

Case Study: The Compass School

Quick ROI Summary

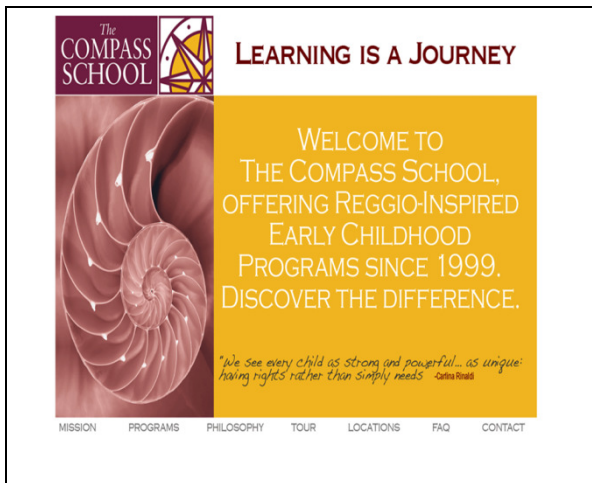
- First page rankings for highly competitive search terms
- 100% increase in search engine traffic
- 30% increase in leads generated from SEO & PPC
- 3 times the number of positive reviews online

Scenario:

The Compass School is an innovative, state-of-the-art learning facility for children focused around Reggio Emilia inspired learning philosophies. When WebStrategies began working with The Compass School, the goal was to create a sustainable and comprehensive online presence and marketing program. The Compass School had previously engaged in direct mail, print advertising and dabbled in online marketing. However, there was no useable data to support these marketing activities. Additional challenges included very little presence in search engines, scattered approaches to social media and no method for tracking and growing their online reviews.

The Website:

The original Compass website underperformed in a number of ways. First, the site had been developed years ago and due to its age and simplistic design, lacked credibility to be competitive within their industry space. Second, it failed to articulate the unique benefits of the Reggio approach. Finally and most importantly, it lacked conversion (lead generation) opportunities.



As with all website development projects, WebStrategies began the process with a strategy discussion to determine competitive advantages, market positioning, customer decision making criteria and identification of appropriate online conversion opportunities.

The new website was developed to communicate the benefits of the Reggio learning approach, provide information about each type of educational program delivered by the schools, communicate important information about each school location and enable website visitors to “convert” and provide lead generation information.

Choosing a pre-school is a very personal decision for parents. As such, it was important to provide the right information on the website about each school. This included a video tour of the inside of each school accompanied by personal information about the main teachers/leaders.

Two conversion (lead generation) opportunities were integrated throughout the new website. The ability to request an information packet about the school and to request a personalized tour of the school were included as an attractive way to encourage prospective customers to provide their personal information for sales follow up.

Marketing:

To increase online visibility and better promote The Compass School, WebStrategies implemented several strategies. First, the existing Google Analytics tracking was enhanced to better track visitor engagement and lead generation through the website. WebStrategies then launched a search engine optimization (SEO) and pay-per-click (PPC) campaign to increase visibility and rankings in the major search engines. Meanwhile, online reviews from parents about the school were becoming more prevalent, which lead WebStrategies to implement a reputation management program. In doing so, WebStrategies located, categorized, and scored each online review. WebStrategies then assisted each school in developing a sustainable process for generating more online reviews.

Results:

As of early 2013, every Compass School location enjoys first page rankings for highly competitive keyword search terms. This has resulted in a 100% increase in search engine traffic and a 30% increase in leads generated from SEO and PPC. Meanwhile, the online reputation management program has helped triple the number of positive reviews left by parents, improving the perception of prospective parents as they research the Compass School brand across the web.

Raving Fans:

“We contracted with WebStrategies to help deliver our message in three primary areas. The first step was a high quality website redesign that properly conveys our position as a premium provider of care and education. Next, a focused SEO and AdWords campaign to better reach our target audience. Finally, [we made] a concerted effort to build our online reputation through social media activity and parent testimonials. Through these channels, we have realized significant growth in both website traffic and parent inquiries over the past two years. Our partnership with WebStrategies has driven results, and we’re looking forward to continuing to improve and build on this positive momentum moving forward.” Scott Nesbitt, VP-Operations, The Compass Schools, Inc.