

## Company:



## Industry:

Higher Education

## Headquarters:

East Hartford, CT

## Testimonial:

"Partnering with Synapse has been one of the best professional decisions I have made. The knowledge, entrepreneurial spirit and technical expertise of Synapse is second to none. The strategies put forth by Synapse and Goodwin College have resulted in incredible results that are hard to believe. I have complete trust in Mark and the Synapse team and full confidence that our incredible performance results will continue year after year. Synapse's work is of the highest quality and is a very good value in the price-inflated digital marketing vertical. If you're looking to bring your digital marketing efforts to the next level, contact Synapse. I promise you that you won't regret this decision!"

Dan Noonan, Vice President, Enrollment, Marketing & Communications

## Goodwin College Sees Steady Growth in Website Lead Volume Through Continued Partnership with Synapse

## Overview:

Goodwin College is a NECHE-approved, non-profit institution of higher learning, and the fastest growing college in Connecticut. Specializing in career-focused education, Goodwin offers Nursing, Manufacturing, and variety of additional vocational degrees at the Certificate, Associate, Bachelor's and Master's levels. Goodwin College relies on their website presence as their primary means of prospective student lead generation and recruited Synapse SEM to build, launch and manage an SEO strategy in 2015. After working with an existing paid search agency for several years, Goodwin also transitioned their Google Ads and Bing Ads management to Synapse SEM in the fourth quarter of 2018.

## Strategy, Scope &amp; Solutions:

- **On-Page SEO Optimization:** In collaboration with Goodwin College, Synapse SEM identified an initial SEO keyword set aimed at driving prospect traffic relevant to Goodwin's academic offerings. Initially 35 core terms, this keyword set has grown to over 300 target keywords in 3 years. To support this keyword set, hundreds of existing and new pages have been optimized to achieve strong rankings by optimizing content, meta tags, URLs and the hierarchy and navigation of the website.
- **Technical SEO Optimization:** Prior to launching our SEO keyword set, Synapse conducted a thorough technical SEO audit of the Goodwin College website. Numerous issues including duplicate content, multiple resolving domains, site load time issues, and crawlability concerns were identified and resolved. These fixes provided a near 30% improvement in domain authority after just several months.
- **On-Going Content Development:** On a monthly basis, Synapse SEM develops over 15 new blog posts, landing pages and other content forms to accomplish two major SEO goals: keyword expansion and theme reinforcement. The content development program allows Goodwin to target new long-tailed keywords related to their academic offerings, while also bolstering core semantic themes on the site.
- **Google and Bing Paid Search Account Restructure:** Upon taking over management of Goodwin's paid search accounts, a full overhaul of Goodwin's keyword sets, ad copy, ad extensions and targeting settings was performed. The review yielded over 10,000 new keywords in the account, included the rewriting of over 5,000 ads, and refined ad scheduling, geo-targeting, network targeting, and device targeting.
- **Paid Search Landing Page Optimization:** In addition to the account restructure, strategic recommendations were provided to Goodwin detailing designs for an updated SEM landing page experience. The recommendations were based on agency experience, industry best practices, and competitive insights.
- **Website Conversion Optimization:** Synapse SEM identified and oversaw the implementation of an event-based analytics platform, Kissmetrics, to help examine and optimize key conversion funnels on the Goodwin College website.

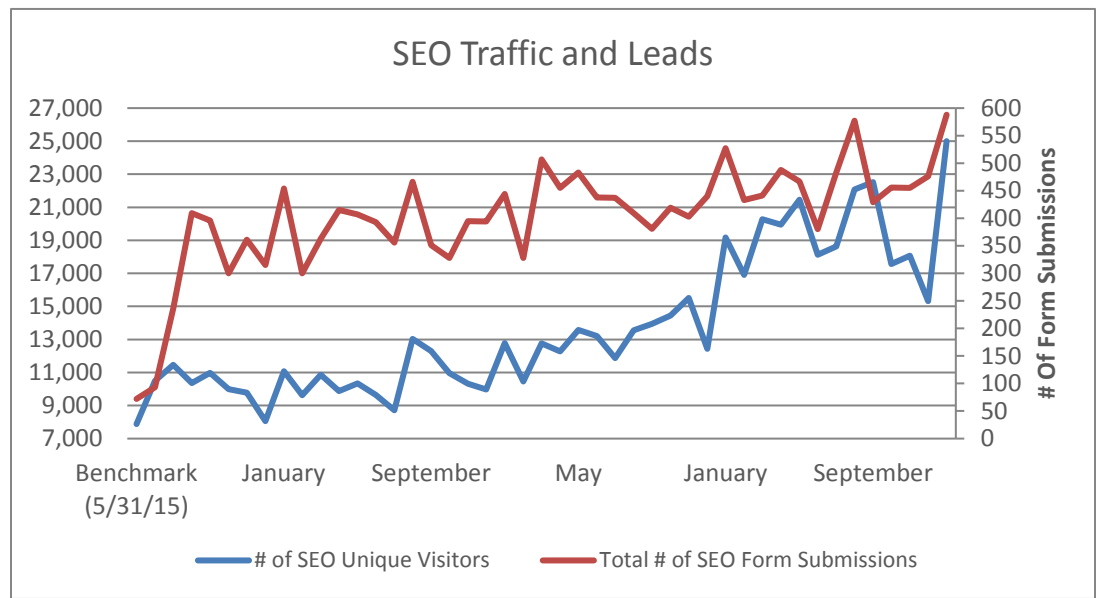
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**SEO Results:**

In partnership with Synapse SEM, Goodwin College has achieved significant SEO success since implementing its SEO strategy in the Spring of 2015:

- **Rankings:** First page Google rankings have increased **from 9 keywords to 250 keywords** since launching our SEO strategy. Even with a mature program, over **50 incremental first-page rankings were generated during 2018**.
- **Traffic:** With pronounced ranking and visibility improvements, **SEO traffic has increased 95%** since launching the SEO program. The site has **gained over 10,000 incremental prospect visitors per month** as of 2018.
- **Leads:** **Organic lead volume has increased 561%** from an average of 72 website leads per month in Q2 2015, to an average of over 465 in 2018. Synapse SEM has continued to grow SEO lead volume by double digits in each year of our SEO program.



**Paid Search Results:**

In three months of SEM program management, Synapse SEM has helped Goodwin College to realize significant paid search improvements:

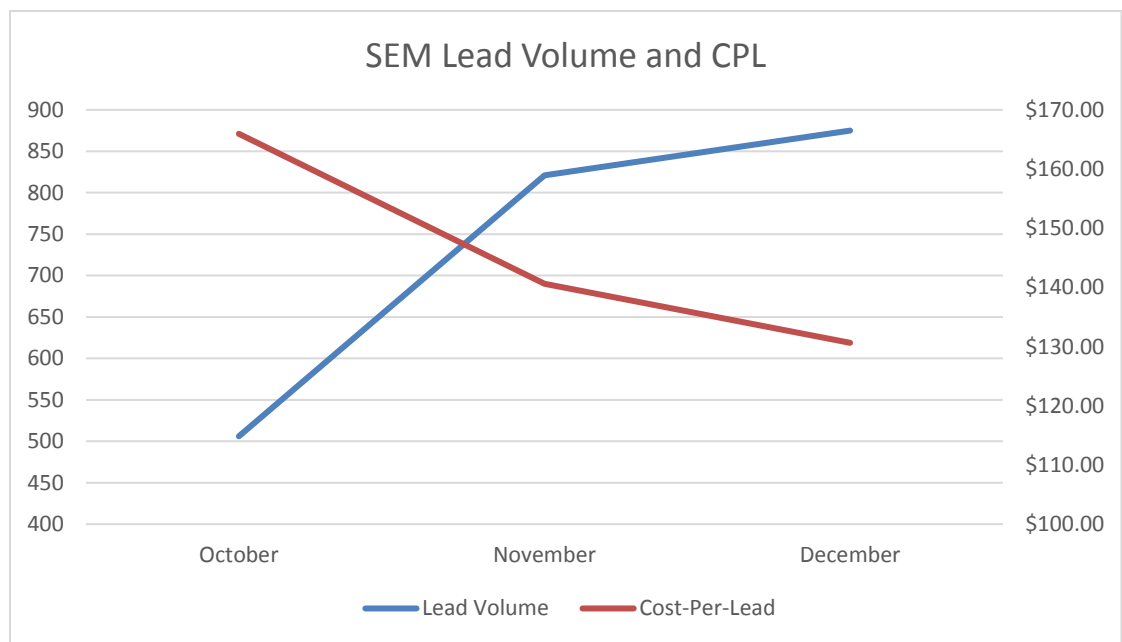
- **Lead Volume & Cost-Per-Lead:** Immediately after taking over management of the paid search accounts, Synapse SEM helped Goodwin College to **increase SEM lead volume by 16% and reduce SEM CPL by 15% with flat budgets**:
- **Budget Expansion:** Following our strong launch, a budget increase was approved. Past attempts at budget increases led to diminishing marginal returns in the account, but a carefully executed strategy with the right budget allocation and

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bidding strategy, **led to a 129% increase in SEM lead volume with just a 30% increase in budget.**

- **Landing Pages Improvements:** Measured through A/B testing, the updated landing page templates recommended by Synapse proved to produce **a 30% improvement in SEM conversion rate**, effectively lowering cost-per-lead and growing lead volume.
- **Seasonal Improvements:** Synapse SEM’s second and third months of account management took place during November and December 2018, historically two of the weakest performing months of the year. Synapse helped Goodwin to generate **best-ever SEM and total website lead volume in both months**, setting the program up for an exceptional year in 2019.



**About Synapse SEM, LLC**

Synapse SEM is a specialized search marketing firm that leverages advanced data analysis and statistics to provide its clients with deeper, more actionable insights. With core competencies in paid search advertising, search engine optimization and social media, the company develops, implements, and executes integrated digital marketing strategies focused on lead generation and new customer acquisition. Using its proprietary data analysis techniques and highly experienced subject matter experts, the agency has achieved best-in-class results and has provided the highest quality of service to its clients since its inception in 2011.

For more information on Synapse SEM, call 860-880-0065 or visit [www.synapsesem.com](http://www.synapsesem.com).