Tulane’s School of Public Health and Tropical Medicine (SPHTM) is the oldest school of public health in the country, and the only American School of Tropical Medicine.

**Strategy**

1. Conduct additional keyword research
2. Optimized their existing website by modifying title tags and Meta descriptions
3. Implemented an aggressive SEO and PPC marketing campaign
Results

- Increased organic visits by 84 percent.
- Increased Domain Authority from 77 to 85.
- Added more than 33,000 targeted website visitors with Conversion Pipeline managing their pay-per-click campaign.
- Increased total visits over 15 percent.