

Search *Experience* Optimization: The New SEO

Web Content Marketing Recipes to Unlock Higher
Traffic + Conversions in the Age of AI

April 2025



A Few Starting Details



- + 45-minute sessions, including time for questions and conversation at the end
- + Session recordings shared with attendees via email at later this week
- + Use the Zoom Chat and Q+A panels to engage with attendees and submit questions
- + Need help? Use Whova's "Ask Organizers Anything" section in the Community Board or email us at conferences@carnegiehighered.com

Presenter



Mia Pang

Director, Content + SEO

Archetype Persona

The Persevering + Creative
Curator

Content marketer crafting
strategies for organic growth;
Cat mom; Foodie

Agenda

- 1 The Impact of AI on Organic Search**

- 2 Optimizing for the “Experience”**

- 3 Building Thought Leadership Content**

- 4 Repurposing Content**



Do you agree?
“SEO is dying.”

Submit your response in the poll.

“SEO is Dying.”

SEO is dying if we **only optimize for the search engine bot and ignore the student experience.**

- + Whether it's traditional search engines or AI models, ultimately we are creating content for the human users.
- + SEO is not just about traffic and rankings. Engagement and conversions are more important.
- + It's time to refocus on optimizing for the "Experience" and not just the bots.

Engine vs. Experience

Search “Engine” Optimization

- + Stuffing keywords on every page of the website
- + Prioritizing quantity of content instead of quality
- + Duplicating content
- + Producing thin low value content
- + Targeting only top-funnel keywords
- + Only optimizing text content

VS

Search “Experience” Optimization

- + Understanding users through search keywords
- + Prioritizing quality content and consistency
- + Unique pages with clear purposes
- + Creating comprehensive content
- + Use a full funnel strategy
- + Utilizing multimedia



1

AI and Generative Search

How does AI impact SEO and students' search behaviors?

Google AI Overview

Rolled out in May, 2024, Google AI Overview shows AI-powered snapshot of key information to a query, with citation links for users to keep exploring more website content.

- + Typically appears at the top of the Google search result page
- + Appears when the algorithm detects that AI generative answers can boost the search experience
- + Includes citation links to website sources
- + Higher education website content can be cited in AI Overviews

The screenshot shows a Google search for "which nursing school is the best in boston". The AI Overview section is highlighted with a blue diamond icon and contains the following text:

In the Boston area, **Boston College (Connell School of Nursing)** is consistently ranked as a top nursing school, offering a comprehensive education that prepares students for diverse nursing roles and emphasizes both theory and practice.

Here's a more detailed look at some of the top nursing schools in the Boston area:

Top Nursing Schools in Boston:

- Boston College (Connell School of Nursing):**
 - Known for its comprehensive BSN program that blends classroom learning with clinical experiences.
 - Offers opportunities for international study, student organizations, and faculty collaboration.
 - Focuses on critical thinking, patient-centered care, leadership, and evidence-based practice.
 - Offers MSN, DNP, and CRNA degrees.
 - BSN students can begin work on a master's of science in nursing (MSN) during their junior and senior years.
- MGH Institute of Health Professions:**

On the right side of the search results, there are several organic search results, including:

- Connell School of Nursing - Boston College** (with a citation link to Boston College)
- Top 10 Best Nursing Schools in Massachusetts 2025 | Nurse.org** (with a citation link to Nurse.org)
- Best Nursing Schools in Boston, MA 2025 - Research.com** (with a citation link to Research.com)

A "Show all" button is located at the bottom of the organic results section.

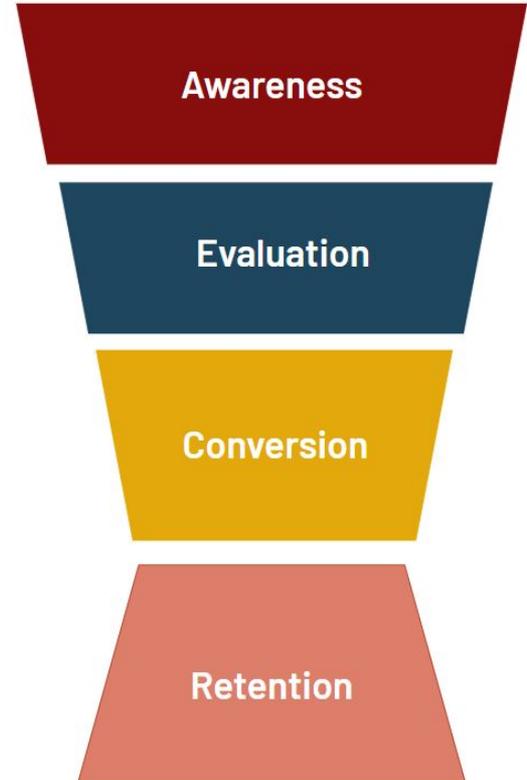
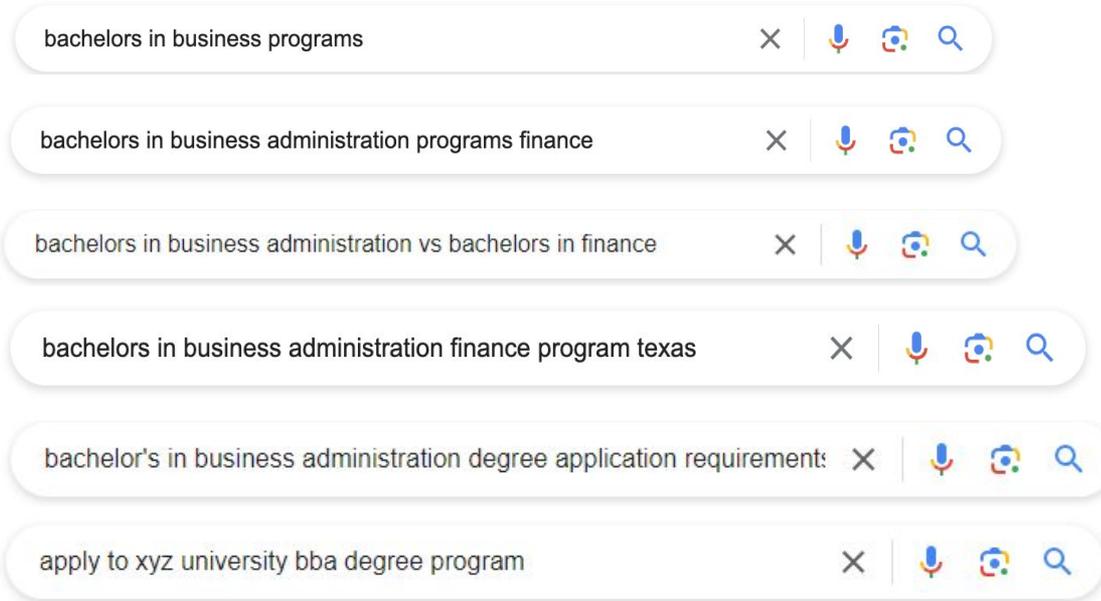
Other Emerging AI Search Engines

AI search engines leverage machine learning and natural language processing to provide a more advanced search experience.

- + **Personalized responses:** remember your search history and your preferences
- + **Contextual comprehension:** understand complex content and the intent behind the query
- + **Multiple sources:** pull information beyond the web
- + **Generate new content:** answer user questions instead of listing existing web pages



The Traditional Student Search Behavior



The New Search Experience

Google

what are some schools with good business programs

All Short videos Forums Images

About 1,930,000,000 results (0.47 seconds)

AI Overview

For students pursuing strong business programs, the University of Pennsylvania (Wharton School), the University of California, Berkeley (Haas School of Business), and others are highly regarded.

Top Schools for Business Majors:

University of Pennsylvania (Wharton School)

- Renowned for its undergraduate and graduate business programs
- Consistently ranks among the top business schools
- Offers a diverse selection of business majors

University of Michigan (Ross School of Business)

- Provides a holistic, hands-on business education
- Offers specialized dual degrees in business and other fields

University of California, Berkeley (Haas School of Business)

- Prizing leadership skills, extracurricular activities, and a global perspective

M Is it really worth it to go to business school?

That's an excellent question that deserves careful consideration. The value of business school depends on your specific goals, circumstances, and how you plan to use the degree.

Potential benefits of business school:

- Structured business education covering fundamentals like accounting, finance, marketing, and management
- Access to internship opportunities and corporate recruiting pipelines
- Network building with peers, alumni, and faculty
- Credential that can help with certain employers and industries
- Development of practical skills through case studies and group projects

Potential drawbacks:

- Cost (tuition, fees, and opportunity cost of not working full-time)
- Less value for entrepreneurs who might benefit more from direct experience
- Some skills can be learned through work experience or self-study
- Return on investment varies widely by school and career path

Alternatives to consider:

- Starting with community college courses to explore business fundamentals at lower cost

...for a master's degree. I have ...
I want to break into data ...
...commend?

...pecially with your five years of ...
...are some specific master's ...

Business School

...nal accounting coursework, ...
...ers. It holds a STEM designation

ston

...hasizes proficiency in both ...
...eeded to excel in data-driven

College of Business

...is open to all quantitative ...
...tistical modeling, which can

Ask Follow Up Questions

I don't want to go to 4 year university. Is it ok? What are my options after high school

Pro

20 sources

careervillage

Should I go straight to college after I graduate or...

hechingerreport

Low college enrollment threatens to cause long...

discoverpraxis

The Benefits of NOT Going to College - Praxis

+17 sources

Answer

It's perfectly okay to choose not to attend a four-year university after high school. There are numerous alternatives that can lead to fulfilling careers and personal growth. Here are some options you might consider:

Options After High School

1. Community College or 2-Year Programs

- **Benefits:** These programs are often more affordable and can provide a solid foundation in a specific field. You can earn an associate's degree or transfer credits to a four-year college later if desired.
- **Example:** Many community colleges offer programs in fields like business, technology, or healthcare.

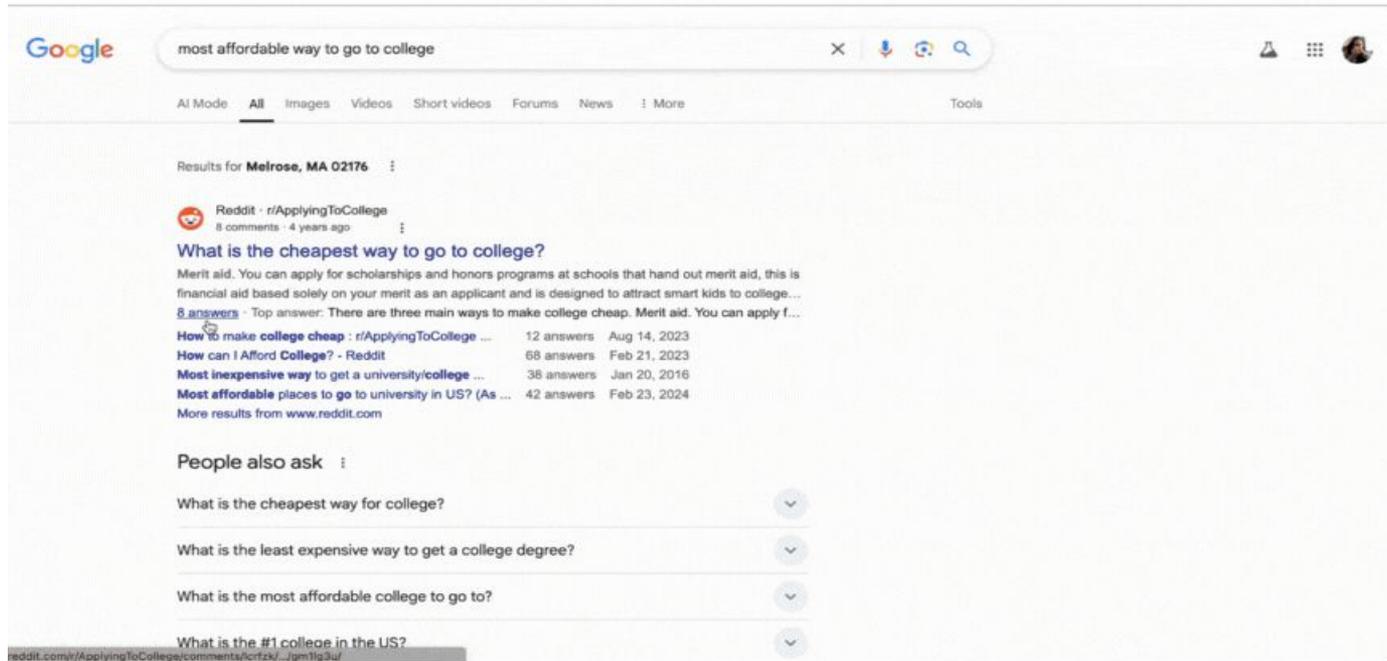
2. Vocational or Trade Schools

- **Benefits:** These schools focus on hands-on training for specific trades, such as electrical

| | I

Auto

Ask Follow Up Questions



Take a guess:

How much has website traffic from LLMs grown over the past year?

850% Year-over-Year Growth

“Even though AI search engines are not yet the mainstream of website traffic, we saw a significant increase in a single year.”

—Carnegie Analytics Team

What's Changed?

~~Type each keyword into the search bar~~

Search experience is now a fluid conversation

~~Search engines list websites on the SERP~~

AI generates information right in the conversation

~~Students go to your website to find information~~

Students only go to your website for in-depth & trusted insights

~~Traffic and rankings are most important to SEO.~~

Measure engagement and conversion to track ROI

2

Optimizing for the Experience

Crafting content that supports students' college
search journey



Think Beyond Keywords

Understand the “Why” behind the search query.

- + Students no longer just search “head terms”
- + They ask questions, seeking insights, and advice
- + Higher ed marketers and SEOs need to change the mindset
- + We are not targeting “keywords”. We are targeting “intent” to serve students needs and give support
- + Speak to your target audience and address their concerns



Create Human-First Content

Demonstrates EEAT (Experience, Expertise, Authoritativeness, Trustworthiness)

- + Ensure AI models and Google recognize you as a reputable source of information
- + AI search engines rely on external database to enhance the accuracy of generated answers
- + Inaccurate content on your website will mislead LLM models and ultimately students
- + Expert opinions and unique perspectives entice students to engage and take action
- + More shareable content to increase brand mentions on the internet

Mid-Bottom Funnel Content

Considering how AI search results can easily provide quick facts and answers to top funnel awareness questions like “Best universities for nursing major”, higher ed websites have more opportunities to influence enrollment decisions through lower funnel content.

- + Only having top-level program pages are not enough to be cited in AI search results.
- + Develop decision enabling thought leadership content to serve the needs for advice, inspirations, and insights.
- + “Why choose nursing major?” “ADN degree vs. BSN” “Is computer science degree worth it?”
- + “Is XYZ a good college?” “Why you choose to attend XYZ university?” “Steps to submit application”

3

Build Thought Leadership Content

Steps

- + Brainstorm content ideas
- + Map content to the student enrollment journey
- + Create content with my secret recipe



What Is Thought Leadership Content?

- + It applies to a wider audience, helpful for users who don't even know about your institution
- + Providing expert insights and solutions to enable decision making

Navigating a Career in Hospitality Real Estate

Unique Opportunities in a Rewarding Real Estate Niche

The realm of hospitality real estate presents a unique blend of opportunities, merging the vibrancy of the hospitality industry with the robustness of real estate. For students contemplating a career path that combines business acumen with a passion for

What Looks Good on College Applications?

TOP 8 REASONS TO ATTEND COLLEGE IN THE NYC AREA

1. Access to Top-Ranked Universities

New York City has a rich academic history and stands as an international center for innovation, creativity and discovery. Here, students from around the world gather to study at prestigious universities and colleges, embark on ground-breaking research projects, and hone their skills and talents. And you could be one of them.

... a top-... ty, takes a student-focused approach, ensuring you receive the rigorous academic training, career guidance and personal growth necessary to thrive. Located just 20 miles north of midt... nationwide in the [Wall Street Journal's \(WSJ\) 2024 Best Colleges in the U.S.](#) based on student outcomes and graduate salaries. WSJ also ranked Iona #1 in New York for student experience.

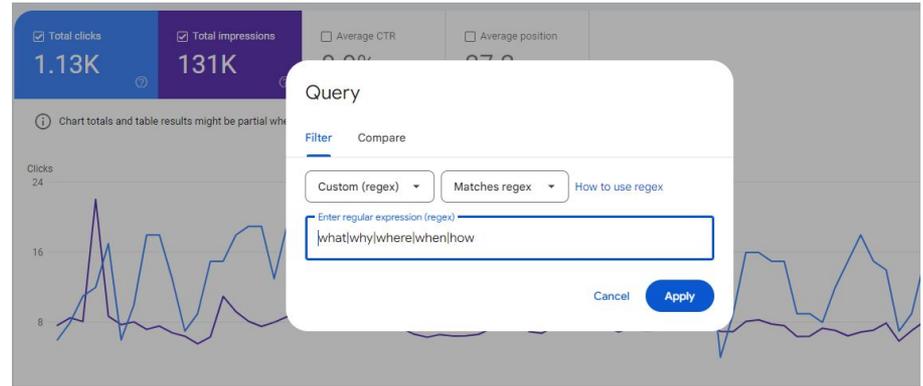
2. Explore Unparalleled Professional Opportunities

New York City, home to tech companies, nonprofits, Fortune 500 corporations and diverse businesses, serves as a launchpad for your future. Studying near NYC places you at the center of competitive career opportunities, offering access to prestigious internships and co-op placements that deliver transformative experiences. Here, you can immediately apply classroom knowledge in real-world settings, which enriches your expertise, diversifies your skill set and builds your work ethic. This hands-on learning also helps you clarify your professional goals and formulate



Explore Content Ideas

Google Search Console: Create a regex filter “what|why|how|when|where|who|^is|^are|vs” to identify question-based queries.



Search type: Web | Date: Last 3 months | Query: Custom (regex) | + New | Last updated: 9 hours ago

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES	
Top queries			Clicks	↓ Impressions	CTR	Position
what is supply chain management			0	5,408	0%	63.8
what is a woman documentary			4	4,990	0.1%	33.6
what is business intelligence			0	4,252	0%	66.4
how to see photos			271	3,465	7.8%	1.6

Explore Content Ideas

Consult ChatGPT for brainstorming

Act as an expert SEO. Write thought leadership content about health administration for a university website. The target audience is prospective master's degree students with 5+ years of work experience in healthcare. The goal is to increase brand awareness and user engagement by addressing the target audience's concerns and questions about getting a master's in health administration. What topics would you write about?

Act as an expert SEO. You are going to write thought leadership content about health administration for a university website. The target audience is prospective students who are considering getting a master's degree. They typically have 5 years of work experience in healthcare related fields. The goal is to increase the university's authority in this area and increase engagement by addressing the target audience's concerns and answering their questions about getting a master's degree. What are the most important topics you would write about to help them make an informed decision about their education?

Here are the most important thought-leadership content topics you should address to effectively engage and inform prospective master's students in health administration, positioning your university as an authoritative voice in the field:

1. The ROI of a Master's in Health Administration

- Detailed insights into salary increases, career advancement opportunities, and how quickly graduates typically recoup their investment.
- Real alumni testimonials or stories highlighting their career progression and salary outcomes post-degree.

2. Emerging Trends in Healthcare Administration

- Analysis of evolving trends in healthcare administration, including digital transformation, telemedicine, value-based care, and population health management.
- Guidance on how a master's degree equips graduates to leverage these trends for career advancement.



3. Comparing Health Administration Graduate Degrees: MPH, MHA, MBA

Ask anything

+ Search Deep research ...

ChatGPT can make mistakes. Check important info.

Explore Content Ideas

What other topics will generate interests and clicks from our target audience?

ChatGPT is not perfect.

- + Don't forget to refine ChatGPT's ideas with your knowledge
- + Keep prompting to get more ideas

Beyond foundational topics, here are additional strategic and timely content ideas specifically crafted to pique interest, drive clicks, and position your university as a thought leader in health administration:

Industry Insights and Hot Topics

- **AI and Healthcare Administration: How Automation is Shaping the Future**
 - Address the potential impact of AI on administrative workflows, patient experience, and healthcare quality.
- **Healthcare Cybersecurity: Protecting Patient Data in the Digital Age**
 - Showcase the growing demand for health administrators versed in cybersecurity principles.

Leadership and Career Growth

- **Healthcare Leadership Styles: Which Approach Leads to Better Outcomes?**
 - Discuss transformational, servant, and strategic leadership models, highlighting which traits employers prioritize.
- **Executive Presence in Healthcare: Essential Skills for Aspiring Administrators**
 - Advice on professional image, communication skills, and visibility strategies.

Financial and Strategic Decision-Making

- **Understanding Healthcare Finance: What Every Administrator Should Know**
 - Simplify complex topics such as reimbursement, value-based payments, and budgeting.

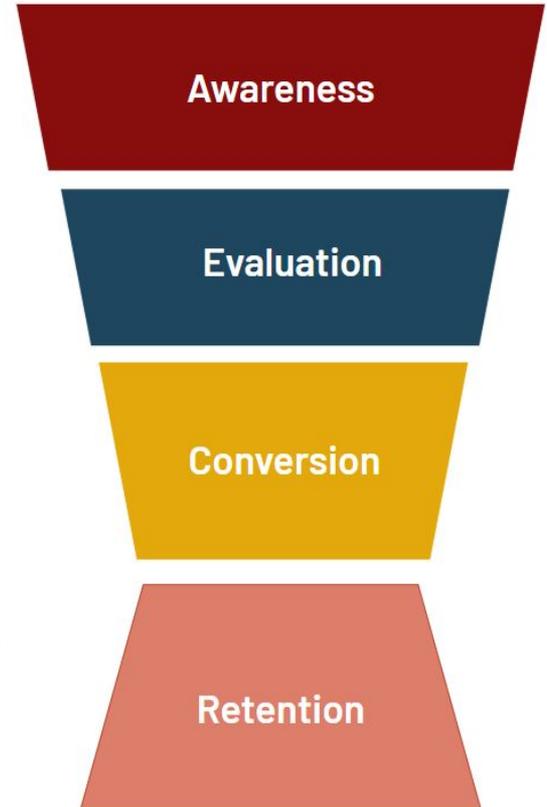
Map Your Content to the Student Journey

How Automation is Shaping the Future in Healthcare Administration
Healthcare Leadership Styles

The ROI of a Master's in Health Administration
Career Paths and Job Outlook for Health Administrators
MPH vs. MHA vs. MBA

Accreditation and Program Quality: Why It Matters
How to prepare application for MHA

Continuing Education and Certifications: What Comes After an MHA?
Students/alumni success stories



The SPAM Recipe

Insights from **S**ubject matter experts

Unique **P**erspectives

Relevant to the target **A**udience

Leverage **M**ulti-media content



Other Best Practices

- + Use specific examples to prove your authority and real-world experience
- + A succinct content structure with proper header tags
- + Provide a summary at the beginning of the article for easy reading/crawling
- + Relevant keywords naturally incorporated into the copy
- + Internal and external links to other relevant content
- + Straight to the point and enticing metadata
- + Strong call to action to inspire next step

4

Repurpose Content

Expand your impact and brand awareness
on other platforms



Multimedia Strategy for a Better Search Experience

An effective way to maximize cross-channel visibility

- + Webinars
- + Podcasts
- + Videos
- + Organic social media campaigns



YouTube Optimization Is Important

- + YouTube is the second largest search engine after Google and is owned by Google.
- + YouTube videos appear in regular organic search results.
- + YouTube videos are one of the most cited resources in Google's AI Overviews.
- + +25% since January [according to BrightEdge](#)
- + Enhance students search experience with engaging video content.

how to become an accountant

AI Overview Learn more

To become an accountant, you'll typically need to:

Earn a bachelor's degree
This foundational degree provides the knowledge and skills you'll need for an accounting role. You can major in accounting or a related field, like business.

Get certified
Many accountant roles require some level of certification, such as the Chartered Professional Accountant (CPA) certification program. The CPA exam is a significant undertaking, consisting of four four-hour sections.

Gain experience
Experience is essential for an accountant role. You can gain experience through internships with public accounting or business firms, or entry-level roles.

Consider continuing education
Continuing education is important to stay up to date on accounting advances and be the most effective accountant possible.

You can also consider earning a master's degree in accounting or business administration with a concentration in accounting. A doctorate in accounting can improve your chances of landing the most desirable accounting roles. It's also the only path to becoming a postsecondary accounting teacher.

You can also watch this video to learn more about how to become an accountant:



Repurposing Videos to Thought Leadership Content

Converting videos to thought leadership content can help you have more pages indexed on Google and AI search engines.

Converting text content to YouTube video content for more authentic engagement.

- + Quality content meeting students wherever they search.
- + Easy to scale: you don't need to create from scratch!
- + It's not duplicating content or reposting. It's presenting the content in another format to add value.



What Does The Future of Restaurants Look Like?

WHAT DOES THE FUTURE OF RESTAURANTS LOOK LIKE? INSIGHTS FROM HOSPITALITY EXPERTS



By Drazen Zigic on Shutterstock

Even though life is slowly returning to normal in 2021 after the COVID-19 pandemic, it has been a grueling year and a half for many restaurants and foodservice businesses. For those who have survived, the future looks incredibly uncertain, facing emerging challenges in the industry.

The Process

- + Find a high-performing, evergreen video that is at least 10 minutes long and contains valuable content
- + Transcribe the video
- + Based on the video content conduct keyword research
- + Outline your content
- + Use header tags to separate different topics covered in the video
- + Fix grammar mistakes, rephrasing the transcript to improve readability
- + Add value to what's covered: new examples, additional tips, additional information related to the topic
- + Insert internal links and CTAs
- + Embed the video on the thought leadership article page

What About Converting Articles to Videos?

- + Start from high traffic thought leadership articles
- + Develop video script based on the article
- + Leverage AI to help you with the draft
- + Refine it with your knowledge and expertise
- + Pass it to the video team for production

Act as a content marketing expert. I want to convert my blog post into a 10-minute-long YouTube video. Please help me do semantic keyword research to determine what keywords we should use in the video. Then create a video script for me. This is my blog post: <https://www.carnegiehighered.com/blog/repurpose-video-content-to-articles/>

Video Script: "Transforming Videos into Engaging Articles: A Step-by-Step Guide"

Opening Scene:

[Upbeat background music plays.]

Narrator: (On-screen) "Welcome to our channel! Today, we're diving into a powerful strategy to amplify your content marketing efforts: transforming your videos into engaging articles."

Scene 1: Introduction to Content Repurposing

[Cut to a montage of various content formats—videos, articles, social media posts.]

Narrator: "In the digital age, content is king. But creating fresh content consistently can be challenging. That's where content repurposing comes in."

Scene 2: Benefits of Repurposing Video Content

[Visuals of increasing website traffic, enhanced SEO rankings, and diverse audience engagement.]

Narrator: "By converting your videos into articles, you can:

- Reach audiences who prefer reading. carnegiehighered.com +2
- Enhance your website's SEO performance. seoclarity.net
- Maximize the return on investment for your existing content."

Scene 3: Step-by-Step Guide to Transforming Videos into Articles

[On-screen text: "Step 1: Select High-Quality Videos"]

Narrator: "Start by choosing videos that have performed well and cover evergreen topics."

Students' search behavior is evolving and we must challenge the SEO status quo. It's time to shift from optimizing for the "engine" to optimizing for the "experience."

Resources



Dive Deeper

[How to Turn YouTube Video in to Written Articles](#)

[How to Conduct Keyword Research](#)

Learn More

[How to Optimize Higher Education Websites for Google AI Overviews](#)

Explore

[Partner with Carnegie](#)

**Scan the QR code for a 20% discount on a
12-month Conversion Rate Optimization package**





Thank You!

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