Search engines are smart enough now to ensure that users find **great content that’s created and displayed with their needs in mind.**
Burning Questions!

- What do you *really* want to learn today?
Basic SEO and Content Tips

1. Prioritize important terms and phrases (how??)
2. Don’t repeat content
3. Create meaningful links
4. Add alt tags/captions to images and transcripts to video
5. Increase page speed
6. Make site mobile friendly
7. Use language your users will like
8. Optimize search engine descriptions
Top 5 German Universities to study Business Administration - Study in...
https://www.studying-in-germany.org/top-german-universities-to-study-business-administration/
Business administration is quite an interesting field of study since it provides a broad range of job alternatives one can decide on doing. To be studying Business Administration as an under or postgraduate degree in the State of Germany one has to keep in mind that its recommended to be quite skilled on the native ...

Masters Degrees in Business & Management, Germany - Find A Masters
Find A Masters. Search Postgraduate Masters Degrees in Business & Management in Germany.

Welcome to Germany's #1 Business School > Mannheim Business ...
https://www.mannheim-business-school.com/
MBA & Master · Mannheim Executive MBA (Part-Time) · Program Structure · The Curriculum · Leadership & Career Development · Schedule · Admissions · Perspectives · ESSEC & MANNHEIM Executive MBA (Part-Time) · ESSEC & MANNHEIM Alliance · Program Structure · The Curriculum · Personal & Leadership ...

Masters Of Business Programs - University of Denver, DU
inquire.daniels.du/daniels-du/masters-degree +1 303-732-6163
Want To Switch Careers, Get A Promotion Or Start A Business? Get Your Masters. Options: Full-Time MBA, Part-Time MBA, Executive MBA
Best Business Schools – U.S. News

American University Online MBA - 15-Month MBA, No GMAT Required
requestinfo.onlinebusiness.american.edu/Online-MBA/Program
Apply to American University's Online MBA Program. Request More Information!
AACSBl Accredited Program · 5 Concentrations · 15:1 Students to Faculty · Start Your Career Courses: Finance, Marketing, Consulting, Business Analytics
No GMAT to Apply · Courses & Curriculum · Kogod School of Business · MBA Student Immersions
International SEO and Content Challenges

- German (and English) website(s) have to work globally
- Search engines prioritize local results – and most universities cannot localize content
- Search engine algorithms and competitors change
Why does defining segments matter?

- Different segments may require different:
  - Language
  - Information
  - Style
  - Tone
  - Images
  - …..????
### Reminder: Segment Characteristics

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Psychographic</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Age</td>
<td>• Values</td>
</tr>
<tr>
<td>• Current education status</td>
<td>• Aspirations</td>
</tr>
<tr>
<td>• Gender</td>
<td>• Lifestyle</td>
</tr>
<tr>
<td>• Nationality</td>
<td>• Attitudes</td>
</tr>
<tr>
<td>• Location</td>
<td>• Interests</td>
</tr>
<tr>
<td>• Economic status</td>
<td>• ....</td>
</tr>
</tbody>
</table>

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8 The Brenn-White Group
Prioritization

- Clear messaging and goals = clarity and findability for the website
Content Needs and SEO Over Time

- Content needs vary across the “customer journey” from searching to interested to applying to enrolled.
- Search behavior varies widely across countries, fields, depending on what the prospect is looking for, and depending on what stage.
- Search does not stop with looking for and finding a program.

>>> What information will prospects search for after they’ve decided to apply?

>>> What information will prospects search for after they’ve gotten accepted?
Long-Tail SEO and Content
Finding the Balance

- Too general = too much competition or no one looking for it (ex. “university”)
- Too narrow = no one looking for it (ex. “aerospace food preparation”)
- Just right = many terms that attract people who are passionate about the subject

>>>Which terms might be too general for anyone to look for during the college search?
Charity with impact
Paul Smeets on money, millionaires and Malaria cures
Keep reading

Labour market becomes overcharged

News

4 December 2017
Annelies van der Pauw new chairperson of the UM Supervisory Board

1 December 2017
7 weeks in Asia: bachelor’s students apply now!

30 November 2017
Christina Lamb: “Life goes on even when it is war”

Events

University Professors Take the Stage II
Double lecture by Prof. Van Blitterswijk and
Bachelor

Fac. Health, Medicine and Life Sciences

Biomedical Sciences

Do you know what you should eat before a soccer match, and more importantly, why you should eat it? Would you like to know why one cell is susceptible to a disease and another one isn’t? The bachelor’s programme Biomedical Sciences completely revolves around sickness and health. Whether you choose to specialise in the molecular processes in a cancer cell, or would like to know more about exercise programmes for people with obesity, the programme offers a solid foundation for a successful future. You could, for example, become a researcher at a pharmaceutical company that develops new medication, or a physiologist at a university.
Biomedical Sciences is a 3-year bachelor’s programme. You start out by following mandatory courses, followed by several electives and a minor. You conclude the programme by writing a thesis.

Year 1

The first two semesters form the foundation of the programme. You learn about genetics, cells and tissues, and the physiology of organs and organisms. You’ll be familiarised with the field of biomedical sciences, you’ll discover where your interests lie, and you’ll learn which knowledge you need to solve different problems. Research methods and statistics will also be discussed. You’ll conduct research and learn how to interpret and evaluate research results.
Major

Competence Biomedical Expert

The LEGO Bricks of Life

Practicals The LEGO Bricks of Life

Homeostasis and Organ Systems

Practicals Homeostasis and Organ Systems

Brain, Behavior and Movement

Practicals Brain, Behavior and Movement

Human Genetics, Reproduction and Prenatal Development

Practicals Human Genetics, Reproduction

ECTS

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Fac. Health, Medicine and Life Sciences

**Practicals The LEGO Bricks of Life**

**Full course description**

This course will have 4 practical trainings:

1. **Good laboratory practice (GLP)**
   - Part 1: Safety regulations, environmental safety and standard materials in a lab (glassware, balance, pipets etc.). This part will include instructions about how to use standard lab materials.
   - Part 2: Students learn how to use various lab materials in more detail. This part will contain an interim test: Making your own calibration curve by spectrophotometry and Excel. Students have to show their ability to make a calibration curve. The slope of regression line and variation between duplicates will be checked. If students have values that are >10% deviant from the expected value, they will have to make a new calibration curve (immediate feedback). In this practical, simple bio-informatics will be included by the use of Excel. How to prepare a calibration curve in Excel will be introduced during this practical training.

2. **Effect of pH on enzyme activity.**
Writing to Your Audience

Art, Literature and Society

In the master Art, Literature and Society, you will explore the critical role that artists, philosophers, writers and poets play in contemporary society. You will gain broad insights into current issues of national and international importance. You will also gain experience in conducting debates and will discover what your vision and role are in contemporary controversies in the field of art and culture.

See the whole programme
Tips
Tip 1: Keep Everything User Focused

- Understand your user(s) and you will understand what terms they use and what information they need at what time.
Tip 2: Research and Optimize

>>> What ways can you research if your content is working for your users?

>>> What ways can you research if your content is findable for your users?
Research and Optimize: Keyword Searches

- Set up a regular schedule for optimization
- Use keyword search tools like kwfinder.com
Research and Optimize: Check with Google
1) Decide on ONE academic program at your university (or any university!) to use for this exercise. For the sake of this exercise, please focus on either German or English only.

2) Define the top three market segments for this program, i.e., how can you describe typical students? You can use demographic (age, gender, nationality, etc.) or psychographic (needs, wants, dreams, etc.) characteristics -- and feel free to make these characteristics up if you don't know!

3) Write down all the ways they will come to the website (linked from an ad, gotten an email from you, searched on Google, met you at a fair, etc.) -- and jot down a couple notes about how much information they will already have about the program based on those different ways. Ex: Google search -- very little information in advance

4) Write down all the portal sites or any related sites where they would be looking for academic programs. Visit as many of the sites as you can, using search terminology you think would find similar programs. Write down any new terms or phrases.

5) Use these terms and phrases in some of the most popular search engines to see where your program comes up. Write this down.

6) Spend some time on the sites that are at the top of the search results and continue to add to your list of keywords and phrases further by seeing what language they use, focusing on headlines and text towards the top of the page.

7) When you have your final list of keywords and terms, think about variations of them in Austrian/Swiss German or British/American English. The longer your list the better.

8) Try and put the final list in rough order of priority. The top ones may have a lot of competition, so the ones at the bottom (long-tail keywords!) may be even more important for your audience.
SEO/Content Research Process

1) Language
2) Segments
3) Sources
4, 5, 6) Research: portals, search engines, competitor sites
7) Keyword variations
8) Prioritization
Tip 3: Don’t Only Think About Your Website

- Optimize content and findability across digital landscape
Burning Questions!

▪ Anything left unanswered?
Thank you!

- Feel free to write me at megan@brenn-white.com with any questions or comments!