



# Enrollment Marketing Challenges?

## We Can Help.

**It's nearly 2023 and halfway through your fiscal year. Are your marketing campaigns and websites achieving your goals and reaching expectations?**

We offer a slate of audits to allow you to take a strategic step back, evaluate your current efforts, and better plan for next year. These audits are also great ways to get to know us – and set you up for success in 2023.

### Why Viv?

- Enrollment strategy and full-funnel marketing is our expertise, having partnered with 95+ institutions in 15+ countries.
- We'll recommend integrated solutions that consider the entire marketing mix.
- Your small, dedicated Viv team provides the highest-touch service.

### Explore Our Audit Options

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**What's Included:**

Each audit includes high-touch account management, a robust input session to gather all variables for project success, one presentation of findings and recommendations, and follow-up meetings to ensure successful implementation of recommendations.

**Ready to Chat?**

Contact [Suzan Brinker >>](#)



## SEO Audits

### Website Organic Search Audit

*Today's higher education audiences want instant answers about your school, and the majority use Google to find them. Want to improve the experience of those visiting your website from Google Search? Planning for a redesign? Looking to make iterative improvements?*

#### **Organic Search Audit**

Review the organic search performance of your website using Google Analytics and various SEO tools.

#### **Recommendations**

Provide short and long-term content and technical recommendations to optimize your website for organic search.

**\$6,500**

### Organic Search Audit for One Program

*Launching a new program? Looking to increase enrollment for an existing program? Help prospective students learn about your program when conducting research, and get their answers—fast. They search for the program benefits, costs, timing, format, and faculty before they take their next step.*

#### **Organic Search Audit**

Review the organic search performance of one program's website presence against up to 20 keywords using Google Analytics and various SEO tools.

#### **Recommendations**

Provide content recommendations to better align with search trends.

**\$3,000**



## Media Audits

### Google Ads Audit and Planning

*Campaigns not performing nor reaching your goals? Need a new perspective on your campaigns? We'll apply our expertise to help you optimize current campaigns and plan for next year.*

#### **Keyword Audit and Recommendations**

Audit all keywords currently in market and propose additional keywords to improve the performance of ads, landing pages, and program pages. Provide recommendations based on search trends.

#### **Budget Research and Recommendations**

Assess market size based on search volume and industry trends to recommend a more competitive paid media spend for the spring semester, calendar year 2023, or FY2024.

**\$5,000**



## Content Audits

### Website Content Audit – 50 Pages

*Been a while since you refreshed your website content? Preparing for a website redesign? It's critical to take a fresh look at the content on pages related to the enrollment journey and update its relevance at least once a year.*

#### **Content Audit – 50 Pages**

Audit of up to 50 pages aligning to content goals, style, structure, accessibility, and visitor experience, including specific recommendations for improvements.

#### **Collaboration and Follow-ups**

Review the audit findings and recommendations, and ensure successful implementation.

**\$7,500**



## Writing for the Web – One Program

*Launching a new program? Looking to increase enrollment for an existing program? Your website content is critical to attract, engage, and convert prospective students. We'll help you optimize this content for both SEO and the student journey.*

### **Analytics Review**

Review Google Analytics performance of existing program webpages and/or similar program webpages.

### **Keyword Research**

Conduct keyword research for up to twenty keywords related to the program.

### **Webpage Writing**

Write and/or edit five webpages related to one academic program and/or offer.

**\$4,500**



# Analytics Audits

## Google Analytics Audit

*Analysis of your data is only as beneficial as the accuracy of your Google Analytics setup. Are you taking advantage of all that Google Analytics has to offer to better understand your website visitors' needs?*

### **Audit Google Analytics Setup**

Review current Google Analytics setup and ensure critical reports and views are active, existing goals/tracking is set up properly, and data is flowing accurately.

### **Requirements for Improvements**

Create list of suggested improvements. Includes follow-ups to align on implementation.

**\$8,000**

**OPTIONAL:** *Implementation - scoped based on findings and client capabilities/capacity*

**OPTIONAL:** *GA4 Migration - scoped based on current setup*



## Website Performance Monitoring and Analysis – 6 Months

*Regular monitoring of your website performance helps you better understand the behaviors of your prospective students to improve both the website experience and your marketing efforts. We'll set you up for success, then train you on the process.*

### **Google Data Studio Dashboard**

Creation of one dashboard that includes health metrics and KPIs related to the student journey.

### **Monthly Monitoring, Findings, and Insights – 6 Months**

Monthly meeting to review the dashboard and a one-page document of findings and insights.

### **Training**

Training for one team member to manage the process moving forward.

**\$2500/Month for 7 Months**

