

Harvard University

SEO + PPC Case Study

Building Online Awareness To Reflect An Offline Reputation

It is hard to imagine that Harvard University had an opportunity to increase awareness. Ask people to list top schools and Harvard is counted on the first hand, often named on the first finger. Academic elite travel from far and wide to the campus in Cambridge, Massachusetts to pursue higher education.

Some are not aware, however, that Harvard offers other teaching formats, uniting students online in digital programs or on the weekends for professional development. Traditional learning represents only one of the ways to receive a Harvard education.

Harvard Division of Continuing Education partnered with LunaMetrics to use SEO and PPC to expand the digital reach of two established schools, Harvard Summer School and Harvard Extension School, and to build awareness for their growing professional development offering.

The 12-month project used an audit to identify technical setbacks, content positioning to create new landing pages for search traffic, and top-of-funnel awareness campaigns with AdWords.

All three campaigns returned strong double-digit results in terms of both traffic and registrations. In addition, the work with professional development deserves special recognition for its goal, approach, and continued results.

Goal For Professional Development

Increase awareness and registrations for professional development programs at Harvard Division of Continuing Education

Campaign Approach

- Optimize program pages to generate more qualified traffic
- Create topic pages with structured markup to target broader search queries
- Tailor advertising to increase ad rank, click-through rate (CTR), and return on ad spend (ROAS).

Results (Year-over-Year)

- 89% increase in visits from organic search
- 75% increase in registrations from organic search
- 30% increase in CTR with AdWords
- 124% increase in ROAS with AdWords



“At the end of the day, digital marketing initiatives at DCE need to help potential students find and register for programs. We enjoyed that our project with LunaMetrics worked toward that at every opportunity to help us accomplish our goals. We are big fans of LunaMetrics and the work that they do.”

Carol Stuckey
*Executive Director, Marketing and
New Programs*
Harvard Division of Continuing Education

