



TULANE UNIVERSITY CASE STUDY

DIGITAL MARKETING



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



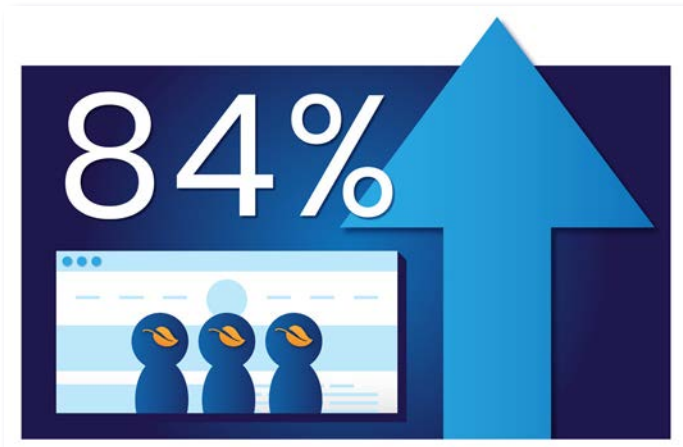
2. Optimized their existing website by modifying title tags and Meta descriptions



3. Implemented an aggressive SEO and PPC marketing campaign



Results



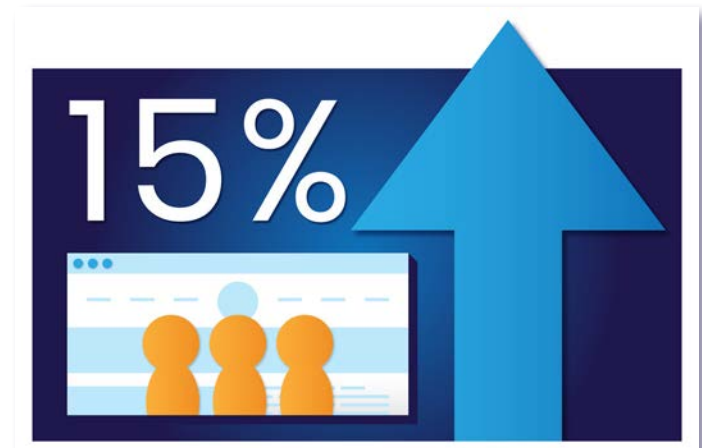
Increased organic visits by 84 percent.



Increased Domain Authority from 77 to 85.



Added more than 33,00 targeted website visitors with Conversion Pipeline managing their pay-per-click campaign.



Increased total visits over 15 percent.



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