REVAMPING ORGANIC SEARCH GROWTH IN HIGHER ED

RE: USC GOULD SCHOOL OF LAW

SEARCH ENGINE OPTIMIZATION

REDEFINE MARKETING GROUP

REVAMPING ORGANIC GROWTH IN HIGHER ED

Client Name:

USC Gould School of Law

USC Gould School of Law

Services:

SEO

Industry:

Universities + Higher Education

The Challenge:

Improve non-brand organic search performance

Address lingering technical SEO issues affecting visibility

Mitigate organic traffic losses from a full website redesign

Project Brief:

In 2022, USC Gould School of Law, a prestigious law school in Los Angeles, California, approached Redefine seeking to make a change and garner awareness among a broader audience. Until that point, the university relied heavily on brand search; however, a complex web platform with lingering technical issues prevented them from achieving this goal. Additionally, USC Gould operated in a highly competitive field with equally prestigious universities like UCLA Law, UW Law, and UC Berkeley School of Law competing for high-value keywords. Finally, the team had a major website redesign on the horizon that required careful execution to mitigate any potential loss in organic traffic.

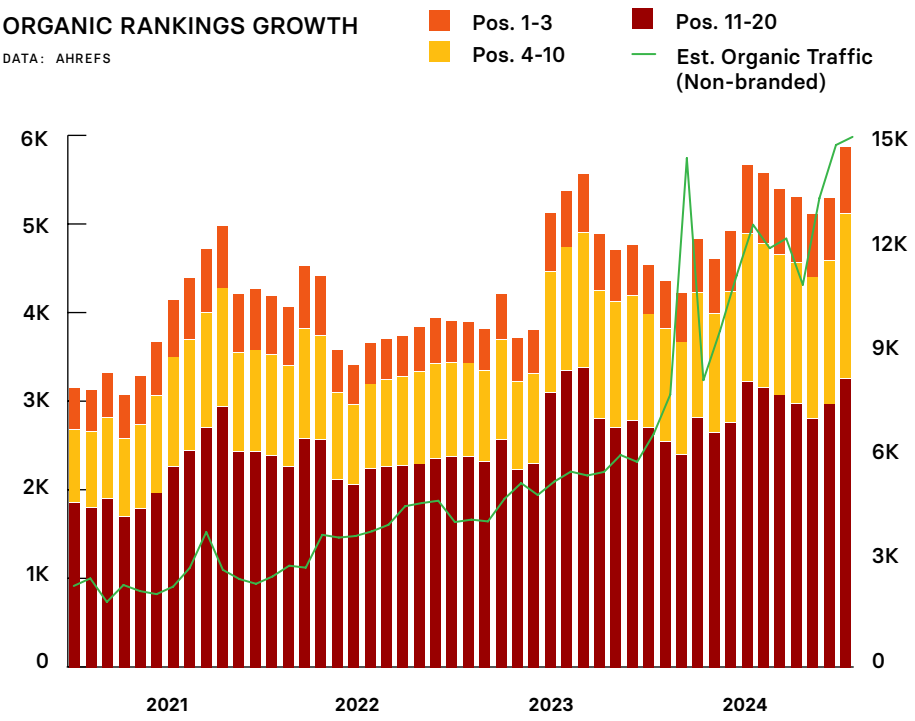
The Redefine team was presented with a critical challenge. However, through website migration expertise, deep technical understanding, and detailed competitive analysis, the team was prepared to close this case.

The Resolution:

+ Provided targeted on-page optimizations and technical SEO improvements to increase organic traffic and application submissions.
+ Executed a seamless site migration during the December 2023 redesign, preventing traffic loss and resolving key technical issues.
+ Elevated key university pages to page one via striking distance optimizations, boosting visibility for high-value degree pages.
+ Leveraged detailed competitor analysis to refine content and on-page SEO strategy, outpacing competitors like UCLA Law and the University of Washington on high-value keyword rankings.

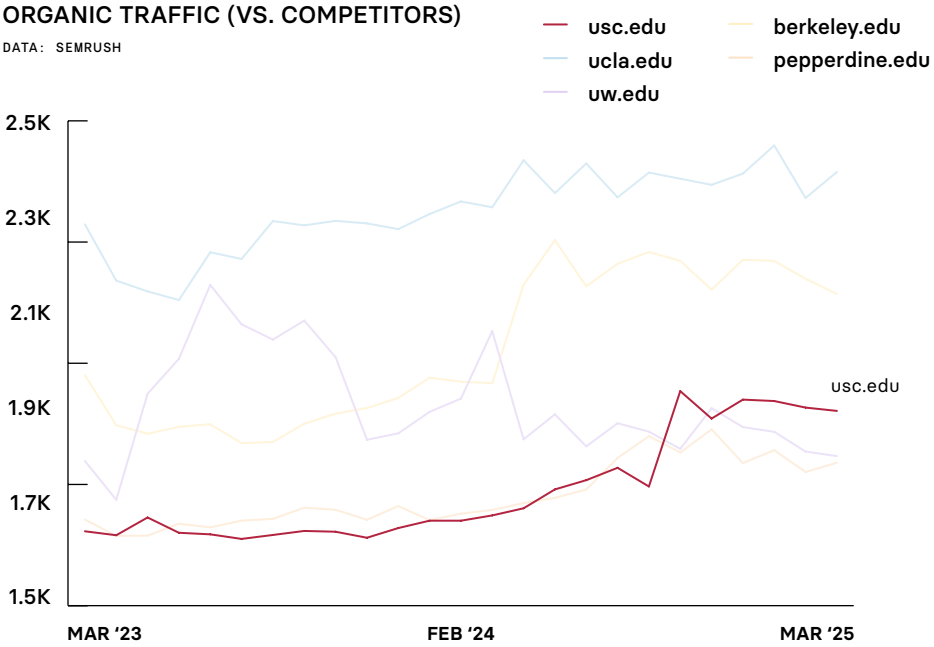
ORGANIC RANKINGS GROWTH

DATA: AHREFS



ORGANIC TRAFFIC (VS. COMPETITORS)

DATA: SEMRUSH



+175%

NON-BRAND TRAFFIC GROWTH

+27%

POS. 1-3 RANKINGS 2024 VS. 2022

+44%

POS. 4-10 RANKINGS 2024 VS. 2022

26.4K

TOTAL PAGE 1 RANKINGS

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