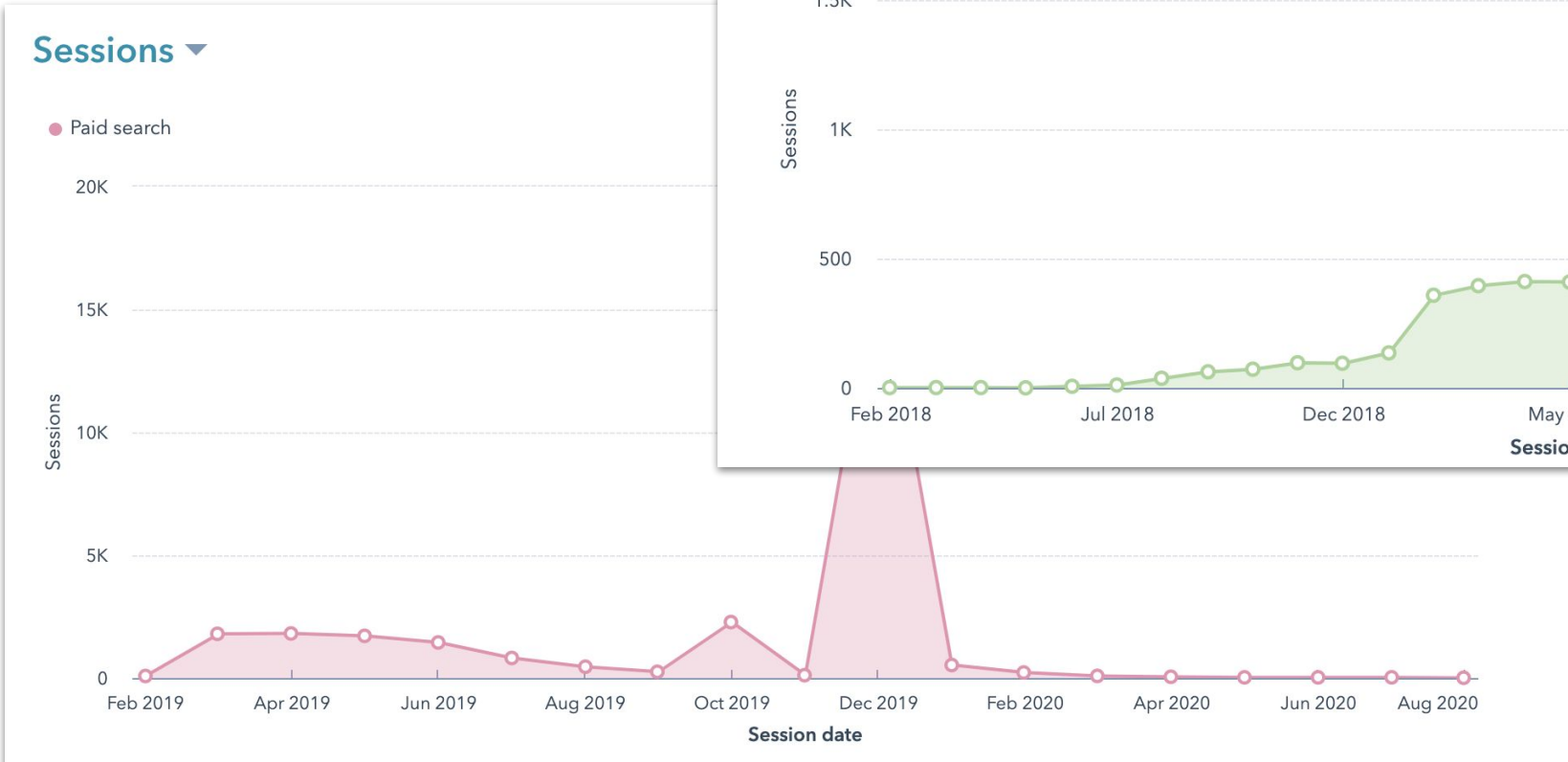
**PAID SEARCH**



**ORGANIC SEARCH**



# The Difference Between Paid Search & SEO



# Two Main Aspects of SEO

## Technical SEO

- ❑ Broken links
- ❑ Duplicate content
- ❑ Page speed
- ❑ URL structure
- ❑ Sitemaps
- ❑ Metadata
- ❑ Alt text
- ❑ HTTPS
- ❑ Mobile responsiveness

## Content SEO

- ❑ User experience
- ❑ Thought leadership
- ❑ Keywords
- ❑ Content relevance
- ❑ Education/Information
- ❑ Time on page
- ❑ Page views per session
- ❑ Backlinks (offsite SEO)
- ❑ Topic clusters



# Metrics That Matter for SEO

1. **POSITION** — The numeric place within search results that a page ranks. Positions 1-10 are typically on the the first page of a Google search.
2. **TRAFFIC** — The average number of visits to a web page for a specific keyword over a specific period of time.
3. **MONTHLY SEARCH VOLUME** — The average number of times users have searched for a given keyword per month.
4. **KEYWORD DIFFICULTY** — An estimate of how difficult it would be to rank well for a certain keyword on a scale of 1-100 (lower is easier).
5. **OFF-BRAND KEYWORDS** — Keyword phrases that do NOT include the name of your institution (or any common abbreviation).

Organic Search Positions 1 - 100 (626)

+ To Keyword Manager

Manage columns 7/16

Export

| <input type="checkbox"/>   | Keyword                                      | Pos.  | Traffic | Volume | KD % | CPC (USD) | URL   |
|----------------------------|--|-------|---------|--------|------|-----------|---|
| > <input type="checkbox"/> | bard college mba in sustainability >>        | 1 → 1 | 136     | 170    | 24   | 0         | <a href="https://gps.bard.edu/">gps.bard.edu/</a>   |
| > <input type="checkbox"/> | bard college environmental education >>      | 1 → 1 | 112     | 140    | 46   | 0         | <a href="https://gps.bard.edu/academics/med-in-...">gps.bard.edu/academics/med-in-... tion</a>  |
| > <input type="checkbox"/> | bard m >>                                    | 1 → 1 | 40      | 50     | 26   | 0         | <a href="https://gps.bard.edu/academics/med-in-...">gps.bard.edu/academics/med-in-... tion</a>  |
| > <input type="checkbox"/> | mba in sustainability >>                     | 1 → 1 | 42      | 170    | 52   | 14.8      | <a href="https://gps.bard.edu/">gps.bard.edu/</a>   |
| > <input type="checkbox"/> | bard mba >>                                  | 1 → 1 | 72      | 90     | 28   | 7.6       | <a href="https://gps.bard.edu/">gps.bard.edu/</a>   |
| > <input type="checkbox"/> | bard med >>                                  | 1 → 1 | 72      | 90     | 52   | 1.9       | <a href="https://gps.bard.edu/academics/med-in-...">gps.bard.edu/academics/med-in-... tion</a>  |
| > <input type="checkbox"/> | bard mba sustainability >>                   | 1 → 1 | 40      | 50     | 24   | 9.4       | <a href="https://gps.bard.edu/">gps.bard.edu/</a>   |
| > <input type="checkbox"/> | bard mba in sustainability >>                | 1 → 1 | 56      | 70     | 28   | 9.4       | <a href="https://gps.bard.edu/">gps.bard.edu/</a>   |
| > <input type="checkbox"/> | bard tuition >>                              | 2 → 2 | 3       | 140    | 46   | 0         | <a href="https://gps.bard.edu/admission/tuition-fees">gps.bard.edu/admission/tuition-fees</a>   |
| > <input type="checkbox"/> | environmental education degree >>            | 2 → 2 | 27      | 210    | 49   | 6.5       | <a href="https://gps.bard.edu/academics/med-in-...">gps.bard.edu/academics/med-in-... tion</a>  |
| > <input type="checkbox"/> | bard college graduate financial aid >>       | 2 → 2 | 5       | 210    | 33   | 0         | <a href="https://gps.bard.edu/admission/financial-aid">gps.bard.edu/admission/financial-aid</a> |
| > <input type="checkbox"/> | environmental education graduate programs >> | 3 → 3 | 4       | 50     | 45   | 10.1      | <a href="https://gps.bard.edu/academics/med-in-...">gps.bard.edu/academics/med-in-... tion</a>  |



*What happens  
after I click an  
organic search  
result?*

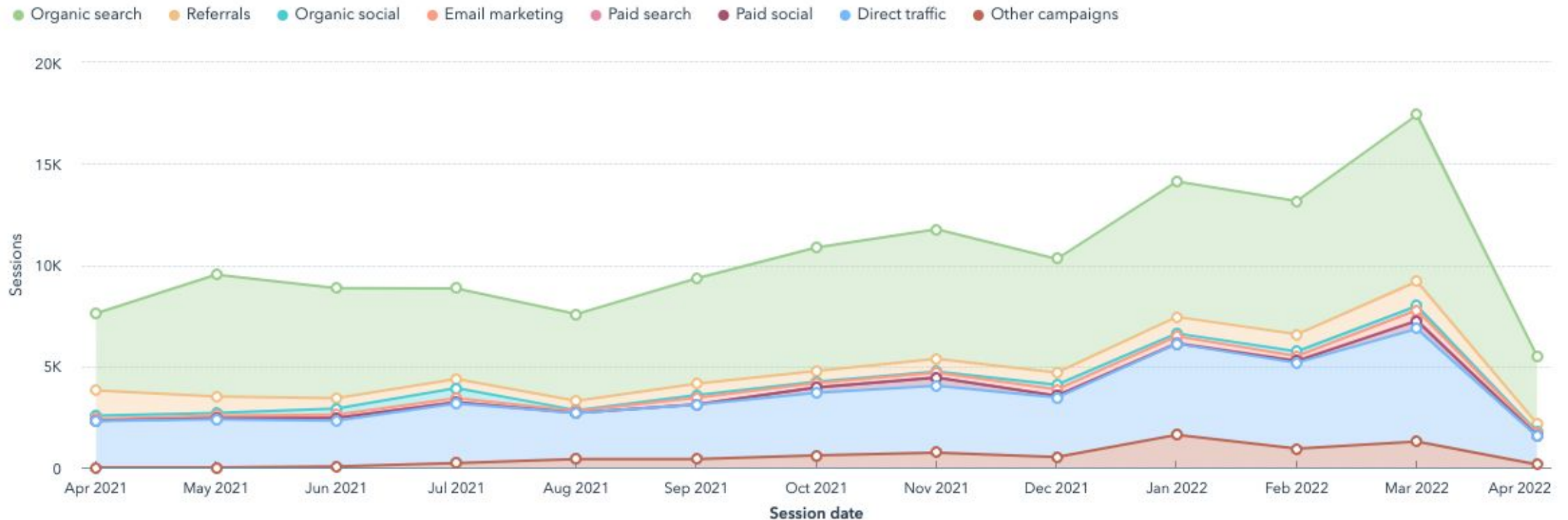




# How to Analyze Organic Traffic and Conversions



Sessions ▾

Style: Area ▾





# How to Analyze Organic Traffic and Conversions

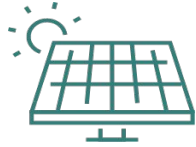
| <input checked="" type="checkbox"/> | SOURCE          | SESSIONS  | NEW CONTACTS  | SESSION TO CONTACT RATE  | PAGE VIEWS / SESSION  | SESSION LENGTH  |
|-------------------------------------|-----------------|--|--|---|--|--|
| <input checked="" type="checkbox"/> | Organic search  | 72,145   | 398  | 0.55%   | 1.43   | 71 seconds   |
| <input checked="" type="checkbox"/> | Direct traffic  | 39,885   | 493  | 1.24%   | 1.76   | 110 seconds  |
| <input checked="" type="checkbox"/> | Referrals       | 9,064  | 70   | 0.77%   | 1.38   | 51 seconds   |
| <input checked="" type="checkbox"/> | Other campaigns | 6,898  | 21   | 0.3%  | 1.57   | 102 seconds  |
| <input checked="" type="checkbox"/> | Email marketing | 2,916  | 11   | 0.38%   | 1.87   | 126 seconds  |
| <input checked="" type="checkbox"/> | Organic social  | 2,252  | 16   | 0.71%   | 1.23   | 44 seconds   |
| <input checked="" type="checkbox"/> | Paid social     | 1,510  | 608  | 40.26%  | 0.63   | 13 seconds   |
| <input checked="" type="checkbox"/> | Paid search     | 158  | -  | 0%  | 1.35   | 74 seconds   |
|                                     | Report Total    | 134,828  | 1,617  | 1.2%  | 1.53   | 83 seconds   |

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1. SEO 101 for Graduate Schools
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# Meet Bard Graduate Programs in Sustainability

## Bard GPS Degree Options



MBA in Sustainability



MEd in Environmental Education



MS in Environmental Policy



MS in Climate Science and Policy

MS/JD | MS/MAT | MS/MBA | MEd/MAT | Peace Corps

Hudson Valley | New York City

**#1**  
**Green MBA**

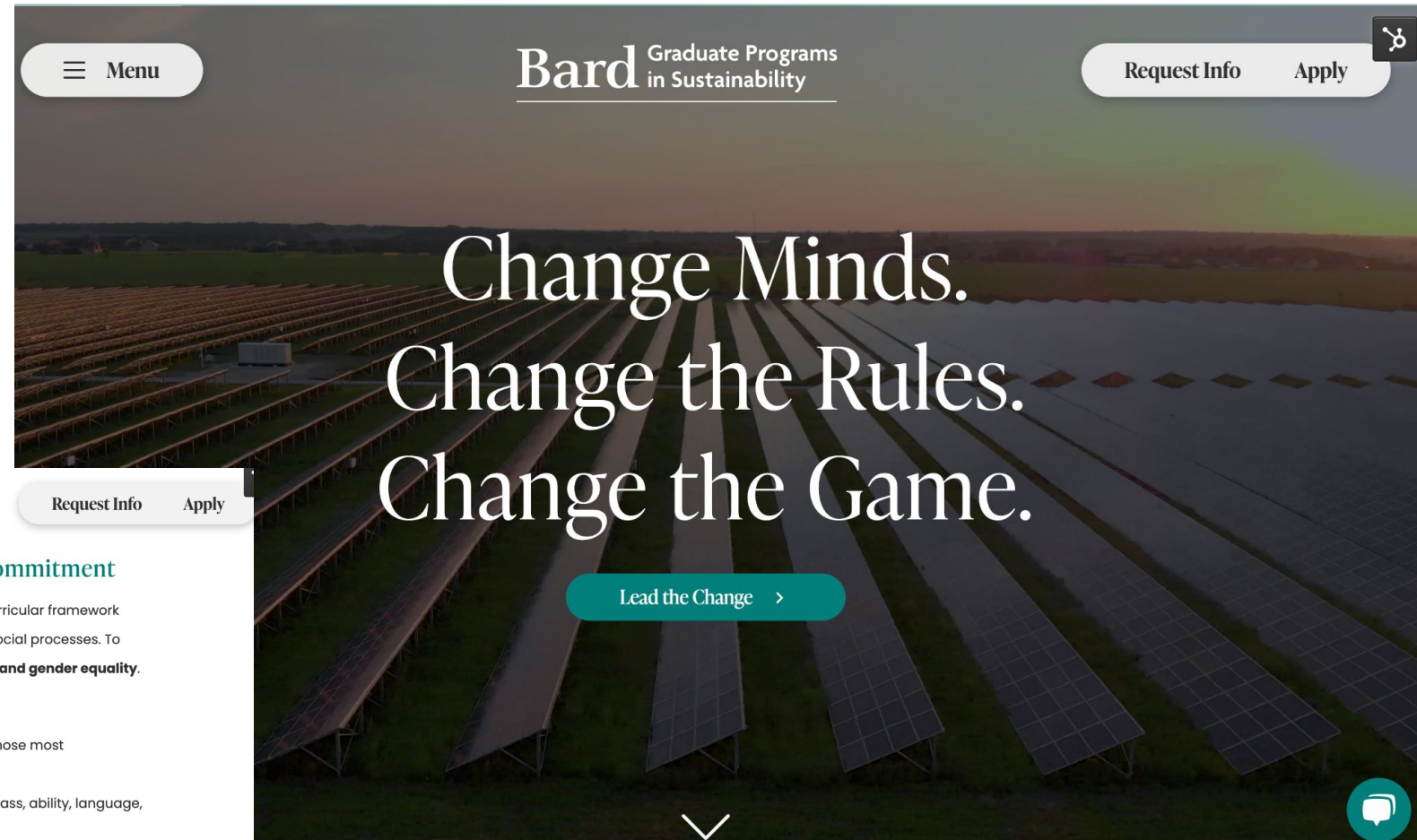
The Princeton Review  
Best Business Schools  
2021 & 2022

**Top 10 for**  
**Non-Profit**  
**Management**

The Princeton Review  
Best Business Schools  
2021 & 2022



# Meet Bard Graduate Programs in Sustainability



Menu

## We Train Anti-Racist Leaders

Request Info Apply

### Bard GPS Anti-Racism, Justice, Equity, Diversity, & Inclusion Commitment

We educate leaders to bring social and environmental justice to business, policy and education. Our curricular framework centers social justice in environmental contexts and extends the focus of sustainability to human and social processes. To fulfill this commitment, **Bard GPS must be an actively anti-racist program that supports racial, social, and gender equality.** We demonstrate this leadership from within to ensure:

- An environment that questions white supremacy, centering and making visible the experience of those most marginalized to support an inclusive learning experience
- Our entire community is diverse in every definition of the term (race, gender, gender identity, sex, class, ability, language, phenotype and other tangible and intangible human characteristics)
- Our curriculum acknowledges that the American economic and educational institutions have been built to uphold a white supremacist system that must be dismantled
- Every member of the GPS community feels safe, included, and empowered to meet their educational and career goals.

This is the first step of our journey. In our curricula, we are primarily centering the work of black liberation scholars and addressing anti-black racism, with an awareness of the intersections of black identity (womxn, immigrants, LGBTQIA+, differently abled) and its ability to lead to the liberation of ALL people. As we move forward, we acknowledge the privilege held by Bard GPS—graduate programs within a private, predominantly white institution (PWI) [operating on unceded land](#).

In 2021, Bard GPS worked with consultants Lauren Hill, MRA '18 and Martin Freeman, MRA '18 to develop the **Bard GPS Anti-**



# Meet Bard Graduate Programs in Sustainability



**ALUMNI SPOTLIGHT:** Congrats to Bard CEP alum, Heather Davis Miller '11, for becoming the new Vice President for Strategic Partnerships at the National Wildlife Federation!



**ALUMNI SPOTLIGHT:** Bard CEP alum, Sonia Slavinski, Head of Assurance at Marine Stewardship Council



**ALUMNI SPOTLIGHT:** Bard MBA alum Lindsey Strange was recently named Designer of Circular Capabilities and Acumen at Target



**STUDENT SPOTLIGHT:** Congrats to Bard MBA student, Michael Rojas '23, for being named a GreenBiz Circularity 21 Emerging Leader!

Bard CEP  
CENTER FOR ENVIRONMENTAL POLICY

ENVIRONMENT • SUSTAINABILITY

## From intern to sustainability director: Chelsea Mozen's journey at Etsy

BY RACHEL LAYNE

April 6, 2022 8:00 AM CDT





# Pain Points

“You mean that women’s college across from Columbia?”

2

Marketing

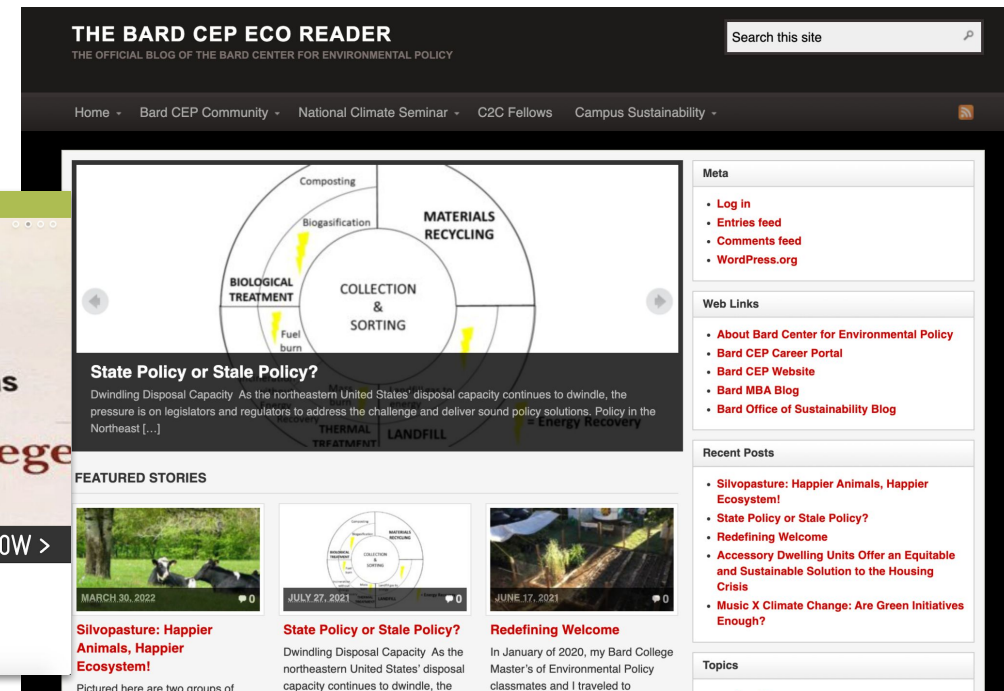
Recruiting

Admissions

Financial Aid

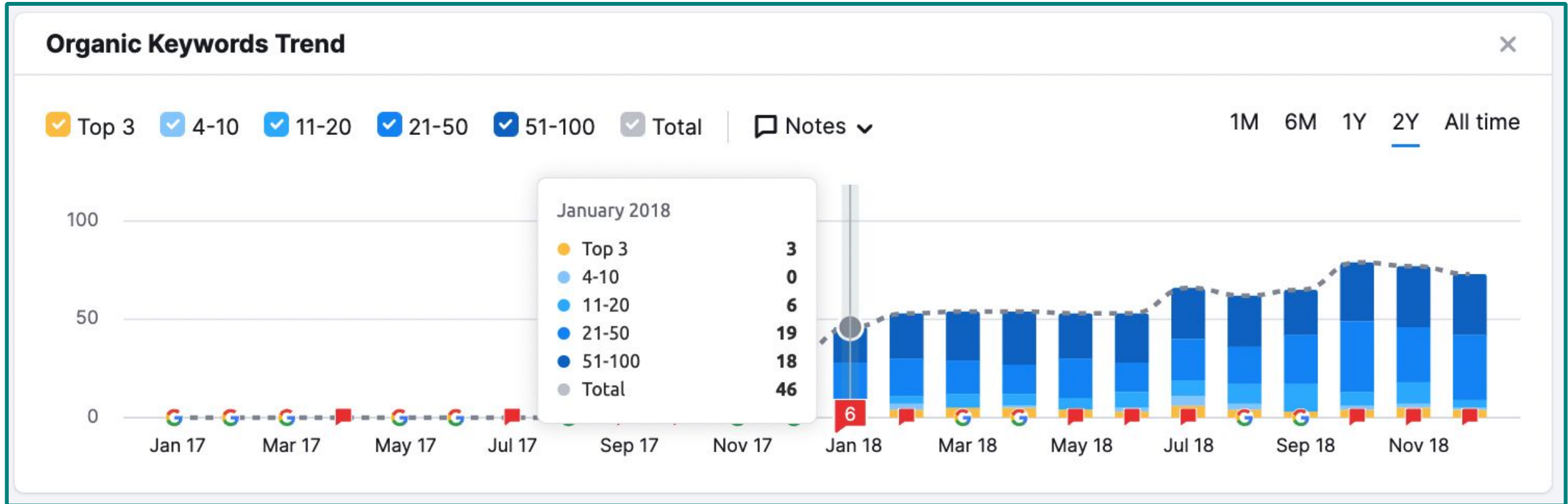
Yield/Enrollment

Development





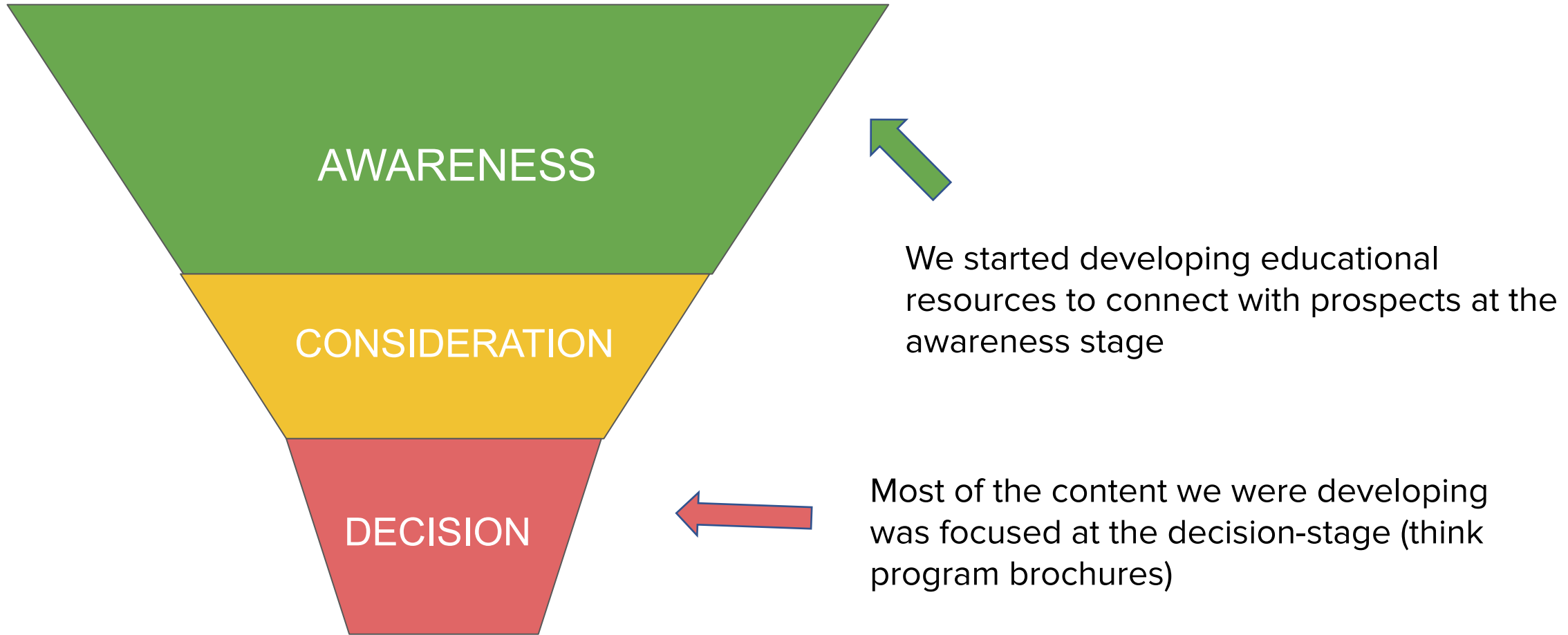
# Where Bard Ranked in the Past



# The Challenges Bard's Graduate Programs Faced

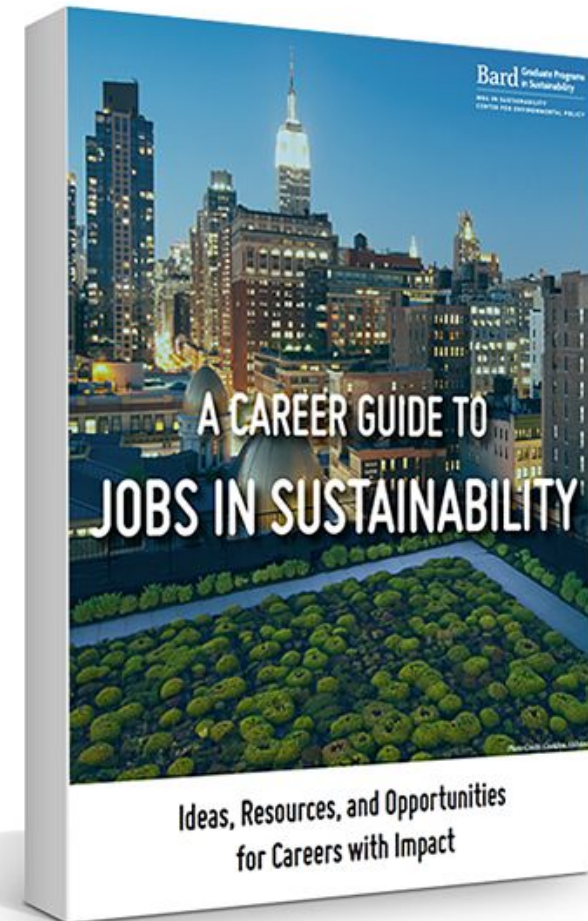
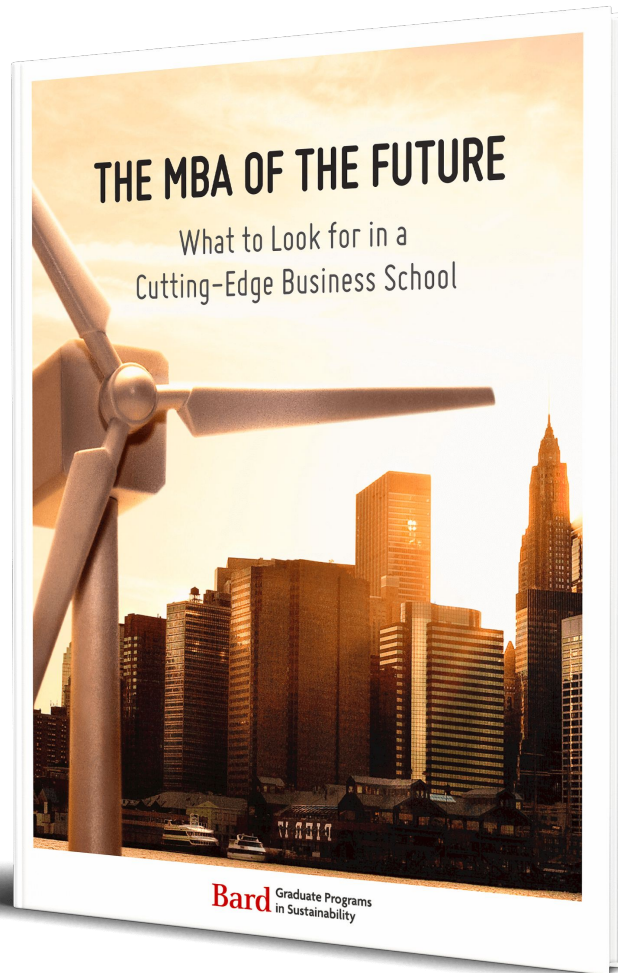
- ❑ Not ranking for many off-brand keywords
- ❑ No insight into which organic keywords were bringing in traffic
- ❑ Unsure which website pages were most popular
- ❑ Couldn't connect lead conversions with organic search topics
- ❑ Had great thought leadership, but that content wasn't easy to find

# What Bard Did: **Changed Content Strategy**





# Started Developing a Variety of Content Types



# Started Blogging on Attractive Topics for Our Personas

|                          | PAGE   | VIEWS ▲▼      | CTA<br>CLICKS ▲▼ | TIME PER<br>PAGEVIEW ▲▼ |
|--------------------------|--|---------------|------------------|-------------------------|
| <input type="checkbox"/> | <b>Virtual Internship: Social Media for Climate Activism</b><br><a href="https://leadthechange.bard.edu/blog/v...">https://leadthechange.bard.edu/blog/v...</a>  | 629           | 206              | 4 minutes               |
| <input type="checkbox"/> | <b>Bard MBA Focus Areas: Impact Finance / Circular Economy / Sustainability Consulting / Non-Profit Management / Entrepreneurship</b><br><a href="https://leadthechange.bard.edu/blog/...">https://leadthechange.bard.edu/blog/...</a> | 303           | 31               | 144 seconds             |
| <input type="checkbox"/> | <b>Bard MBA Launches Opportunity Scholars Program</b><br><a href="https://leadthechange.bard.edu/blog/...">https://leadthechange.bard.edu/blog/...</a>   | 305           | 28               | 131 seconds             |
| <input type="checkbox"/> | <b>Bard MBA Featured in Two New Reports on Sustainability Education</b><br><a href="https://leadthechange.bard.edu/blog/...">https://leadthechange.bard.edu/blog/...</a>   | 192           | 22               | 121 seconds             |
| <input type="checkbox"/> | <b>Teaching How to Manage for Mission at the Bard MBA in Sustainability</b><br><a href="https://leadthechange.bard.edu/blog/t...">https://leadthechange.bard.edu/blog/t...</a>   | 34            | 15               | 111 seconds             |
| <input type="checkbox"/> | <b>Can an MBA Really Help Me Change the World?</b><br><a href="https://leadthechange.bard.edu/blog/c...">https://leadthechange.bard.edu/blog/c...</a>  | 138           | 14               | 3.3 minutes             |
| <input type="checkbox"/> | <b>Bard MBA Professor Authors UN Report on Circular Economy</b><br><a href="https://leadthechange.bard.edu/blog/...">https://leadthechange.bard.edu/blog/...</a>   | 181           | 13               | 2.6 minutes             |
| <input type="checkbox"/> | <b>5 Misconceptions About Climate Change &amp; The Need for Environmental Ed.</b><br><a href="https://leadthechange.bard.edu/blog/...">https://leadthechange.bard.edu/blog/...</a>   | 717           | 11               | 6.3 minutes             |
| <input type="checkbox"/> | <b>New Podcast Features Untold Stories from Front Lines of Sustainability</b><br><a href="https://leadthechange.bard.edu/blog/n...">https://leadthechange.bard.edu/blog/n...</a>   | 129           | 11               | 87 seconds              |
| <input type="checkbox"/> | <b>The MBA Choice, Part I: How Bard's Low-Residency Model Encourages Community and Deep Learning</b><br><a href="https://leadthechange.bard.edu/blog/h...">https://leadthechange.bard.edu/blog/h...</a>                                | 240           | 11               | 132 seconds             |
|                          | <b>Report Total</b>  | <b>12,586</b> | <b>556</b>       | <b>3.2 minutes</b>      |

# Analyzed Keywords We Were Ranking For... (blog)

## Monthly Volume of Traffic by Keyword

## Ranking Blog Page

| <input type="checkbox"/>   | Keyword                               | SERP Features | Pos.    | Diff. | Traffic % | Volume | KD%   | CPC (USD) | URL   | SERP | Upd.   |
|----------------------------|---------------------------------------|---------------|---------|-------|-----------|--------|-------|-----------|---|------|--------|
| > <input type="checkbox"/> | is it too late to stop global warming |               | 2 → 2   | 0     | < 0.01    | 110    | 83.73 | 2.10      | <a href="https://leadthechange.bard.edu/blog/too-late-to-stop-global-warming">leadthechange.bard.edu/blog/too-late-to-stop-global-warming</a>         |      | Jul 13 |
| > <input type="checkbox"/> | is it too late to stop climate change |               | 4 → 4   | 0     | < 0.01    | 210    | 83.51 | 2.90      | <a href="https://leadthechange.bard.edu/blog/too-late-to-stop-global-warming">leadthechange.bard.edu/blog/too-late-to-stop-global-warming</a>         |      | Jun 22 |
| > <input type="checkbox"/> | is it too late for climate change     |               | 8 → 8   | 0     | < 0.01    | 140    | 80.83 | 0.00      | <a href="https://leadthechange.bard.edu/blog/too-late-to-stop-global-warming">leadthechange.bard.edu/blog/too-late-to-stop-global-warming</a>         |      | Jul 15 |
| > <input type="checkbox"/> | climate change too late               |               | 8 → 8   | 0     | < 0.01    | 260    | 81.61 | 0.00      | <a href="https://leadthechange.bard.edu/blog/too-late-to-stop-global-warming">leadthechange.bard.edu/blog/too-late-to-stop-global-warming</a>         |      | Jun 30 |
| > <input type="checkbox"/> | circularity 19                        |               | 10 → 10 | 0     | < 0.01    | 260    | 62.93 | 0.00      | <a href="https://leadthechange.bard.edu/podcast/circularity-19">leadthechange.bard.edu/podcast/circularity-19</a>                                     |      | Jun 28 |
| > <input type="checkbox"/> | the impact podcast                    |               | 11 → 11 | 0     | < 0.01    | 140    | 64.62 | 0.00      | <a href="https://leadthechange.bard.edu/podcast">leadthechange.bard.edu/podcast</a>   |      | Jun 30 |
| > <input type="checkbox"/> | wisdom supply co                      |               | 11 → 11 | 0     | < 0.01    | 210    | 75.75 | 0.00      | <a href="https://leadthechange.bard.edu/podcast/wisdom-supply-co-interview">leadthechange.bard.edu/podcast/wisdom-supply-co-interview</a>             |      | Jul 11 |
| > <input type="checkbox"/> | diversity mba                         |               | 12 → 12 | 0     | < 0.01    | 140    | 73.29 | 11.63     | <a href="https://leadthechange.bard.edu/blog/todays-mba-programs-why-diversity">leadthechange.bard.edu/blog/todays-mba-programs-why-diversity</a>     |      | Jun 27 |
| > <input type="checkbox"/> | bard figure                           |               | 12 → 12 | 0     | < 0.01    | 110    | 84.43 | 0.00      | <a href="https://leadthechange.bard.edu/blog/todays-mba-programs-why-diversity">leadthechange.bard.edu/blog/todays-mba-programs-why-diversity</a>     |      | Jun 21 |
| > <input type="checkbox"/> | working for the united nations        |               | 13 → 13 | 0     | < 0.01    | 590    | 79.15 | 1.05      | <a href="https://leadthechange.bard.edu/blog/want-to-work-for-the-united-nations">leadthechange.bard.edu/blog/want-to-work-for-the-united-nations</a> |      | Jul 06 |
| > <input type="checkbox"/> | how can we stop global warming        |               | 55 → 55 | 0     | < 0.01    | 880    | 78.66 | 1.47      | <a href="https://leadthechange.bard.edu/blog/too-late-to-stop-global-warming">leadthechange.bard.edu/blog/too-late-to-stop-global-warming</a>         |      | Jul 06 |
| > <input type="checkbox"/> | how do we stop global warming         |               | 55 → 55 | 0     | < 0.01    | 210    | 77.77 | 1.08      | <a href="https://leadthechange.bard.edu/blog/too-late-to-stop-global-warming">leadthechange.bard.edu/blog/too-late-to-stop-global-warming</a>         |      | Jul 03 |

## Keyword Position Ranking



# Analyzed Keywords We Were Ranking For... (landing pages)

## Monthly Volume of Traffic by Keyword

## Ranking Landing Page

| <input type="checkbox"/>   | Keyword  | SERP Features | Pos.    | Diff. | Traffic % | Volume | KD%   | CPC (USD) | URL   | SERP | Upd.   |
|----------------------------|--|---------------|---------|-------|-----------|--------|-------|-----------|---|------|--------|
| > <input type="checkbox"/> | bard mba in sustainability                                 |               | 2 → 2   | 0     | < 0.01    | 110    | 77.31 | 6.35      | <a href="https://gps.bard.edu/bard-graduate-programs-in-sustainability">gps.bard.edu/bard-graduate-programs-in-sustainability</a>                       |      | Jul 05 |
| > <input type="checkbox"/> | sustainability graduate programs                           |               | 14 → 14 | 0     | < 0.01    | 210    | 79.87 | 7.37      | <a href="https://gps.bard.edu/bard-graduate-programs-in-sustainability">gps.bard.edu/bard-graduate-programs-in-sustainability</a>                       |      | Jul 13 |
| > <input type="checkbox"/> | swimswam converter   |               | 15 → 15 | 0     | < 0.01    | 720    | 69.77 | 0.00      | <a href="https://gps.bard.edu/e2t/c/*W2WWp7F2z18ZgW19~ys4P5w... xn03">gps.bard.edu/e2t/c/*W2WWp7F2z18ZgW19~ys4P5w... xn03</a>                           |      | Jun 19 |
| > <input type="checkbox"/> | sustainability masters programs                            |               | 26 → 26 | 0     | < 0.01    | 390    | 76.62 | 8.74      | <a href="https://gps.bard.edu/bard-graduate-programs-in-sustainability">gps.bard.edu/bard-graduate-programs-in-sustainability</a>                       |      | Jul 06 |
| > <input type="checkbox"/> | master's degree in sustainability                          |               | 30 → 30 | 0     | < 0.01    | 140    | 76.82 | 9.04      | <a href="https://gps.bard.edu/bard-graduate-programs-in-sustainability">gps.bard.edu/bard-graduate-programs-in-sustainability</a>                       |      | Jul 05 |
| > <input type="checkbox"/> | masters in sustainability                                  |               | 38 → 38 | 0     | < 0.01    | 880    | 80.88 | 6.84      | <a href="https://gps.bard.edu/bard-graduate-programs-in-sustainability">gps.bard.edu/bard-graduate-programs-in-sustainability</a>                       |      | Jul 10 |
| > <input type="checkbox"/> | sustainable leadership                                     |               | 53 → 53 | 0     | < 0.01    | 480    | 69.99 | 4.39      | <a href="https://gps.bard.edu/how-to-become-a-leader-in-sustainability">gps.bard.edu/how-to-become-a-leader-in-sustainability</a>                       |      | Jul 07 |
| > <input type="checkbox"/> | sustainability careers                                     |               | 58 → 58 | 0     | < 0.01    | 1,000  | 77.66 | 2.14      | <a href="https://gps.bard.edu/download-the-career-guide-to-jobs-in-sustainability">gps.bard.edu/download-the-career-guide-to-jobs-in-sustainability</a> |      | Jun 27 |
| > <input type="checkbox"/> | usda grad school   |               | 81 → 81 | 0     | < 0.01    | 140    | 76.64 | 10.71     | <a href="https://gps.bard.edu/bard-graduate-programs-in-sustainability">gps.bard.edu/bard-graduate-programs-in-sustainability</a>                       |      | Jun 22 |
| > <input type="checkbox"/> | environmental sustainability careers                       |               | 88 → 88 | 0     | < 0.01    | 170    | 78.43 | 2.98      | <a href="https://gps.bard.edu/download-the-career-guide-to-jobs-in-sustainability">gps.bard.edu/download-the-career-guide-to-jobs-in-sustainability</a> |      | Jul 15 |
| > <input type="checkbox"/> | inclusion diversity the new workplace & the will to change |               | 88 → 88 | 0     | < 0.01    | 260    | 70.62 | 4.88      | <a href="https://gps.bard.edu/the-promise-of-sustainability-in-employment-0-17">gps.bard.edu/the-promise-of-sustainability-in-employment-0-17</a>       |      | Jul 10 |
| > <input type="checkbox"/> | masters in sustainable development                         |               | 85 → 90 | ↓ 5   | < 0.01    | 260    | 71.86 | 7.95      | <a href="https://gps.bard.edu/bard-graduate-programs-in-sustainability">gps.bard.edu/bard-graduate-programs-in-sustainability</a>                       |      | Jul 16 |
| > <input type="checkbox"/> | sustainability video                                       |               | 97 → 97 | 0     | < 0.01    | 110    | 77.35 | 2.14      | <a href="https://gps.bard.edu/how-to-get-a-job-in-sustainability-recordings">gps.bard.edu/how-to-get-a-job-in-sustainability-recordings</a>             |      | Jun 27 |

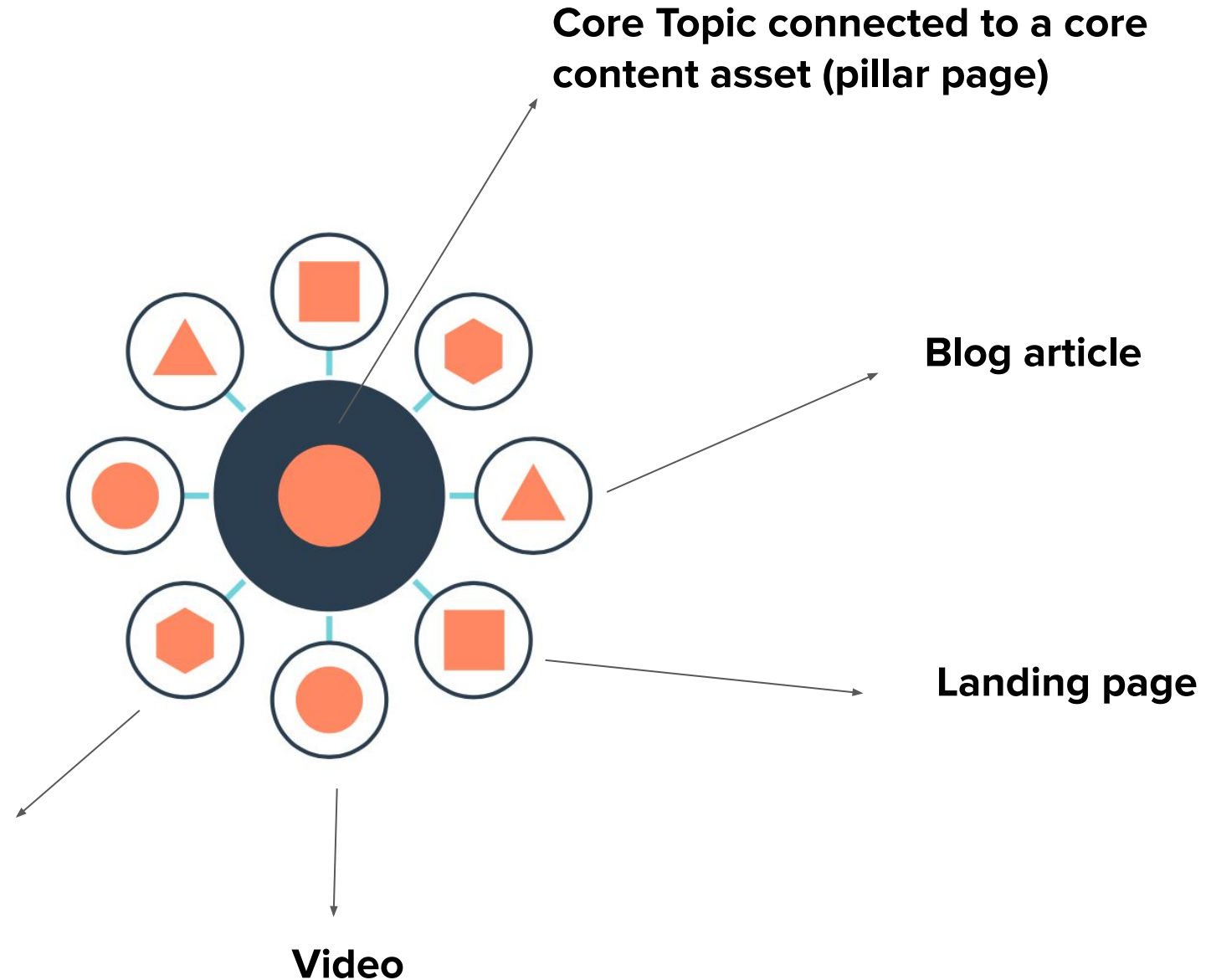
## Keyword Position Ranking

Developed  
Topic  
Clusters  
Around  
Winning  
Topics



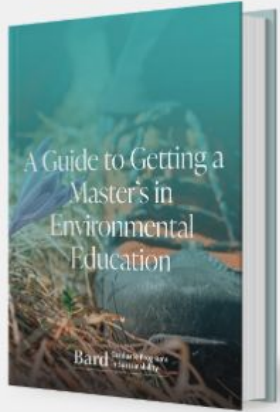
# Topic Cluster Methodology

## Topic Clusters





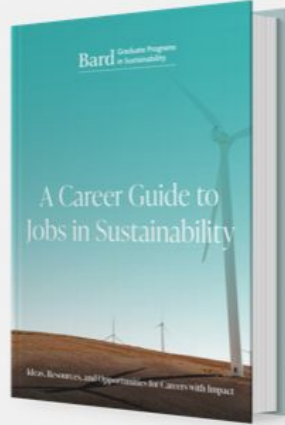
# Resource Guides (Pillar Pages + Downloadable)



**Guide to Getting a  
Master's in  
Environmental  
Education**  
[Read the Guide](#)



**The State of  
Environmental  
Justice**  
[Read the Guide](#)



**A Career Guide to  
Jobs in Sustainability**  
[Read the Guide](#)



**The Coming Green  
New Deal: Restoring  
U.S. Environmental  
Policy Leadership**  
[Read the Guide](#)



**A Guide to Graduate  
Programs in  
Sustainability**  
[Read the Guide](#)



**Crash Course in  
Sustainable  
Development**  
[Read the Guide](#)

# Video Content



**Recorded Webinar  
for How to Get a Job  
in Sustainability**

**Watch the Video**



**Recorded Webinar  
for Advice from  
Consulting  
Professionals**

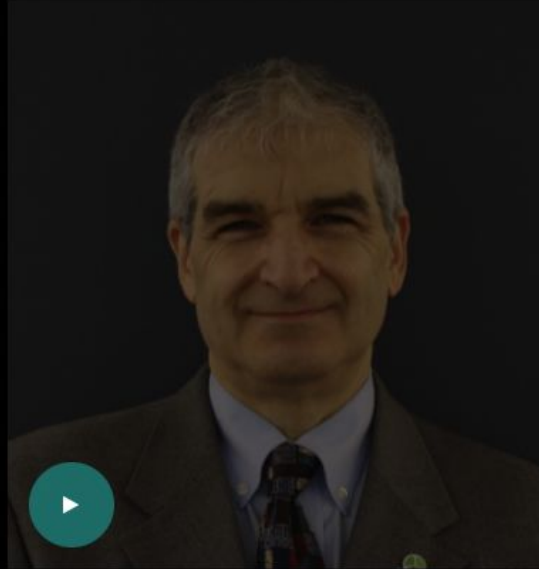
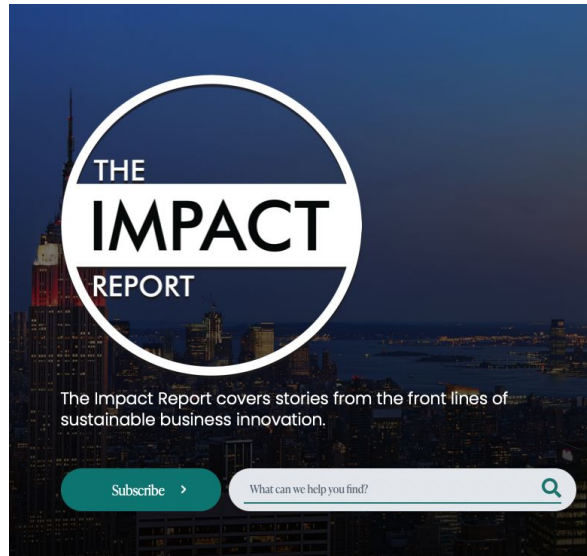
**Watch the Video**



**Recorded Webinar  
for Advice from  
Climate Change  
Experts**

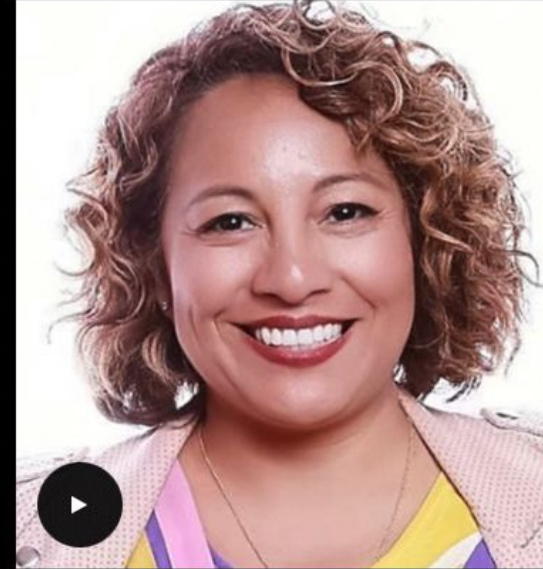
**Watch the Video**

# Podcast Content



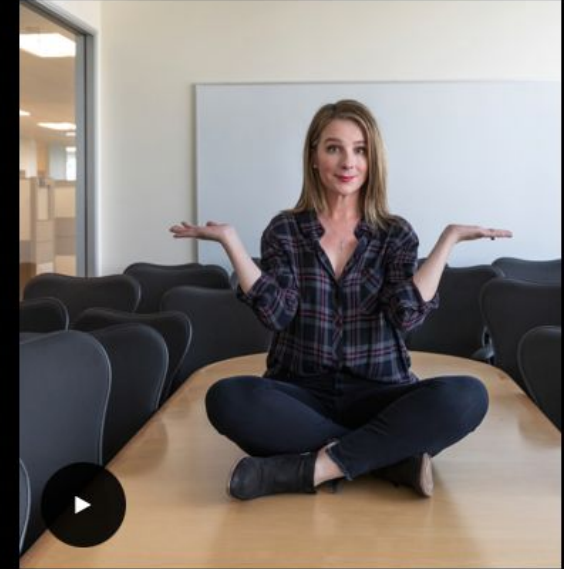
Turning Up The Heat on  
Financial Regulators to  
Combat Climate Change

Steven M. Rothstein  
Managing Director of the Ceres Accelerator  
for Sustainable Capital Markets



How FinTech Can Close  
The Racial Wealth Gap

Ramona Ortega  
CEO & Founder of My Money My Future



Rethink. Redesign.  
Repurpose.

Brandi Susewitz  
Founder & CEO, Clear Office



# Blog Content

leadthechange.bard.edu

Menu

Bard Graduate Programs  
in Sustainability


Request Info

Apply

Lead the  
Change

A Resource for Aspiring Leaders in Sustainability

Topics ▾


What can we help you find? 

Subscribe >



## Global Climate Teach-in Engages Tens of Thousands

Last week, as over 100 Bard College students gathered in small groups with faculty and staff to talk about climate solutions, they joined tens of thousands of students worldwide doing the same. [The WorldWide Teach-in on Climate and Justice](#) brought together climate-concerned educators and students at universities and high schools from [Liberia to Colombia](#), [Taiwan to Vienna](#), and [Florida to Alaska](#), for bottom-up conversation about changing the future.

[Read the Blog >](#)



# Top Viewed Blog Posts (last 12 months)

|                          | PAGE   | VIEWS  | CTA CLICKS  | TIME PER PAGEVIEW  |
|--------------------------|--|---|--|---|
| <input type="checkbox"/> | <b>3 Ways You Can Help Advance Sustainable Development Goals Today</b><br><a href="https://leadthechange.bard.edu/blog/...">https://leadthechange.bard.edu/blog/...</a>            | 13,702  | 227  | 6.3 minutes   |
| <input type="checkbox"/> | <b>Wondering How to Get a Job at the UN? 3 Things You Should Consider</b><br><a href="https://leadthechange.bard.edu/blog/...">https://leadthechange.bard.edu/blog/...</a>         | 12,412  | 182  | 4.9 minutes   |
| <input type="checkbox"/> | <b>Globalization and Its Impact on Indigenous Cultures</b><br><a href="https://leadthechange.bard.edu/blog/...">https://leadthechange.bard.edu/blog/...</a>                        | 12,010  | 38   | 7.2 minutes   |
| <input type="checkbox"/> | <b>Is It Too Late to Stop Climate Change? A Response to Franzen</b><br><a href="https://leadthechange.bard.edu/blog/t...">https://leadthechange.bard.edu/blog/t...</a>             | 6,226   | 45   | 5.4 minutes   |
| <input type="checkbox"/> | <b>5 Misconceptions About Climate Change &amp; The Need for Environmental Ed.</b><br><a href="https://leadthechange.bard.edu/blog/...">https://leadthechange.bard.edu/blog/...</a> | 4,732   | 44   | 6 minutes   |
| <input type="checkbox"/> | <b>Sustainability Scholarships for Graduate Students</b><br><a href="https://leadthechange.bard.edu/blog/s...">https://leadthechange.bard.edu/blog/s...</a>                        | 1,195   | 10   | 3.9 minutes   |
| <input type="checkbox"/> | <b>Six Sustainability Lessons from COVID-19</b><br><a href="https://leadthechange.bard.edu/blog/s...">https://leadthechange.bard.edu/blog/s...</a>                                 | 1,124   | 3  | 5.9 minutes   |
| <input type="checkbox"/> | <b>Bard's MBA in Sustainability Again Ranked #1 Green MBA</b><br><a href="https://leadthechange.bard.edu/blog/...">https://leadthechange.bard.edu/blog/...</a>                     | 1,118   | 65   | 3.2 minutes   |
| <input type="checkbox"/> | <b>2 Degrees of Warming: Bad, Not the End of Civilization</b><br><a href="https://leadthechange.bard.edu/blog/...">https://leadthechange.bard.edu/blog/...</a>                     | 1,063   | 7  | 4.9 minutes   |
| <input type="checkbox"/> | <b>5 Women Leading Change in Sustainable Business</b><br><a href="https://leadthechange.bard.edu/blog/...">https://leadthechange.bard.edu/blog/...</a>                             | 730   | 3  | 5.8 minutes   |
|                          | <b>Report Total</b>  | <b>67,688</b>   | <b>1,007</b>   | <b>5 minutes</b>  |

# Growth in Organic Keyword Rankings (First 2 Years)



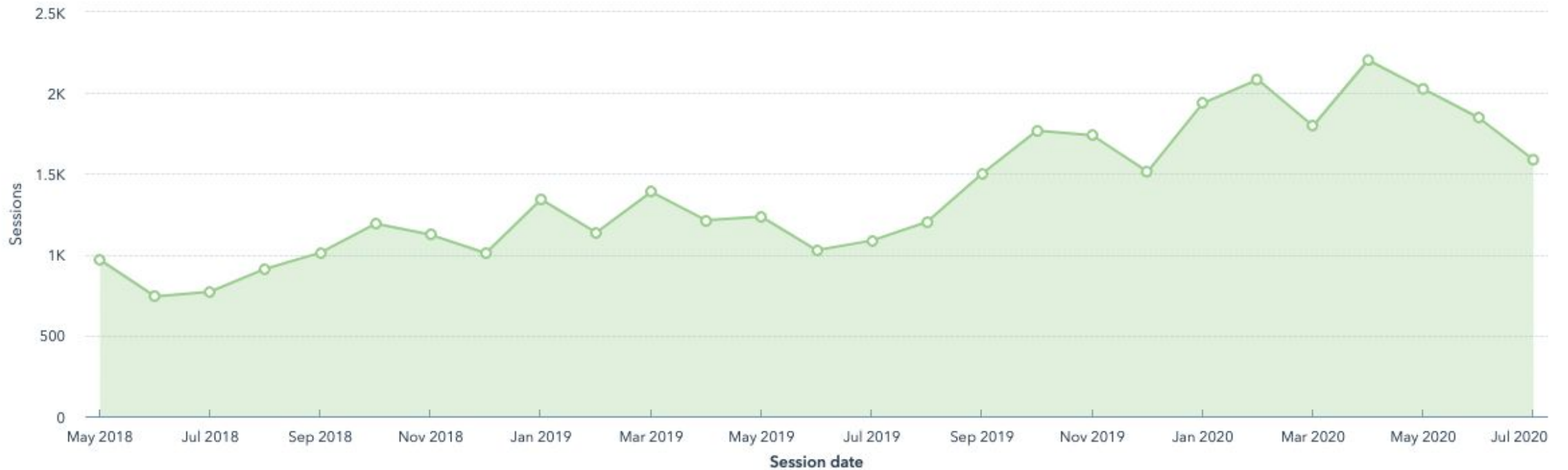


# Organic Traffic Growth (First 2 Years)






Sessions ▼

Style: Area ▼

● Organic search



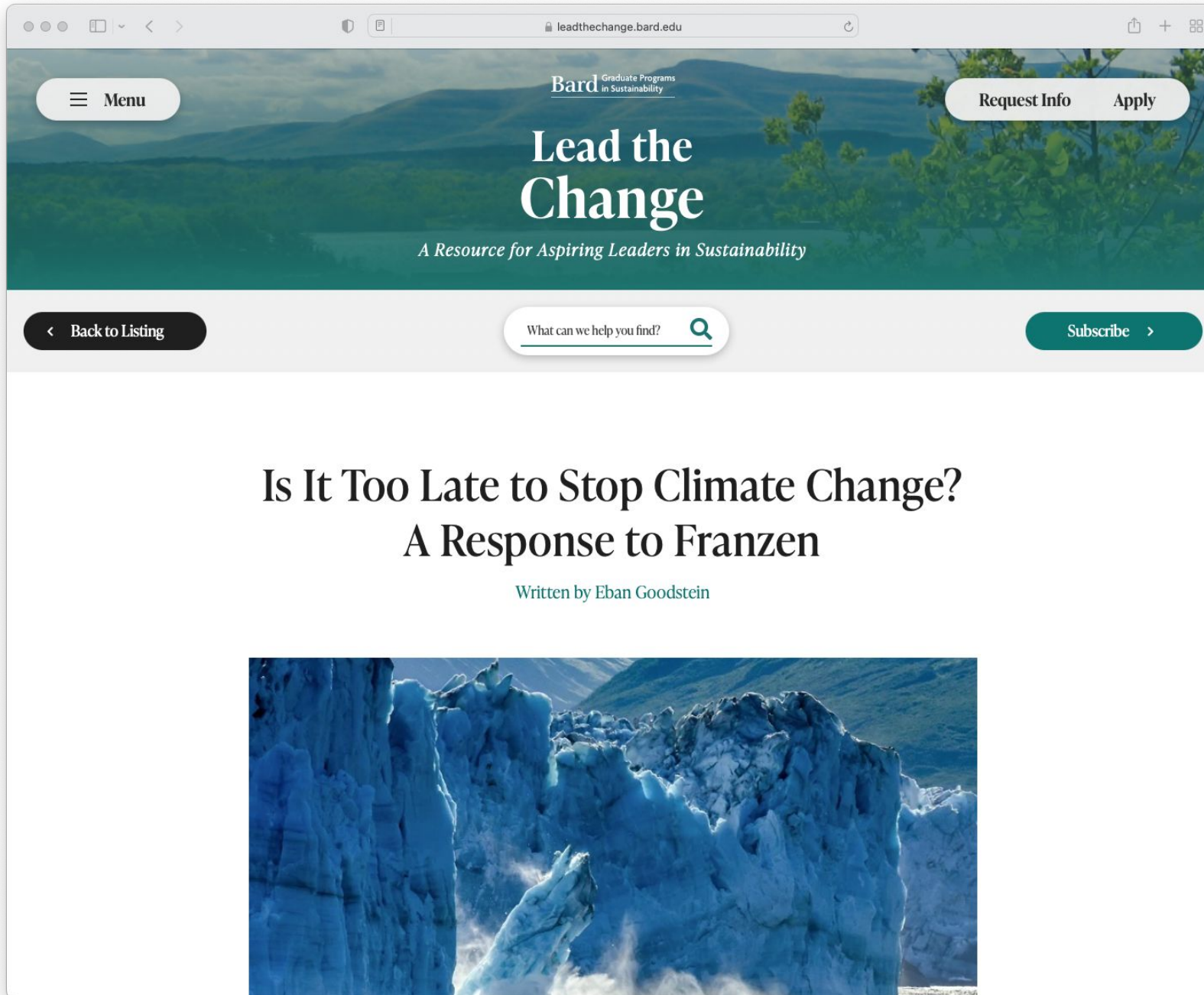
# Increasing Contact Conversions from Organic (First 2 Years)

| <input checked="" type="checkbox"/> | SOURCE          | SESSIONS  | NEW CONTACTS  | SESSION TO CONTACT RATE  | PAGE VIEWS / SESSION  | SESSION LENGTH  |
|-------------------------------------|-----------------|--|--|---|--|--|
| <input checked="" type="checkbox"/> | Organic search  | 68,537   | 384  | 0.56%   | 1.44   | 72 seconds   |
| <input checked="" type="checkbox"/> | Direct traffic  | 38,250   | 474  | 1.24%   | 1.77   | 111 seconds  |
| <input type="checkbox"/>            | Referrals       | 8,497  | 66   | 0.78%   | 1.38   | 51 seconds   |
| <input checked="" type="checkbox"/> | Other campaigns | 6,749  | 20   | 0.3%  | 1.57   | 102 seconds  |
| <input checked="" type="checkbox"/> | Email marketing | 2,796  | 11   | 0.39%   | 1.87   | 126 seconds  |
| <input checked="" type="checkbox"/> | Organic social  | 2,171  | 13   | 0.6%  | 1.22   | 41 seconds   |
| <input checked="" type="checkbox"/> | Paid social     | 1,471  | 581  | 39.5%   | 0.64   | 13 seconds   |
| <input checked="" type="checkbox"/> | Paid search     | 157  | -  | 0%  | 1.35   | 75 seconds   |
|                                     | Report Total    | 128,628  | 1,549  | 1.2%  | 1.54   | 84 seconds   |

# Session Agenda

1. SEO 101 for Graduate Schools
2. Bard's SEO Challenges
- 3. Leveraging Current Events + Trending Topics**
4. How Bard Nurtured Organic Leads
5. Tracking the Impact of SEO on Enrollment





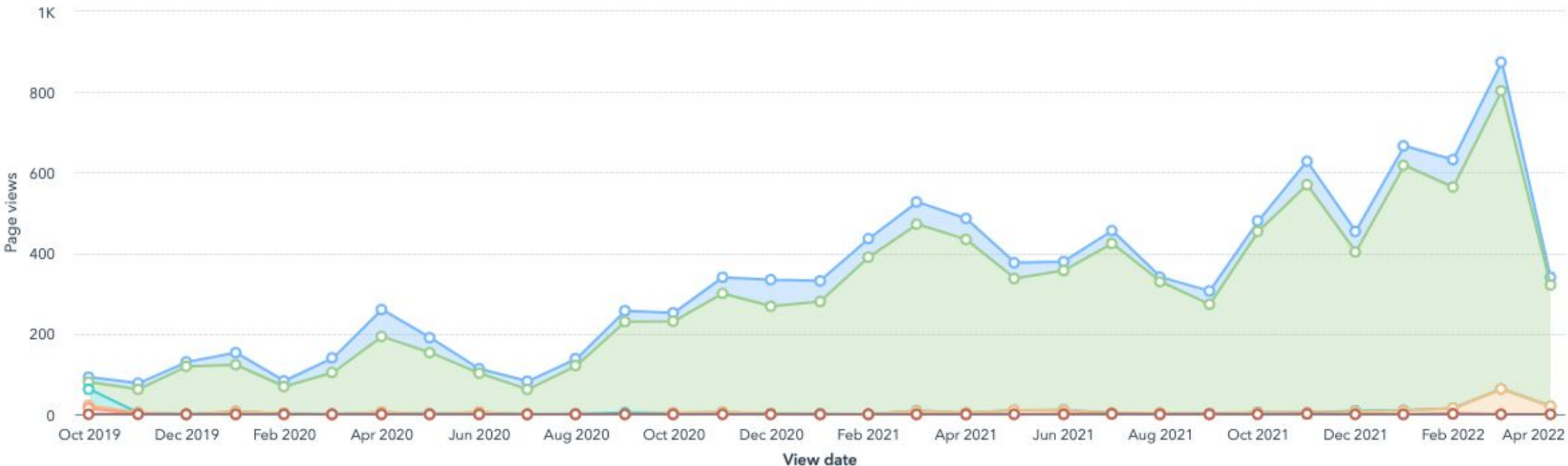
# Is It Too Late to Stop Climate Change?

## A Response to Franzen

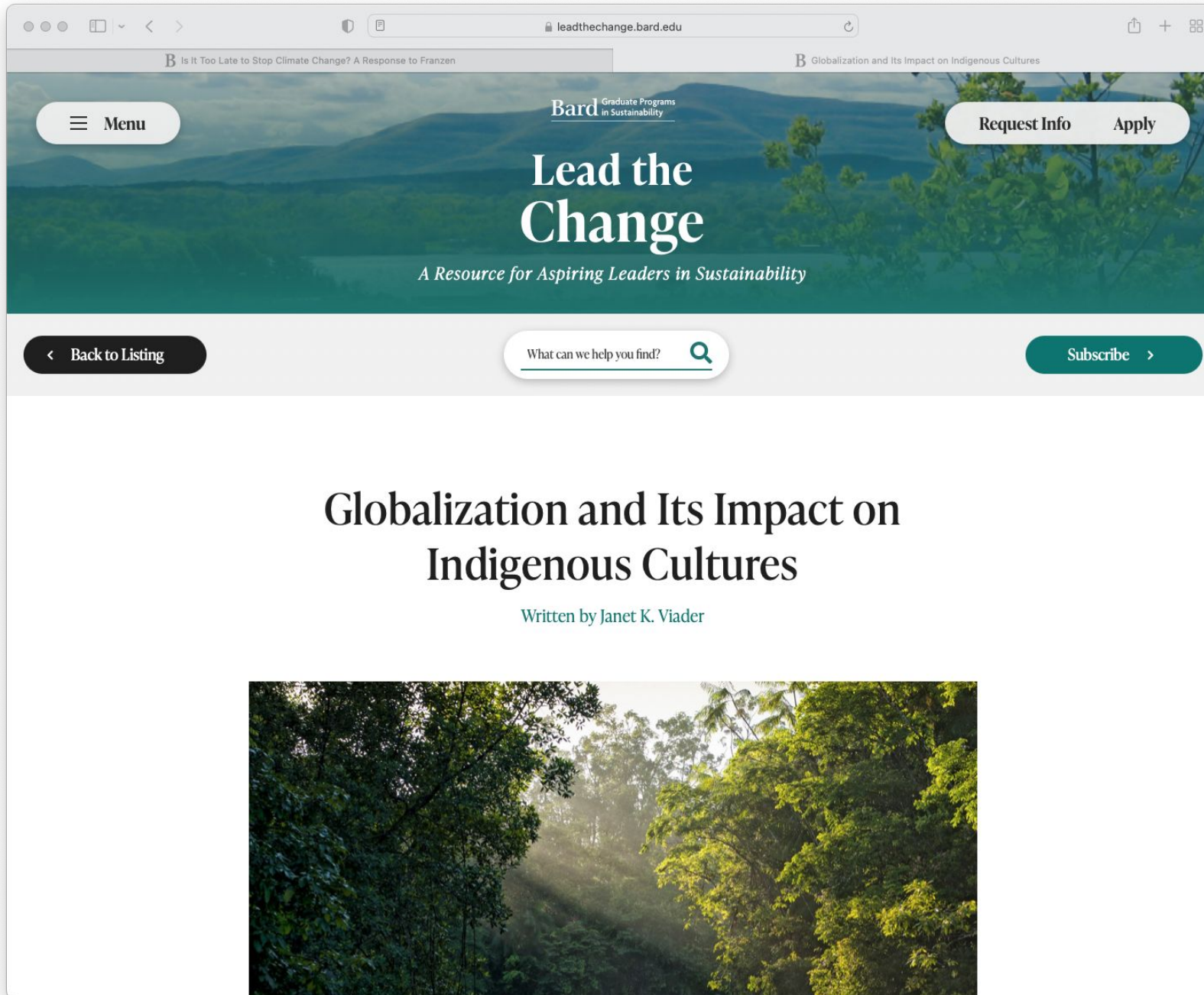
Page views ▾

Style:  Area ▾

Direct traffic Organic search Organic social Referrals Email marketing Other campaigns



10,352 Views → 72 CTA Clicks → 5.5 Minutes/Page View



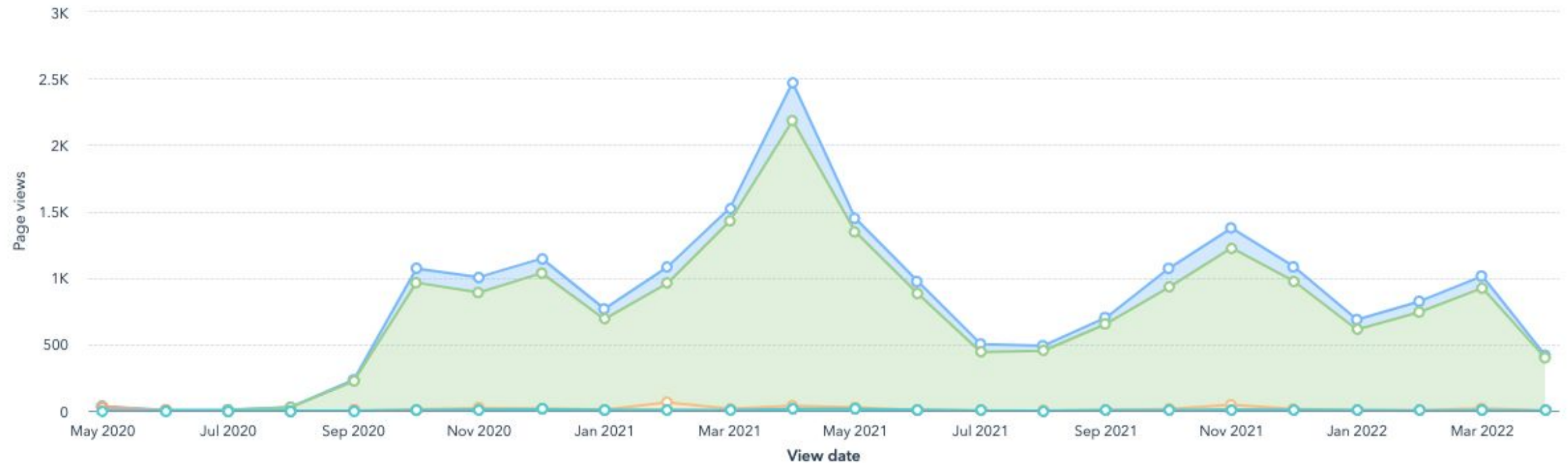


# Globalization and Its Impact on Indigenous Cultures

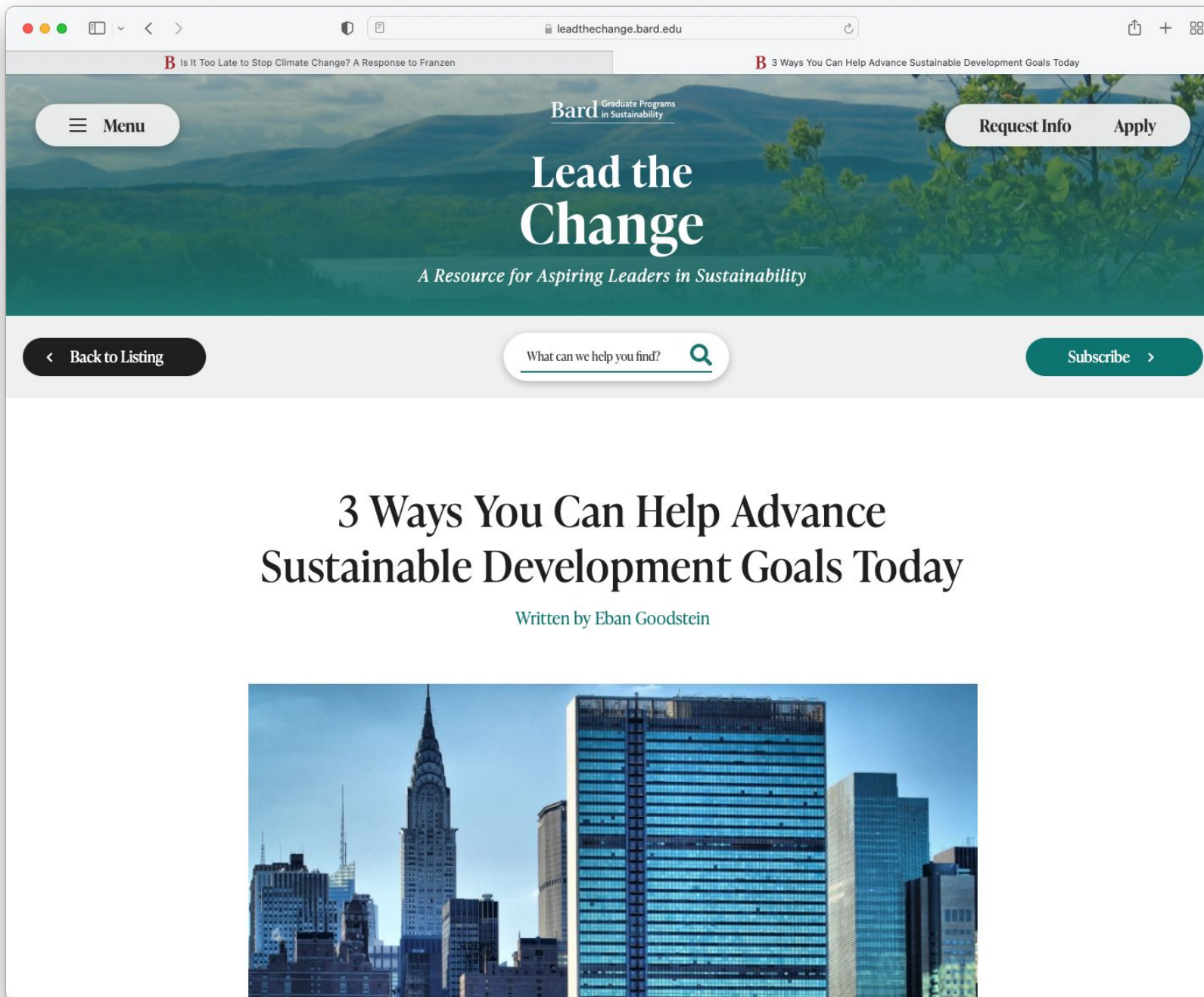
## Page views ▾

Style:  Area ▾

● Direct traffic ● Organic search ● Referrals ● Email marketing ● Organic social



**19,939 Views → 69 CTA Clicks → 7.1 Minutes/Page View**

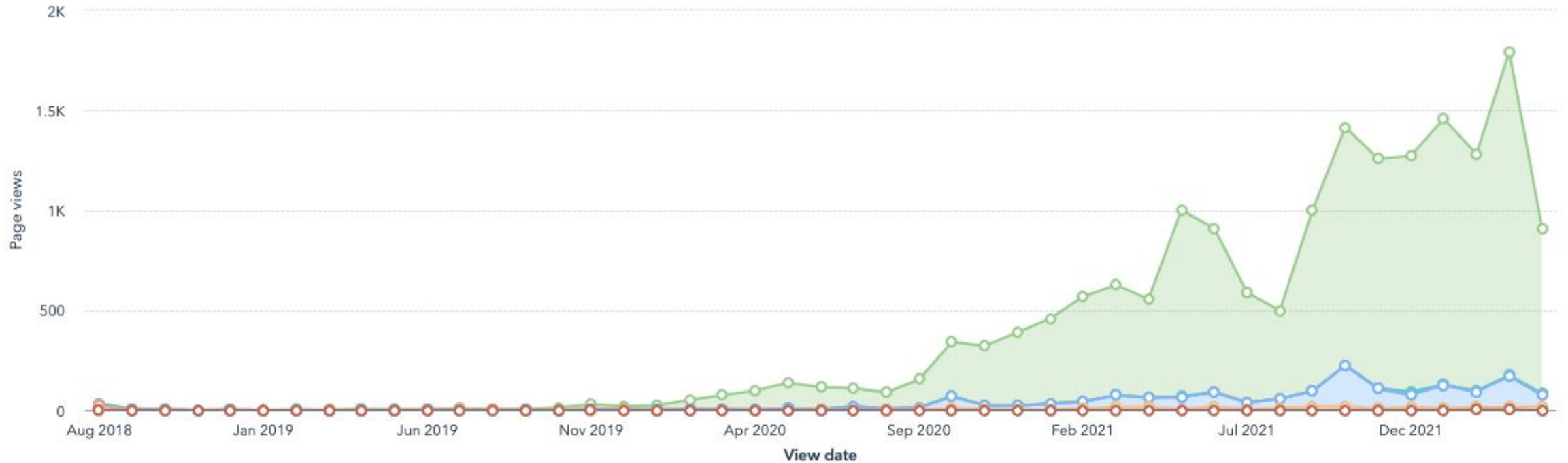


# 3 Ways You Can Help Advance Sustainable Development Goals Today

## Page views ▾

Style:  Area ▾

● Organic search ● Organic social ● Email marketing ● Direct traffic ● Referrals ● Other campaigns



17,612 Views → 300 CTA Clicks → 6.1 Minutes/Page View



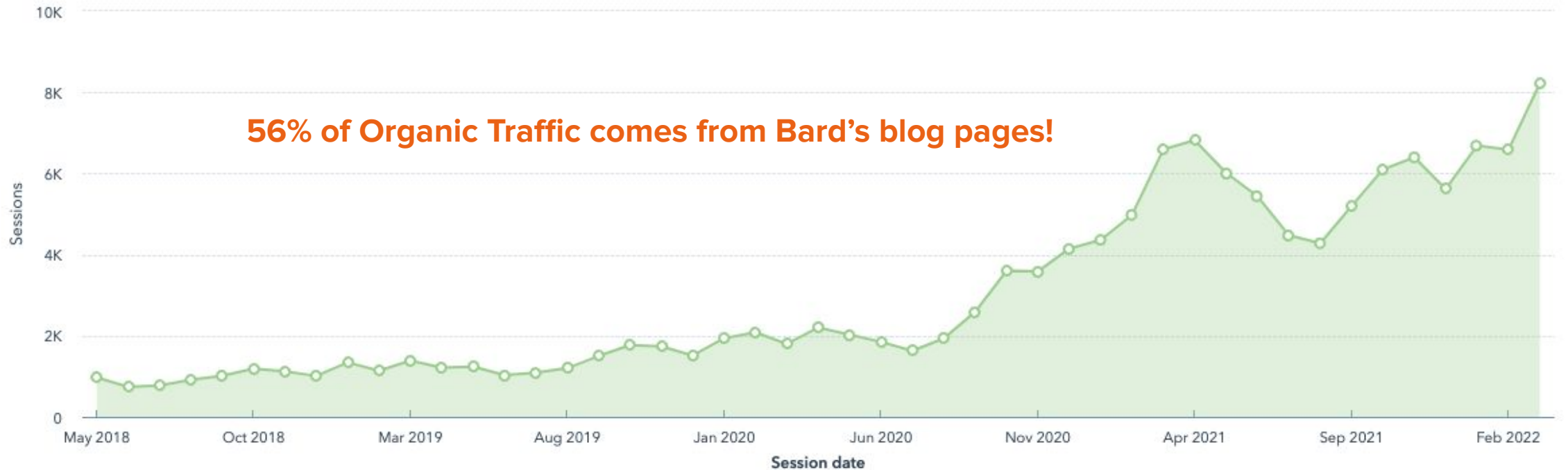
# Organic Traffic Growth (Last 4 Years)

## Website + Landing Pages + Blog Pages + Podcast Pages

Sessions ▾

Style: Area ▾

● Organic search



**141,012 Sessions → 1,097 New Contacts → 1.8 Page Views/Session**

# Growth in Organic Keyword Rankings (Next 2 Years)



July 2020

|        |     |
|--------|-----|
| Top 3  | 6   |
| 4-10   | 28  |
| 11-20  | 49  |
| 21-50  | 187 |
| 51-100 | 246 |
| Total  | 516 |

3X Growth in Ranking Keywords

April 2022

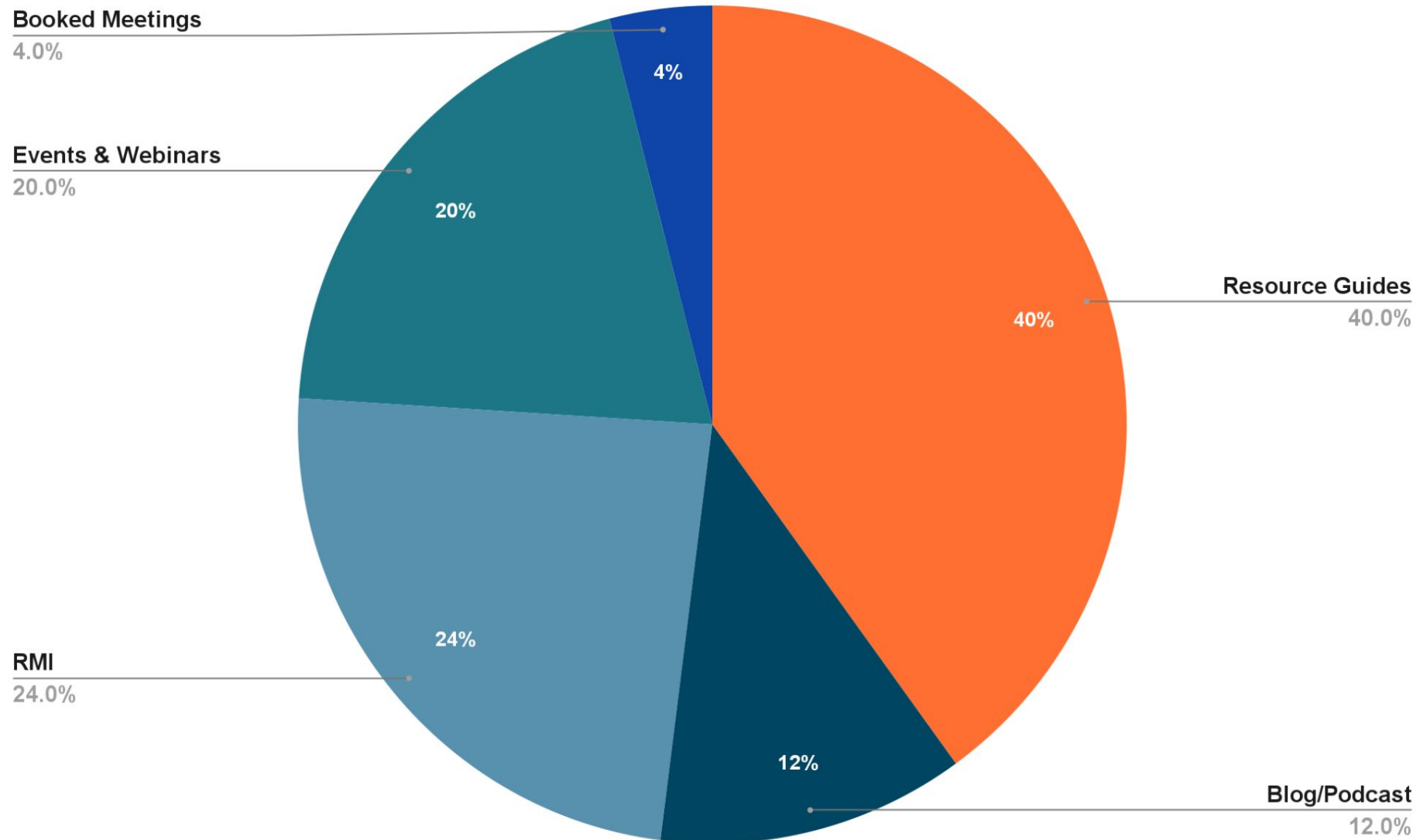
|        |       |
|--------|-------|
| Top 3  | 32    |
| 4-10   | 72    |
| 11-20  | 124   |
| 21-50  | 528   |
| 51-100 | 847   |
| Total  | 1,603 |

# Session Agenda

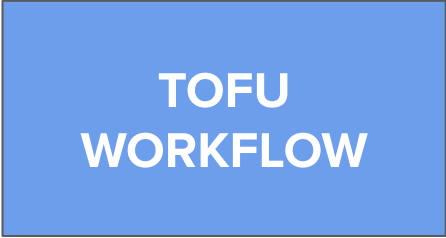
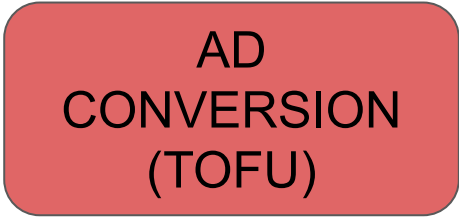
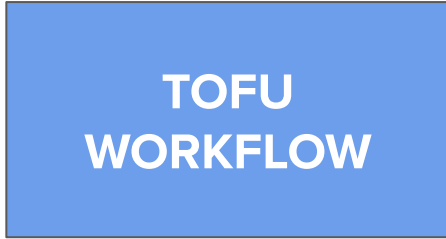
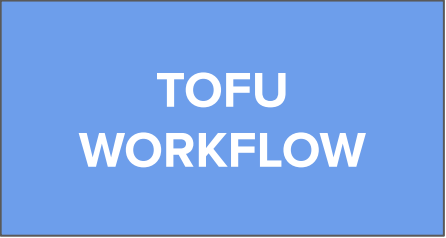
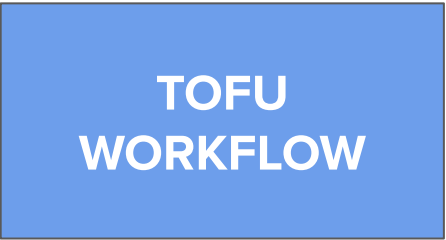
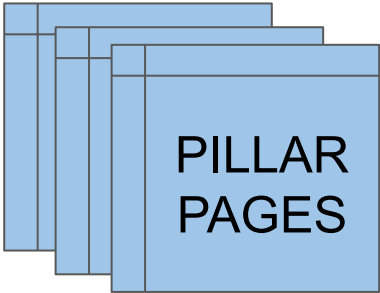
1. SEO 101 for Graduate Schools
2. Bard's SEO Challenges
3. Leveraging Current Events + Trending Topics
- 4. How Bard Nurtured Organic Leads**
5. Tracking the Impact of SEO on Enrollment



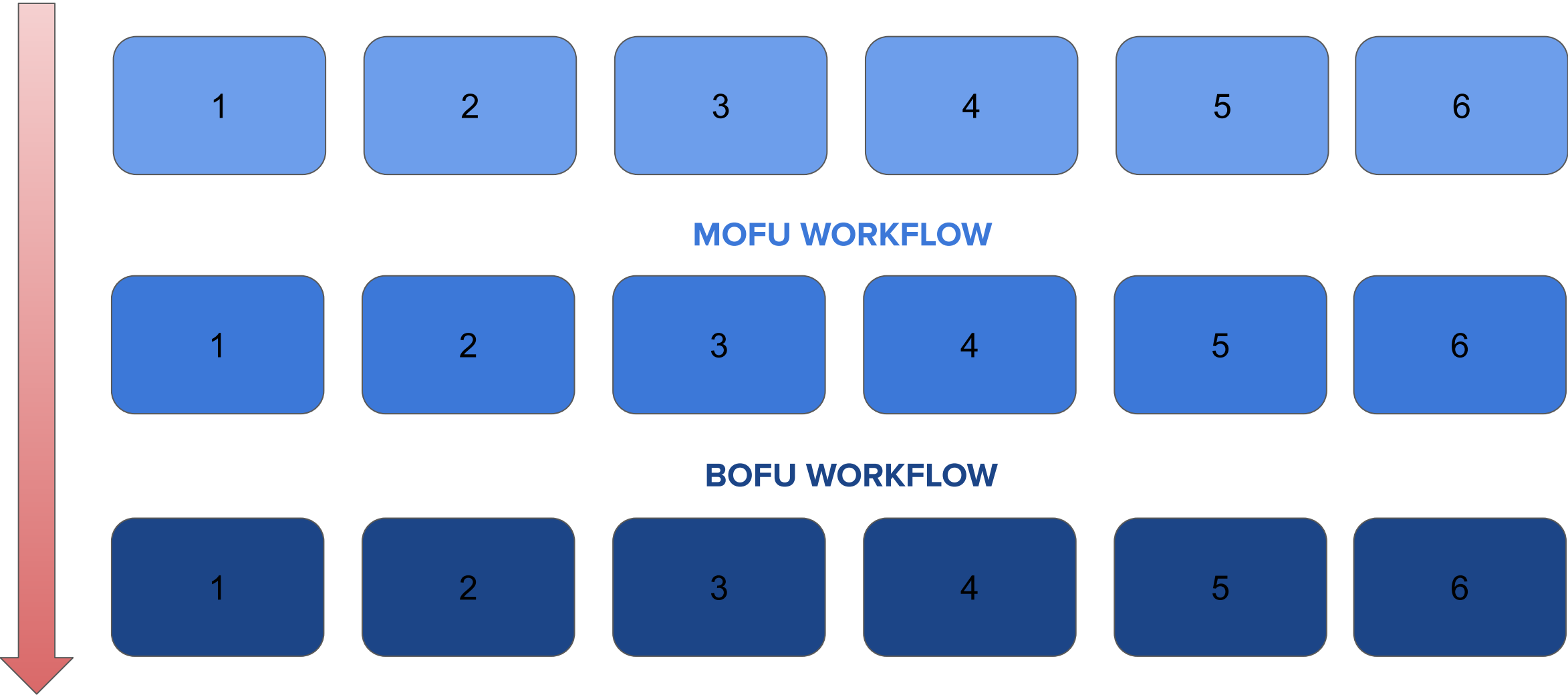
# Where Did Organic-Sourced Prospects **First Convert?**



If 1st Conversion is...

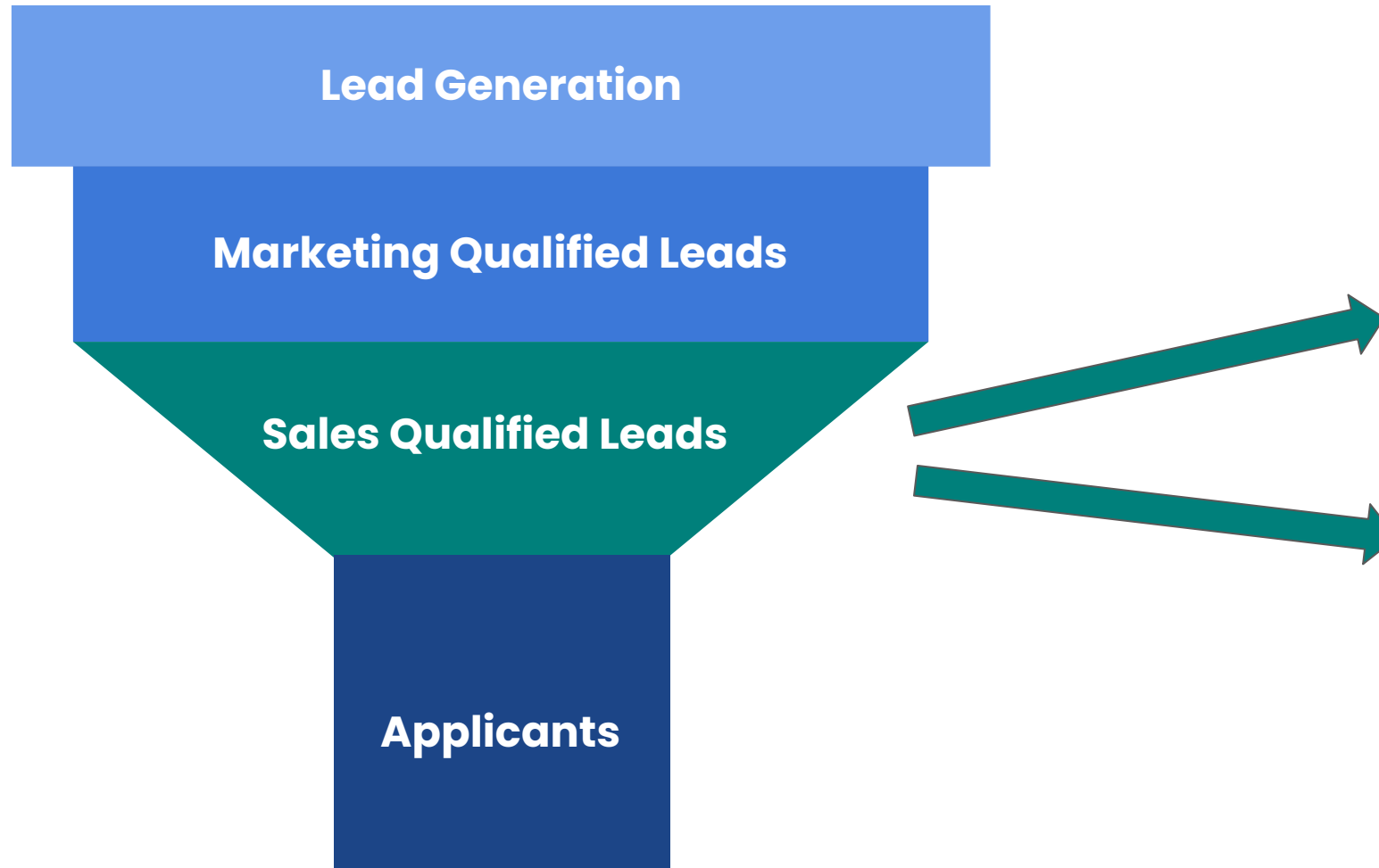


# How Bard Nurtured Organic Leads After 1st Conversion





# What SQL Engagement Looked Like



# Session Agenda

1. SEO 101 for Graduate Schools
2. Bard's SEO Challenges
3. Leveraging Current Events + Trending Topics
4. How Bard Nurtured Organic Leads
- 5. Tracking the Impact of SEO on Enrollment**

# New Contacts from All Sources (last 12 months)

New contacts ▾

Style: Area ▾

Organic search Referrals Organic social Email marketing Paid search Paid social Direct traffic Other campaigns

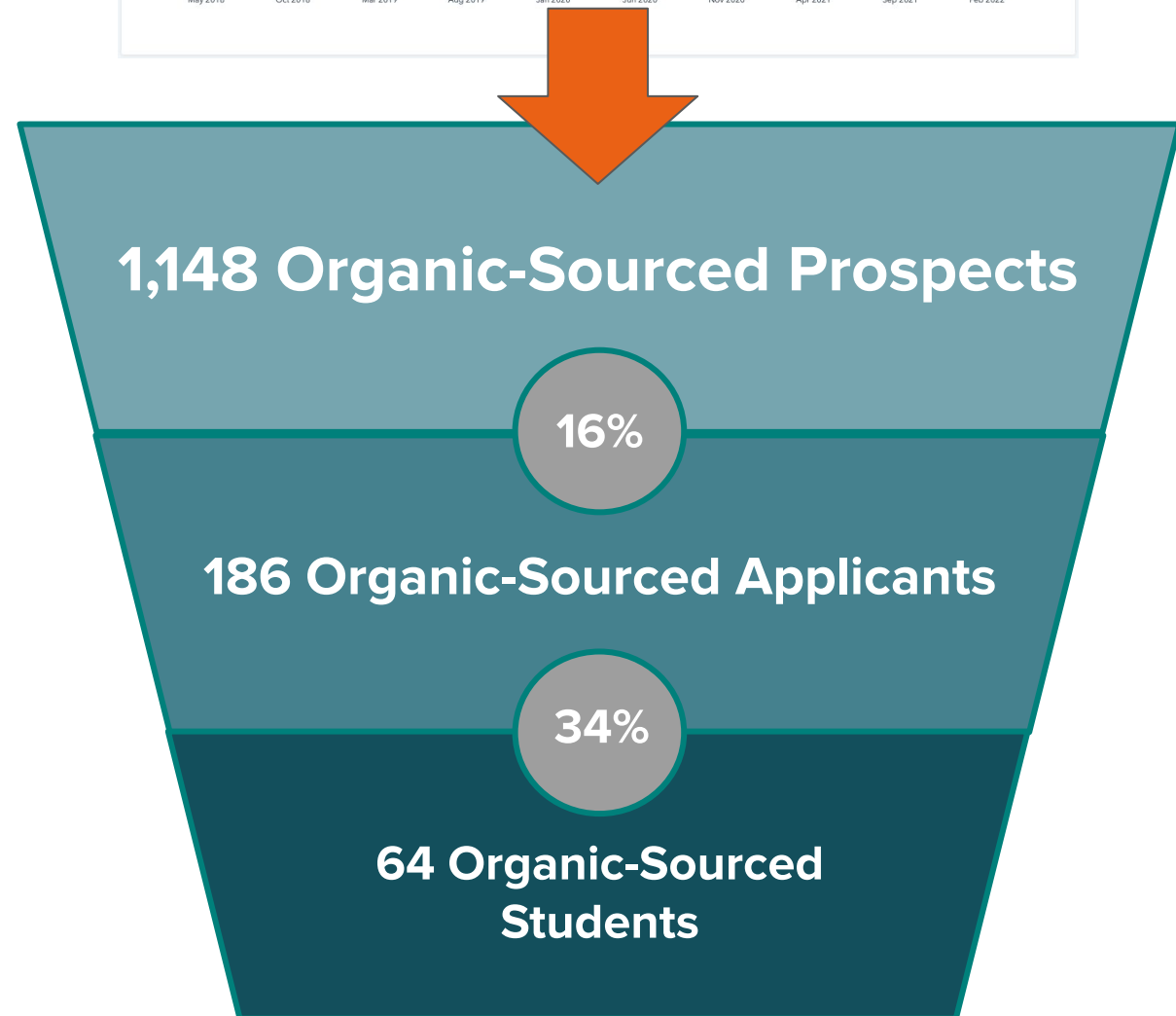




# New Contacts from All Sources (last 12 months)

| <input checked="" type="checkbox"/> | SOURCE          | SESSIONS  | NEW CONTACTS | SESSION TO CONTACT RATE | PAGE VIEWS / SESSION | SESSION LENGTH |
|-------------------------------------|-----------------|-----------|--------------|-------------------------|----------------------|----------------|
| <input checked="" type="checkbox"/> | Organic search  | #1 68,537 | #3 384       | 0.56%                   | 1.44                 | 72 seconds     |
| <input checked="" type="checkbox"/> | Direct traffic  | 38,250    | 474          | 1.24%                   | 1.77                 | 111 seconds    |
| <input checked="" type="checkbox"/> | Referrals       | 8,497     | 66           | 0.78%                   | 1.38                 | 51 seconds     |
| <input checked="" type="checkbox"/> | Other campaigns | 6,749     | 20           | 0.3%                    | 1.57                 | 102 seconds    |
| <input checked="" type="checkbox"/> | Email marketing | 2,796     | 11           | 0.39%                   | 1.87                 | 126 seconds    |
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| <input checked="" type="checkbox"/> | Paid search     | 157       | -            | 0%                      | 1.35                 | 75 seconds     |
|                                     | Report Total    | 128,628   | 1,549        | 1.2%                    | 1.54                 | 84 seconds     |

# Total Impact of Organic Search on Enrolled Students



# KPIs of Organic Search for Bard

**25%**

of all leads in the last 12 months have been sourced from organic search

**93%**

of students read blog content or downloaded resource guides as a part of their journey to enrollment

**49%**

of students read or download 3+ resources as a part of their journey towards enrollment

**21%**

of enrolled students originated from organic search as their first point of conversion





**Who's got questions?**