

OHO U 2023 BOOTCAMP

The 3 Ways Schools Need to Use SEO

Overview

- **Why invest in organic search?**
- **The 3 main strategies for organic search in higher education**
- **Protecting and promoting your brand in Google**
- **Writing and optimization to improve search rankings**

Making the Case

Why does investing in organic search matter?

- 1. Prospective students from organic channels are *more engaged and more likely to convert*.**
- 2. Strong organic results can *provide savings on paid campaigns*. If you can generate traffic from organic search, you don't have to pay for digital advertising.**
- 3. Producing valuable content that ranks in search *builds your brand*.**
- 4. A strong organic presence builds *competitive advantage* – it is harder and takes time for competitors to replicate.**

4 Categories of Search Terms in Higher

Brand

Includes variation of school name.

Program

Specific program – usually includes location.

Interest

An article that is topical, but could be of interest to a wide audience.

~~Scovel~~

Specific program, article that does not contribute to recruitment.

The .edu advantage

Google automatically grants websites with a .edu domain a high-level of trust and credibility.

Whereas, .com or .org websites need to build credibility, Google endows .edu sites with instant credibility.

This advantage means that schools can more rapidly see results from organic search optimization efforts.


Brand: Mid-Funnel


PAID AD

WHICH IS BEST LINK?

cambridge college mba degree

×





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About 13,400,000 results (0.50 seconds)

Ad · cconline.cambridgecollege.edu/business/admin ▾

Online Business MBA Degree | Accredited College

Earn Your Business **Management Degree** Online from **Cambridge College**. Never Visit Campus. **Cambridge College** Brings Our Respected Classes to You Online. Dedicated Student Support. Affordable Tuition. Small Classes. Flexible Class Schedule.

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www.cambridgecollege.edu › school-management › m... ▾

MBA Program Overview | Cambridge College

Within this **program**, students may specialize in Business Analytics or Information Technology **Management**. Learning Outcomes. Graduates of the **program** will be ...

boston.cambridgecollege.edu › degree › master-busines... ▾

Master of Business Administration (MBA) - Cambridge College ...

Cambridge College's MBA program was recently recognized in Boston Business Journal's list of "Largest MBA Programs in Massachusetts." Our program ranked ...

online.cambridgecollege.edu › school-management › m... ▾

MBA Program Overview | Cambridge College Online

Within this **program**, students may specialize in Business Analytics or Information Technology **Management**. Learning Outcomes. Graduates of the **program** will be ...

Brand


BRANDED SEARCHES ARE MORE FREQUENT DURING TRANSACTION STEPS.

IS THIS THE BEST PAGE FOR A PROSPECT LOOKING TO APPLY?

#1 LINK



#2 LINK


#3 LINK





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About 61,800,000 results (0.80 seconds)

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Bentley University - MS In Business Analytics

Flexible Class Schedule. State-Of-The-Art Facilities.

<https://whitman.syr.edu> › [apply](#)

Apply - Whitman School of Management - Syracuse University

We know there's a lot to consider when choosing the school and program to prepare you for a budding or continuing business career. We welcome you to explore ...

<https://whitman.syr.edu> › [fulltime-mba-experience](#) › [admissions](#)

Syracuse University MBA Admissions - Whitman School of ...

An application cannot be reviewed until all required documents have been received. Any application that remains incomplete after the final April 19 deadline ...

People also ask

Does Syracuse have a business program?

Is an MBA from Syracuse good?

How hard is it to get into Syracuse business school?

How long is Syracuse MBA program?

Feedback

<https://onlinegrad.syracuse.edu> › [Business Degrees](#)

Master of Business Administration (MBA) - Syracuse University


Earn Two Master's Degrees From Syracuse for Fewer Credits. Once enrolled in the MBA program and for up to one year after graduating, students may apply to an ...

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<https://www.syracuse.edu> › [...](#) › [Graduate](#) › [Apply](#)

Apply to a Graduate Program - Syracuse.edu


Apply to a Graduate Program ... Applications for graduate programs are accepted through an



Syracuse University

Whitman School of Management

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Apply

Thank you for your interest in the Martin J. Whitman School of Management. We know there's a lot to consider when choosing the school and program to prepare you for a budding or continuing business career. We welcome you to explore and see the opportunities and experiences our [Undergraduate](#), [MBA](#), [M.S.](#) and [Ph.D.](#) programs provide, along with helpful information about financial aid and the application process. And, if you haven't already done so, please be sure to come [visit us](#) and see what truly makes the Whitman School different.

Undergraduate

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IES Postdoctoral Researcher Works to Shows Data-driven, Localized Solutions Bring Innovation Forward



Fireside Chat with John C. Williams, President and CEO, Federal Reserve Bank of New York



Bang, Mueller Serve as Class of 2021 Senior Whitman Class Marshals



INSIGHT

The goal with branded search optimization is to **reduce the friction points** for prospects that are using Google to start a transaction or process or find specific answers.

Program-Based SEO

PROGRAM PAGES
TOP SEO PRIORITY FROM
A LEAD AND BUDGET
PERSPECTIVE

4 PAID ADS

#1 ORGANIC PAGE

A screenshot of a Google search results page for the query "part-time mba in miami". The search bar is circled in yellow. The results show four paid advertisements at the top, followed by the organic search results. The first organic result is for the University of Miami's Professional MBA program, which is highlighted as the #1 organic page.

About 6,150,000 results (0.53 seconds)

Ad · [www.bu.edu/](#) ▾
BU Professional Evening MBA - Pick Your Pace - bu.edu
Flexible. Personal. Immediately applicable. Synch your **MBA** with your career & life goals. Low stress schedule, high impact results. Evening/weekend classes, and virtual learning.
[Attend Info Session](#) · [Personalize Your MBA](#) · [Health Sector MBA](#) · [Social Impact MBA](#)

Ad · [www.tuw.edu/](#) ▾
Part Time MBA 100% Online - Touro University Worldwide
Enhance Your Career Today With TUW Online **MBA**, Scholarship Available, Get Information Now! A WASC Accredited University. Online Programs That Are Significantly Less...

Ad · [pages.northeastern.edu/ptmba](#) ▾
Northeastern's Part-Time MBA - Learn from Experienced Faculty
Complete your **MBA part-time** with convenient 1x per week evening or Saturday class **times**. Learn the skills critical for leadership in a world transformed by technology.

Ad · [requestinfo.onlinebusiness.pepperdine.edu/pepperdine-mba/no-gmat](#) ▾
Pepperdine Online MBA Program - No GMAT Required to Apply
Earn a Degree While You Work With Flexible Self-Paced Coursework & Live Online Classes.
[Curriculum](#) · [Explore the Program](#) · [Upcoming Deadlines](#) · [Tuition and Financial Aid](#)

[www.bus.miami.edu](#) › [academic-programs](#) › [mba-masters](#) ⋮
Part-Time Professional MBA Program | Miami Herbert
The Professional **MBA** at the **Miami** Herbert Business School is a **part-time** program designed to help busy professionals gain that competitive edge to meet the new demands of today's organizations. To be successful, today's professionals need more than just an understanding of business.

UNIVERSITY OF MIAMI

NEWSGIVE BACKSEARCH

ABOUT MIAMI HERBERT

FACULTY & RESEARCH

MIAMI HERBERT BUSINESS SCHOOL

ACADEMIC PROGRAMS

STUDENTS & ALUMNI

ACADEMIC PROGRAMS

MBA PROGRAMS

PROFESSIONAL MBA

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[The Miami Experience](#)

[Student Stories](#)

[Curriculum](#)

[Admission](#)

[Financial Aid and Tuition](#)

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PROFESSIONAL MBA

The Professional MBA at the Miami Herbert Business School is a part-time program designed to help busy professionals gain that competitive edge to meet the new demands of today's organizations. To be successful, today's professionals need more than just an understanding of business. They need critical thinking, leadership skills, and creativity to navigate competing stakeholder needs and successfully overcome the pressing challenges facing the future of business.

Created specifically with the hard-working professional in mind, the Professional MBA program prepares you to join the ranks of those leading the business world of tomorrow without having to compromise your existing work schedule.

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APPLY NOW >

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#45

WORLD'S BEST MBA

2018 Wall Street Journal

#1

MOST INTERNATIONAL CITY IN THE U.S.

U.S. Census Bureau

#1

CITY FOR STARTUP ACTIVITY

2017 Kauffman Index

At Miami Herbert, our Professional MBA offers a flexibl...
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Most Common Search Structure /

Miami

MBA

Part Time

Location

Degree

Modality

CONFIRM THAT THESE TERMS ARE
ALL INCLUDED IN YOUR DEGREE PAGES

Most Common Search Structure /

<https://www.mbacentral.org> › top › best-california-onli... ⋮

The 20 Best California Online MBA Degree Programs - MBA ...

Large and famous schools like the University of Southern California situated in **Los Angeles** to smaller colleges like United States University, which features a ...

<https://www.onlinembatoday.com> › rankings › best-onli... ⋮

California's 15 Best Online MBA Programs 2021

Feb 1, 2021 — University of Southern California. Private, nonprofit university in **Los Angeles**, CA, accredited by AACSB and WSCUC. With a rich history spanning ...

<https://www.onlinemba.com> › rankings › states › los-an... ⋮

The Best Online MBA Programs in Los Angeles, California

Jun 3, 2021 — The Best **Online MBA** Programs in **Los Angeles**, California · Azusa Pacific University. Location · California Lutheran University. Location.

OPTIMIZED
PROGRAM PAGE

Program-Based SEO

UNIQUE BACHELOR
DEGREE

AGGREGATOR SITE

game design bachelor's degree

A Bachelor's in Game Design degree prepares students to enter a variety of general or niche careers in the game design field. With this degree, graduates may enter careers in the conceptual, artistic development of games, or the technical, nuts-and-bolts aspects of game design. Jul 23, 2021

https://thebestschools.org › rankings › bachelors › best-on...
Best Online Video Game Design Degrees 2021

People also ask

Is there a bachelor degree in game development?

What degree should a game designer have?

Do you need a bachelor's degree to be a game designer?

Which bachelor degree is best for game development?

https://www.fullsail.edu › game-design-bachelor

Game Design Bachelor's Degree - Full Sail University

The Game Design bachelor of science program, designed to enhance your ability to work in a game studio environment, is comprised of high-level game design and ...

https://www.collegechoice.net › best-bachelors-degrees

Best Game Design Degrees 2021 | CollegeChoice

Jun 3, 2021 — Courses in a Game Design Bachelor's Program ... Game design students learn how to develop pixel art and to creatively communicate storylines. They ...

What is game design?

How long does it take to earn a degree in game design?

https://www.collegerank.net › best-video-game-design-...

The 20 Best Video Game Design Degree Programs - College ...

The 20 Best Video Game Design Degree Programs · Cornell University · Michigan State University · Full Sail University · Cleveland Institute of Art · Champlain ...

https://www.gamedesigning.org › Learn

What Should You Major In? 5 Game Design Degrees That Will

Bachelor of Fine Arts in Game Design — What makes the Bachelor of Science degree in Game Design and Development worthwhile is the way it encompasses ...

Maximizing Your Game Design Education · The Top 5 Video Game Design Majors

Feedback

KEYWORD IN
PAGE TITLE

URL INCLUDES
KEYWORD

H1 INCLUDES
KEYWORD

Game Design Bachelor's Degree

fullsail.edu/degrees/game-design-bachelor

Request InfoApply800.226.7625

FULL SAIL UNIVERSITY

Degree ProgramsAdmissionsWe're DifferentCampus & OnlineAbout

< VIEW ALL DEGREES

Game Design

Bachelor of Science

DEGREE OVERVIEW

Some people see games from the inside out – from the mechanics and levels, to the experiences that make people want to play for hours on end. If you've ever dreamed of becoming a game designer, and are as passionate about the craft as you are about the end creation – you're not alone.

The **Game Design** bachelor of science program, designed to enhance your ability to work in a game studio environment, is comprised of high-level game design and production courses that will take you deep into the game development pipeline. You'll cover key industry concepts influencing both systems and level designs that will prepare you to prototype and evaluate your game projects.

JUMP TO

Course Schedules

News & Grads

Why Full Sail

Campus Gallery

Project LaunchBox

Enrollment Resources

Named School/College of the Year

FAPSC - 2019


View All Accolades & Awards

Interest – Content Marketing

RANKS 5TH FOR “BAIL OUT”
1,900 SEARCHES/MONTH

CHICAGO BOOTH REVIEW

FINANCEBEHAVIORAL SCIENCEECONOMICS



Should the US bail out airlines?

APR 16, 2020

SECTIONS [ECONOMICS](#) [PUBLIC POLICY](#) [VIDEO](#) [COLLECT](#)

f

With so many people hunkered down at home, it’s no surprise that the travel industry is in peril. But Chicago Booth’s Steven J. Davis says that while the US should want to prevent airlines from shutting down entirely as a result of the COVID-19 crisis, it needn’t bail them out to keep them out of bankruptcy.

t

in

Video Transcript

Should the US bail out airlines?
<https://review.chicagobooth.edu/economics/2020/video/should-us-bail-out-airlines>

9	6 (+6.0↑)		8,430	\$492
Keyword	Position	Trend	Search Vol	CPC
bail out	5 (+4↑)		1,900	\$14.57
steven davis	7		1,600	\$0.28
bail-out	12		1,900	\$14.57
bankruptcy bailout	13		N/A	\$0.05
bailout	13.5		2,400	\$6.6

VIEW MORE



bail out

Videos



Should the US bail out airlines?

Chicago Booth Review · Chicago Booth Review
Apr 16, 2020



We Must Bail Out Workers, Not Just Corporations

YouTube · Bernie Sanders
Mar 24, 2020



What the bailout means for your bank account

CNN
Apr 7, 2020


Program + Content Marketing

Online Business Analytics Course | HBS Online
<https://online.hbs.edu/courses/business-analytics/>
Business Analytics is an online course offered by Harvard Business School Online that will help demystify data and strengthen your analytical skills.


Examples of Business Analytics in Action | HBS Online
<https://online.hbs.edu/blog/post/business-analytics-examples>
Jan 15, 2019 — What are some examples of business analytics? As described in the video, business analytics is the use of mathematical models and statistical analysis to make better business decisions.





9 Skills Every Business Analytics Professional Needs
<https://analytics.hbs.edu/blog/top-business-analytics-skills/>
This may include implementing new technologies, changing policies or procedures, or using data to make better business decisions. Business analytics focuses on statistical analysis and data interpretation.

Business Analytics: What It Is & Why It's Important | HBS Online
<https://online.hbs.edu/blog/post/importance-of-business-analytics>
Harvard Business School Online's Business Insights Blog provides the career insights you need to achieve your goals and gain confidence in your business...

40	4.6 (+0.6↑)		7,120	\$4,145
Keyword	Position	Trend	Search Vol	CPC

8	5 (+0.8↑)		5,750	\$3,482
Keyword	Position	Trend	Search Vol	CPC

17	8 (+2.0↑)		6,170	\$3,482
Keyword	Position	Trend	Search Vol	CPC

20	4.7 (-0.1↓)		7,370	\$3,550
Keyword	Position	Trend	Search Vol	CPC
business analytical	2 (+2↑)		10	\$69.67
business analytic	2		50	\$34.29
define business analytics	7 (+1↑)		50	\$32.45
definition of business analytics	8		30	\$23.12
analytics business	2 (+1↑)		20	\$20.47

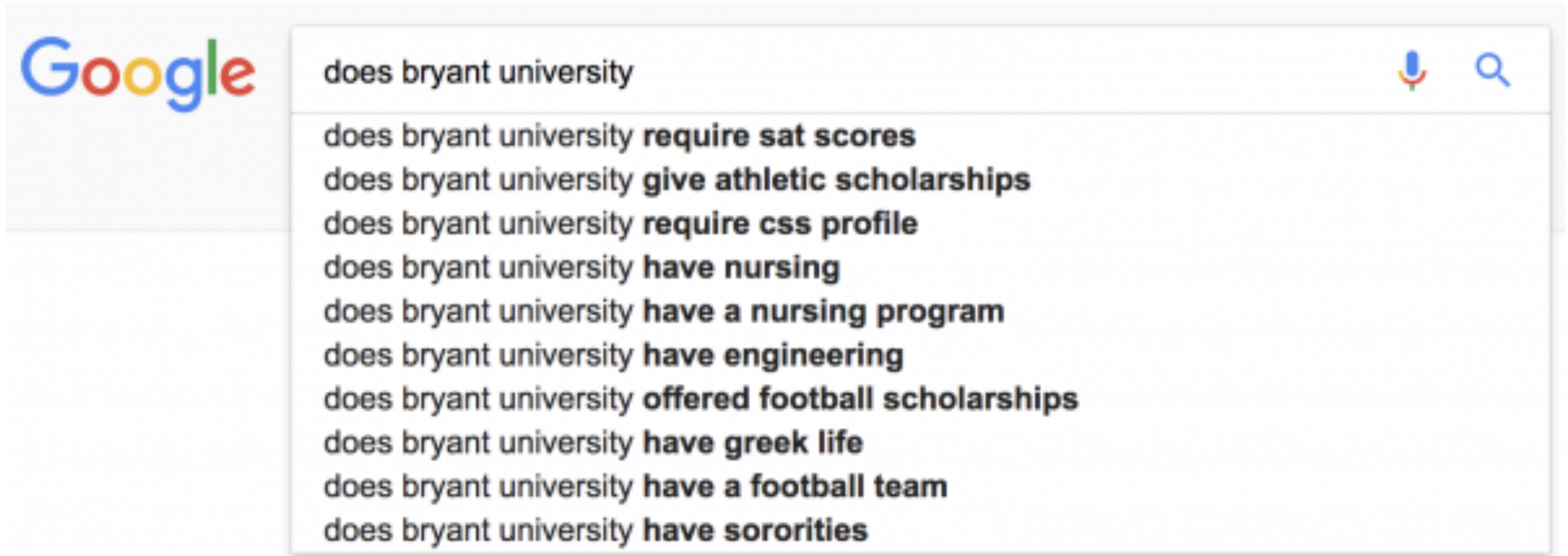
PROGRAM:
40 KEYWORDS
\$4,145/MONTH

CONTENT MARKETING
3 ARTICLES
45 KEYWORDS
\$10,500/MONTH

Own the Questions – Write Content to

	People also ask	
COLLEGE SIMPLY.COM	Is Simmons University a good school?	COLLEGE FACTUAL.COM
	What GPA do you need to get into Simmons College?	
US NEWS	What is Simmons University known for?	SIMMONS UNIVERSITY
	What division is Simmons University?	
SIMMONS UNIVERSITY	Is Simmons a good nursing school?	US NEWS
	Is Simmons an all girls school?	
US NEWS	What is the easiest Ivy League school to get into?	
	How hard is it to get into Simmons College?	COLLEGE SIMPLY.COM
	Is Simmons College prestigious?	
	Is Simmons College a good school?	
	Is Simmons University all female?	
	Does Simmons College require SAT scores?	
	Is it harder to get into Boston University or Northeastern?	
	Can men go to Simmons?	
	How many students attend Simmons?	

Write Content to Manage Your Reputation





Request Info ⓘ Apply Now ✎ 866.637.6292 📞



Blog and News > How to Become a Healthcare Administrator

How to Become a Healthcare Administrator

Sonya Krakoff

HEALTHCARE ADMINISTRATION

Given the growth of the healthcare field in recent years - which can largely be attributed to an aging population whose care needs must be met - and the high salaries associated with [healthcare administration jobs](#), many people are now considering a career in the field.

If you've researched the field and decided that it's something you want to pursue, you're likely wondering about the qualifications, skills, and experience you'll need to find a job as a healthcare administrator. We've broken down the key things you need to know.

How to Become a Healthcare Administrator

Senior Content Marketing Specialist

Sonya Krakoff is the Senior Content Marketing Specialist

multiple digital platforms.

50% increase in Leads from Organic Search

Doubled Organic Traffic 24K to over 64K/month in 12 months

RELEVANT CAREER TOPIC

KEYWORD IN THE H1

LINK TO THE PROGRAM. INTERNAL LINKS AND LANGUAGE ADD VALUE.

KEYWORD IN THE H2

Healthcare Administration

FEATURED PROGRAM

Anchored in the real world of healthcare and led by expert-practitioner instructors, Champlain's online healthcare administration degree challenges you to think about the healthcare industry differently. You'll emerge from the program with a clear understanding of the challenges and opportunities in the field, the strategic vision to enact change in the workplace, and the ability to create innovative solutions to address complex problems.

INTERESTED IN LEARNING MORE ABOUT HEALTHCARE ADMINISTRATION?

[Contact Us](#)

50% increase in Leads from Organic Search

Doubled Organic Traffic 24K to over 64K/month in 12 months

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Is Healthcare Administration a Good Career Choice? >



What Is Healthcare Administration? >



MHA vs MHA Administration Differences

Download Online Experience Guide

Learn what you can expect from your experience at Champlain College Online.



Online Experience Guide Download

Learn more about what you can expect from your online experience at Champlain.

First Name

Last Name

Email

Mobile Phone

Zip

Academic Level of Interest

Select a Program

SEO Strategies

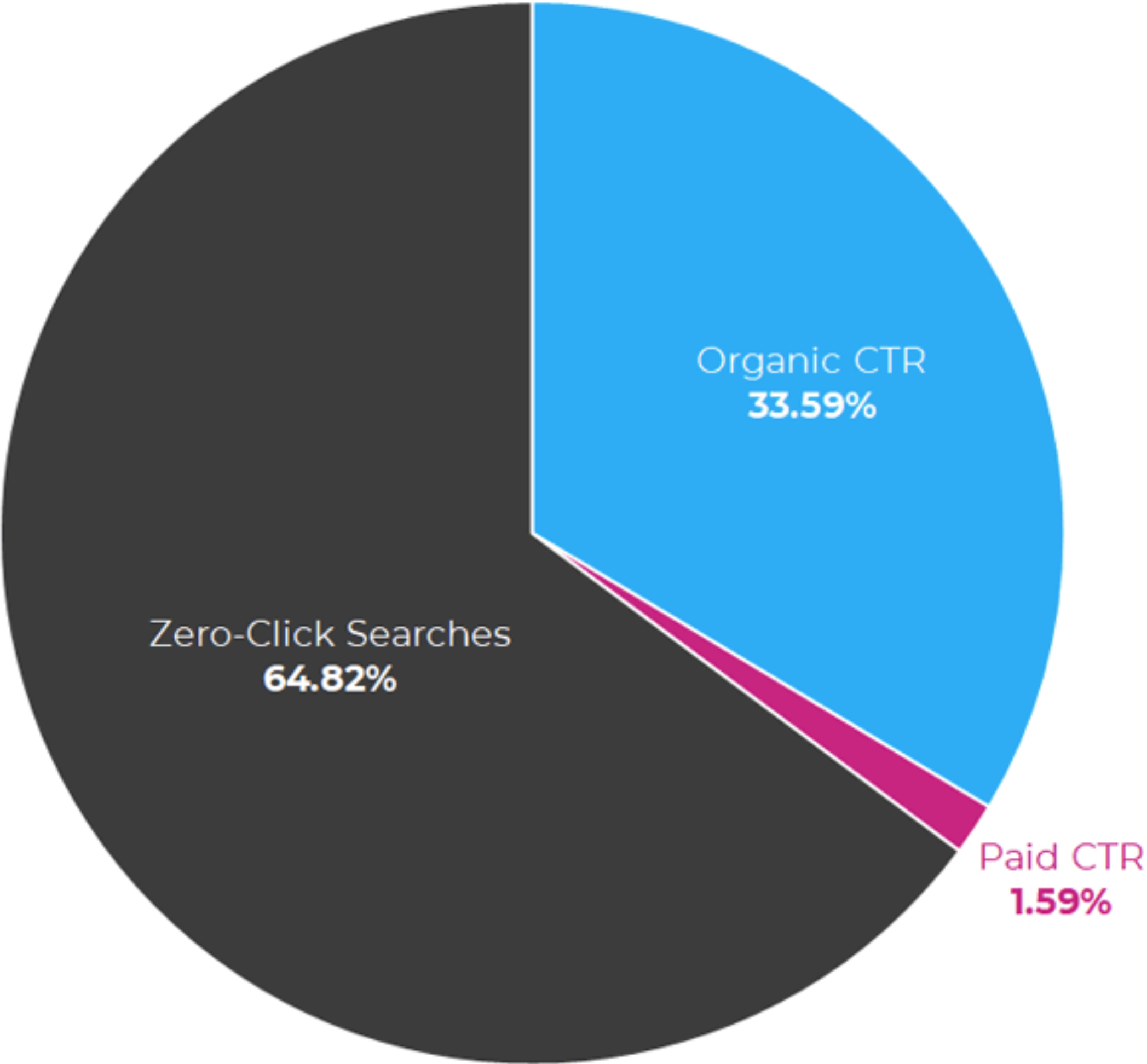
- **Brand – review pages that are mid-funnel and help answer questions about your school that prospects that already know you are seeking via search**
- **Program/Degree – invest in optimizing your program/degree pages to reach prospects at all stages of the funnel**
- **Content marketing – answer questions and write on topics related to the degree/programs to reach prospects at the top of the funnel**

ZERO CLICK SEARCH

**65% of Google searches do
not result in a click to website.**

Google Search CTR & Zero-Click Searches, 2020

(worldwide data, desktop & mobile devices, via SimilarWeb's 100M+ user clickstream panel)



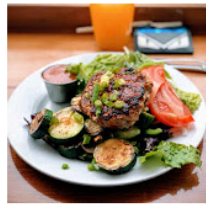
Data courtesy of  SimilarWeb Assembled & published by  SparkToro



Rating ▾ Cuisine ▾ Price ▾ Hours ▾ Your past visits ▾

⚠ Hours or services may differ

My Other Kitchen
4.8 ★★★★★ (298) · \$\$ · American
762 Pleasant St
✗ Dine-in · ✓ Takeout · ✗ Delivery



Ani Catering & Cafe
4.7 ★★★★★ (93) · Middle Eastern
687 Belmont St
✗ Dine-in · ✓ Takeout · ✓ Delivery



Jamaica Jeffs
4.5 ★★★★★ (73) · Caribbean
61 Leonard St
✗ Dine-in

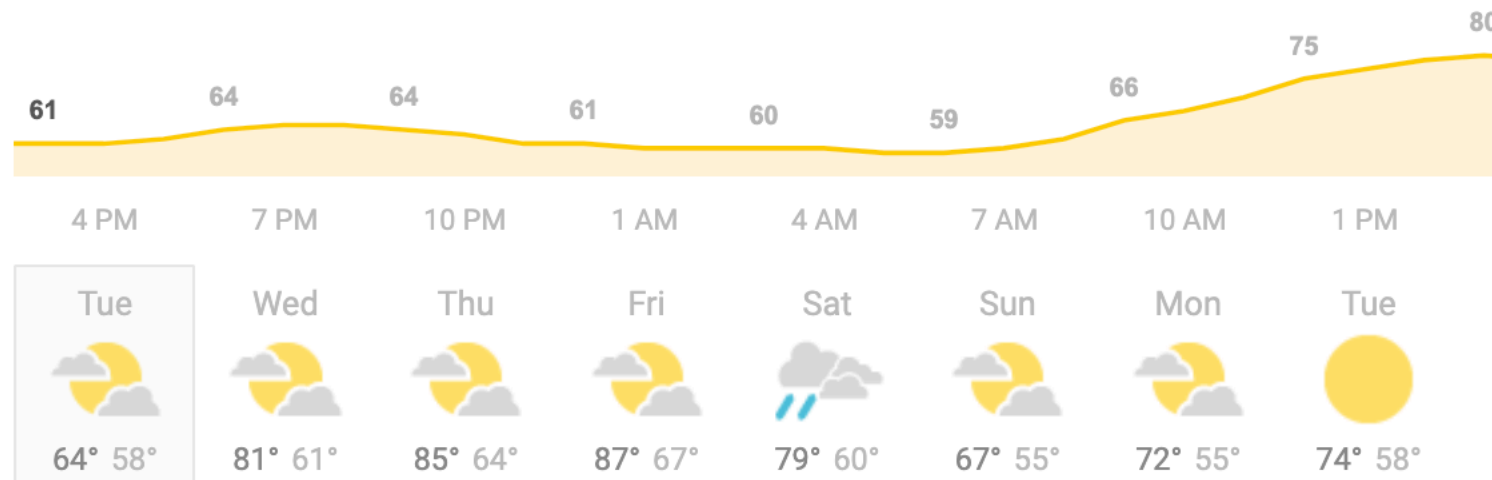


Boston, MA
Tuesday 3:00 PM
Mostly cloudy

61°F | °C

Precipitation: 2%
Humidity: 56%
Wind: 15 mph

Temperature Precipitation Wind



More on weather.com

Feedback

← Miami Beach
Things to do

Top sights

Based on traveler visits and local insights



South Beach

Nightlife & Ocean Drive art deco hotels



Ocean Drive

Street lined with Art Deco buildings



Art Deco Historic District

4.6 ★★★★★ (3,740)
Miami's iconic Art Deco district



Lincoln Road

(33,026)
Made for shopping &



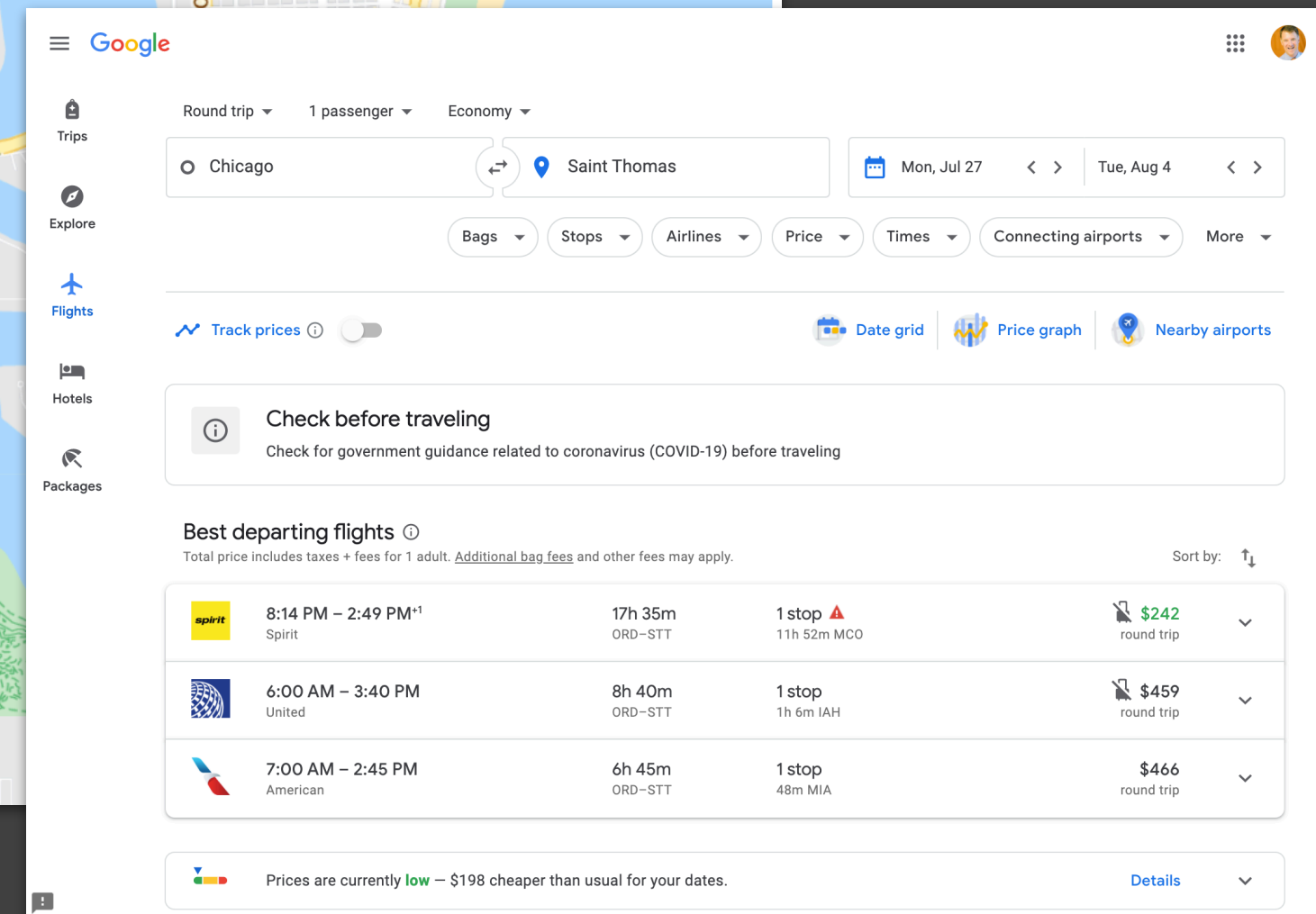
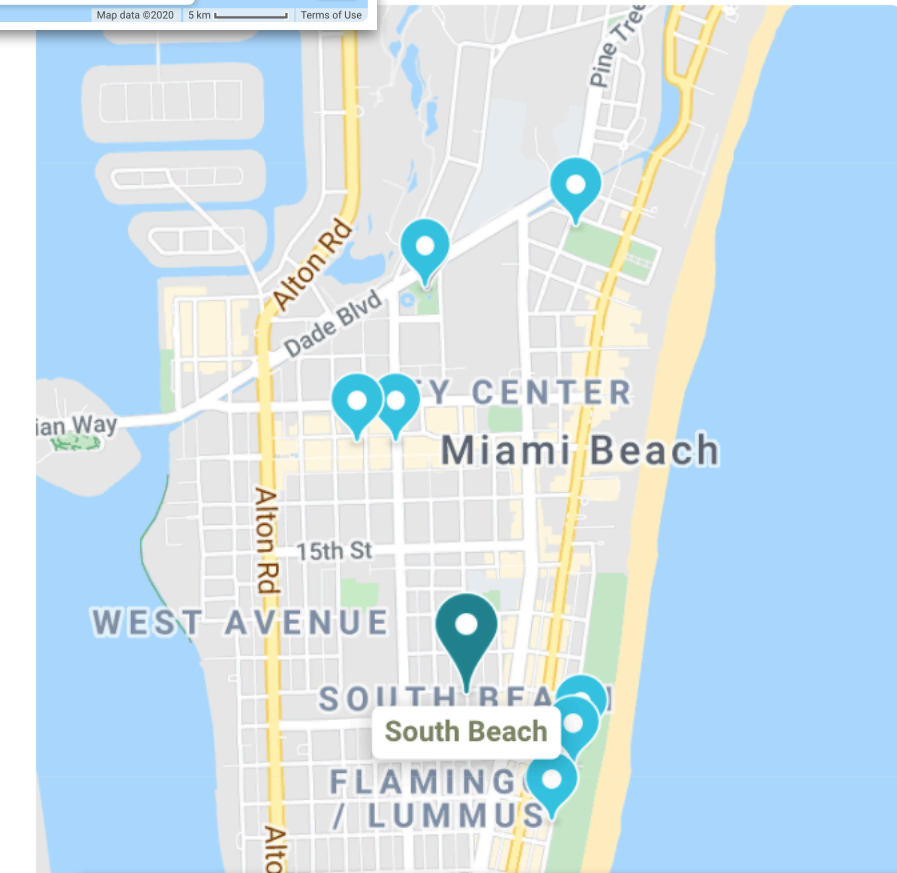
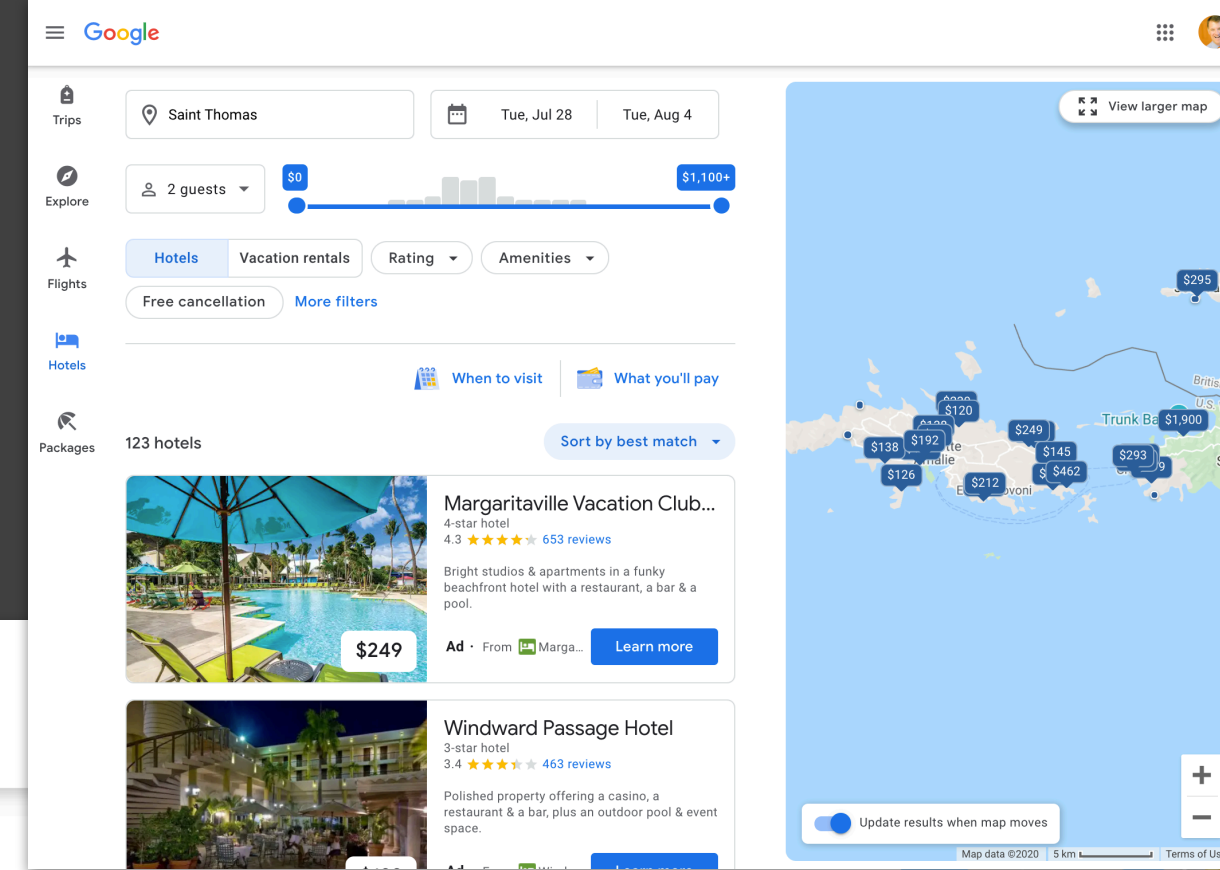
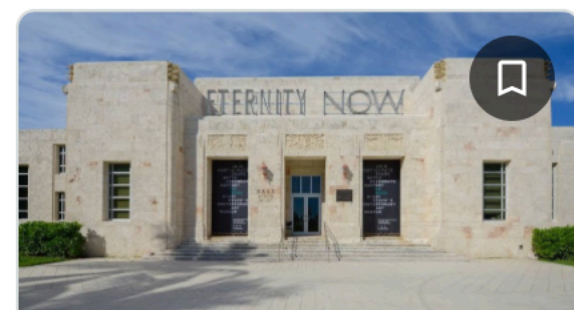
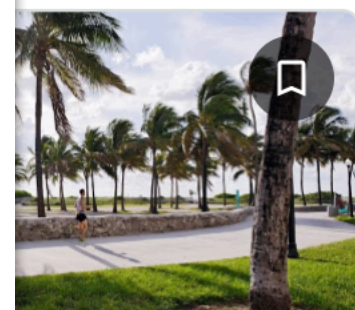
South Pointe Park Pier

4.8 ★★★★★ (3,598)
Scenic, seafront outdoor recreation spot



Lincoln Road

Shopping, art deco, and fashion



OHO INTERACTIVE

The Weather Channel

yelp

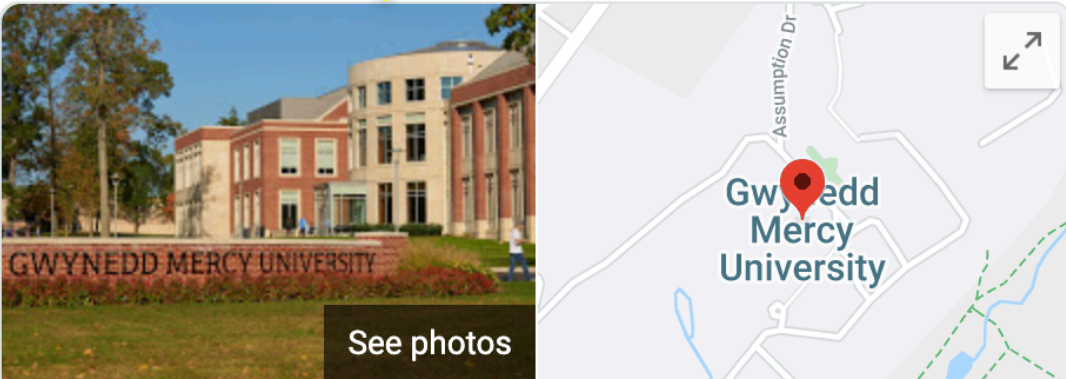
tripadvisor

KAYAK

**Manage your appearance
on Google properties**

Knowledge Panel
Business Profile
College Comparison
Images
Video

UPDATE WIKIPEDIA



Gwynedd Mercy University



Website

Directions

Save

University in Gwynedd Valley, Pennsylvania

Gwynedd Mercy University is a Catholic university in Lower Gwynedd Township, Pennsylvania. It occupies a 25 miles campus in the Archdiocese of Philadelphia. In addition to the Gwynedd Valley campus, Gwynedd Mercy also has locations in Philadelphia and Bensalem, Pennsylvania. [Wikipedia](#)

Avg cost after aid
\$24K

Graduation rate
55%

Acceptance rate
94%

Graduation rate is for first-time, full-time undergraduate students who gr more ✓
Source: US Dept of Education · Learn more

Address: 1325 Sumneytown Pike, Gwynedd Valley, PA 19437

Phone: (215) 646-7300


Undergraduate enrollment: 1,987 (2017–18)


Cost by household income


Household income	Average cost after aid
Less than \$30,000	\$18,552
\$30,001–48,000	\$19,527
\$48,001–75,000	\$20,493
\$75,001–110,000	\$26,041
More than \$110,001	\$28,593

Source: US Dept of Education (IPEDS) · Learn more


Rankings

 **The 25 Best Low-Cost Online Master's in Counseling Programs**
#1 · [bestcounselingdegrees.net](#)

 **Best Online Ph.D. Programs for 2020**
#6 · [accreditedschoolsonline.org](#)

 **Top Online MBA Degrees**
#4 · [affordablecollegesonline.org](#)

 **Top 49 Online PhD Programs in Leadership**
#2 · [online-phd-programs.org](#)

 **The 30 Most Affordable Doctorate Degrees in Educational Leadership Online 2020**
#12 · [bestaffordablecollegesonline.org](#)

EXPLORE RANKING SITE PARTNERSHIPS

Address: 1325 Sumneytown Pike, Gwynedd Valley, PA 19437

Phone: (215) 646-7300

Undergraduate enrollment: 1,987 (2017–18)

Average annual cost

Before aid \$49,920	After aid \$23,564
------------------------	-----------------------

Aid includes grants and scholarships from the institution, state, and federal government

Source: US Dept of Education (IPEDS) · Learn more

Graduation rate

	Completed within 6 years	Completed within 8 years
First-time full-time	55%	55%
Other full-time	69%	72%
First-time part-time	3%	3%
Other part-time	35%	36%

Source: US Dept of Education (College Scorecard) · Learn more

US DEPT OF ED – COLLEGE SCORECARD

MORE RANKINGS

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[Immaculata University](#)
East Whiteland Township



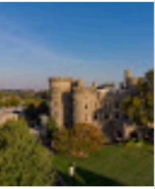
[Cabrini University](#)
Radnor



[Neumann University](#)
Aston



[Misericordia University](#)
Dallas



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There is 1 knowledge panel per institution – even if you have multiple locations or multiple schools within a university.



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About 7,000,000 results (1.46 seconds)

www.rwu.edu › life-at-rwu › our-campus

Our Campuses | Roger Williams University

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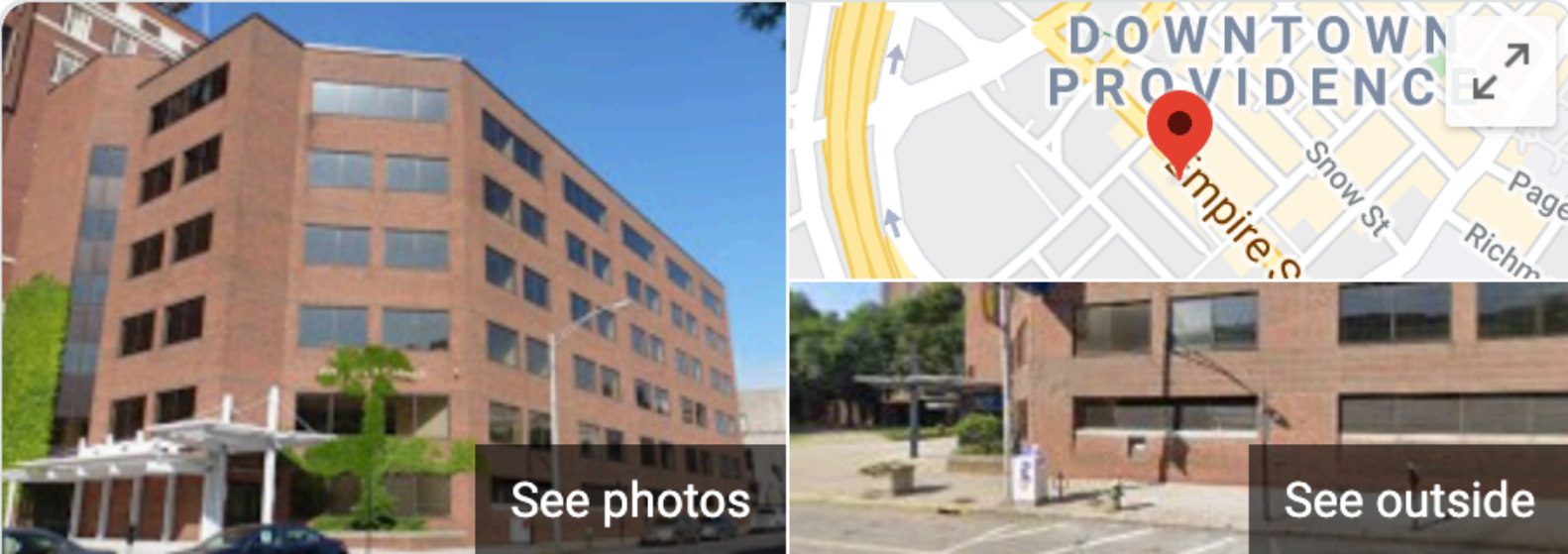
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Located in: [University of Miami](#)

Address: 5250 University Dr, Coral Gables, FL 33146

Dean: [John Quelch](#)

Phone: (305) 284-4643

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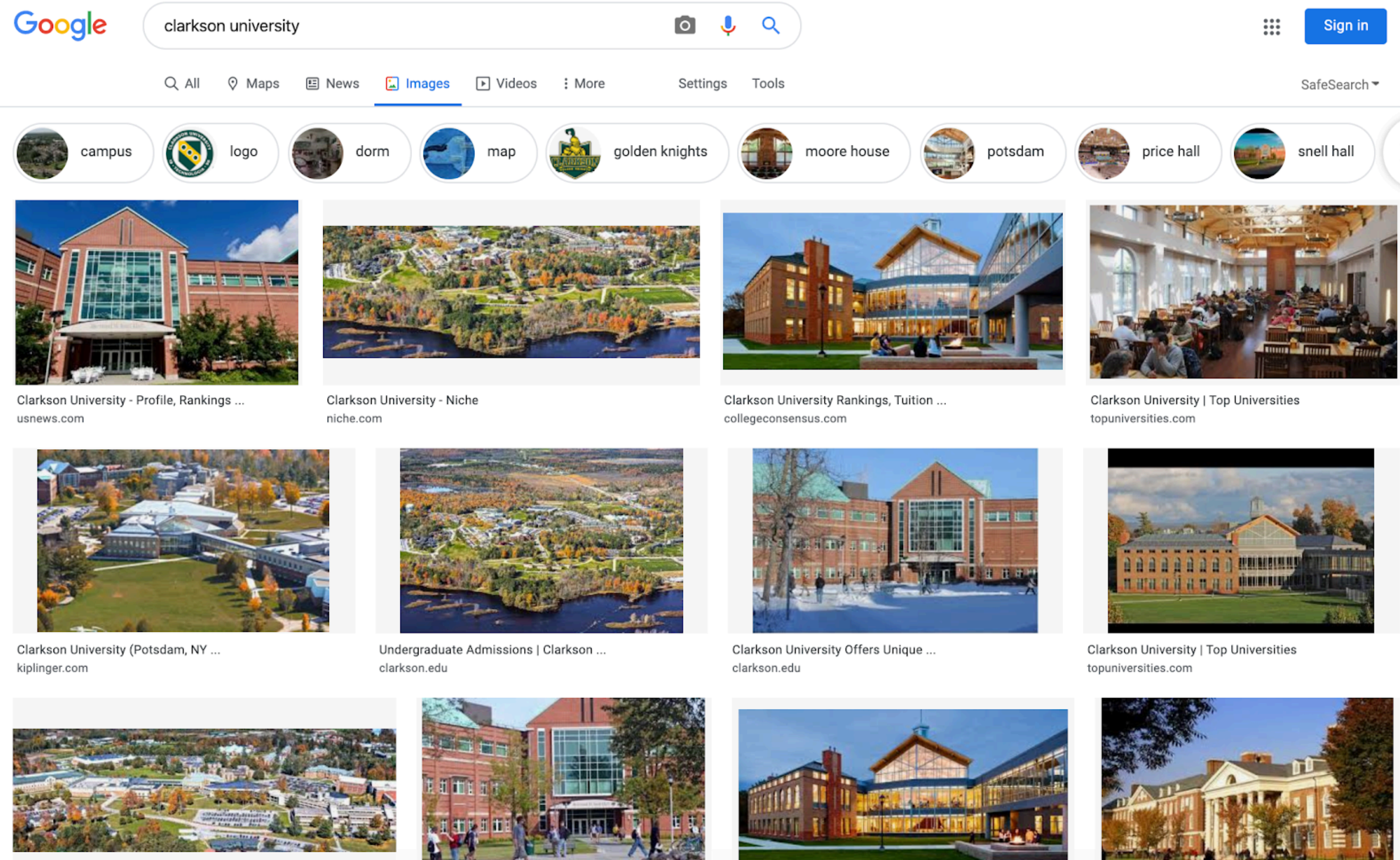
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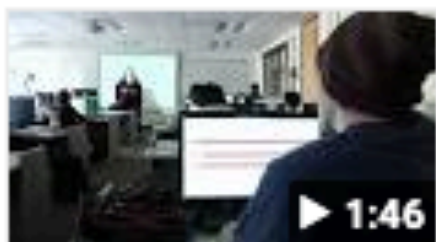


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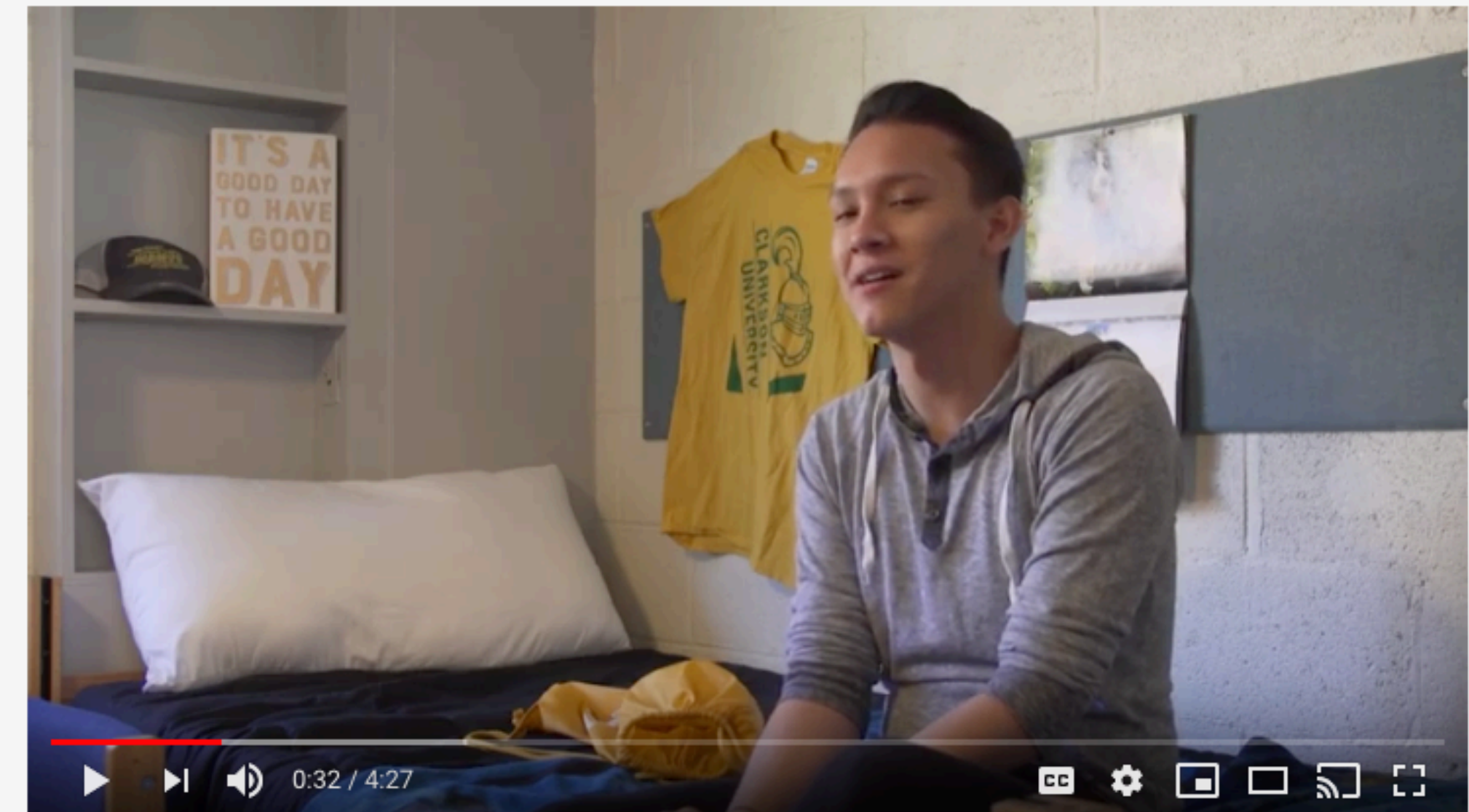
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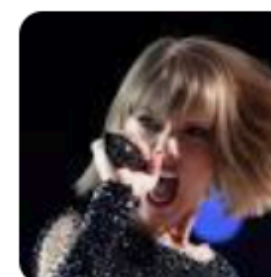
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Taylor Swift Tickets & 2023 Eras Tour Dates

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Taylor Swift Concert Tickets

After a break from the spotlight, American singer-songwriter Taylor Swift is back and ready to reclaim her "Reputation." Whether she's performing pop songs, country songs or something in between, the ever-talented Swift continues to be a major force in virtually every facet of the music industry. As has been well-documented, the Pennsylvania native's move to Nashville during her teenage years helped set in a motion a career chock-full of top-selling, award-winning music.

In 2006, at age 16 Swift released her self-titled debut album, *Taylor Swift*. The chart-topping country album took the world by storm peaking at No. 1 on the *US Top Country Albums Billboard* and reaching at No. 5 on the *US Billboard 200*. The jam-packed album included hit singles, "Tim McGraw," "Teardrops on My Guitar," "Our Song," "Picture to Burn," and "Should've Said No."

Over the years, the American singer-songwriter went on to produce numerous best-selling albums from, *Fearless*, *Speak Now*, *Red*, *1989*, *Reputation*, *Lover*, *folklore*, and her latest, *evermore*. Now, she's set to release her forthcoming album, *Midnights*. Taylor Swift has described her new album as "the stories of 13 sleepless nights scattered throughout my life." This award-winning vocalist has cemented her star power with top tracks like "Love Story," "Blank Space," "Shake It Off," and "You Belong With Me."

In the lead up to her 2023 *Midnights* Eras, Swift rolled out a "Midnights Manifest", that featured an album teaser trailer as part of Amazon's *Thursday Night Football*. The announcement was teased by sideline reporter Charissa Thompson during the Bears vs. Commanders broadcast. After releasing *Midnights*, Taylor Swift became the first artist in history to claim the entire Top 10 on Billboard Hot 100. There's been "historically unprecedented demand" for the Taylor Swift Eras Tour, as fans flooded the web on November 15 looking for Eras Tour tickets.

Don't miss the chance to see one of the world's top touring acts on stage, buy 2023 Taylor Swift tickets from Vivid Seats to experience her celebrated discography performed live in a city near you. Buy tickets for a Taylor Swift concert by following the steps below for a safe and secure ordering experience through our marketplace.

How to Buy Taylor Swift Tickets:

1. To get started shopping for available 2023 Taylor Swift concert tickets, locate the concert you'd like to attend. Any local Taylor Swift tour dates 2023 will usually be filtered to the top, with other shows listed underneath in chronological order. Click the corresponding "Tickets" button to advance to the next step where you will be presented with Taylor Swift ticket prices.
2. On the next page, you'll find a venue seating chart and a list of all available 2023 Taylor Swift concert dates for your selected show. Be sure to click on each section of the venue-specific seating chart so you can see what prices are available for each part of the venue. Be sure to sort the Taylor Swift tickets 2023 by price, quantity, or location. Cheap Taylor Swift tickets will be located at the top of the list, with more expensive tickets found as you scroll through the complete list of options. Have your credit card information already entered into your Vivid Seats account so you can purchase tickets quickly. Once you're ready to complete your purchase, press "Buy."
3. You can easily complete your Taylor Swift ticket purchase online. However, feel free to connect with us by phone (866.848.8499) or Live Chat if you need any assistance while placing your order for the Taylor Swift tour. Your 2023 Taylor Swift tickets will first need to be confirmed by the seller before the transaction can be finalized.

Frequently Asked Questions about Taylor Swift Ticket Prices and 2023 Eras Tour Information

How Much Are Taylor Swift Tickets?

No matter what you're looking to spend, Vivid Seats has tickets to fit your budget. Currently, Taylor Swift tickets at Vivid Seats start around \$200, with an average price of around \$1700.

How to Buy Cheap 2023 Taylor Swift Tickets

No matter what you're looking to spend, Vivid Seats has you covered, with options for cheap Taylor Swift tickets. Usually, the cheapest price for Taylor Swift tickets is \$387. During the 2018 Reputation tour, Taylor Swift fans bought

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MORE KEYWORDS

No matter what you're looking to spend, Vivid Seats has you covered, with options for cheap Taylor Swift tickets. Usually, the cheapest price for Taylor Swift tickets is \$387. During the 2018 Reputation tour, Taylor Swift fans bought tickets on Vivid Seats for as low as \$20. The Top 5 cheapest Taylor Swift concerts for her 2023 Eras tour are: Top 3 Cheapest

- Tampa - Raymond James Stadium - 4/13/2023 (Thursday)
- Houston - NRG Stadium - 4/21/2023 (Friday)
- Denver - Empower Field at Mile High - 7/14/2023 (Friday)
- Pittsburgh - Acrisure Stadium - 6/16/2023 (Friday)
- Cincinnati - Paycor Stadium - 6/30/2023 (Friday)

All 2023 Taylor Swift tour dates will take place over the weekend (Friday-Sunday) except for her shows at SoFi Stadium (Tuesday-Thursday) and one Thursday show at Raymond-James Stadium.

Fridays are the cheapest night to attend, followed by Sunday concerts. Saturdays are the most in-demand shows. Swifties can save 25% on average by attending a Friday show instead of a Saturday show.

When Is the Next Taylor Swift concert?

The Taylor Swift Eras tour will begin on Mar 17, 2023 at State Farm Stadium in Glendale, Arizona. Her stadium tour will stretch through the beginning of August, with her final show taking place at SoFi Stadium in Los Angeles on Aug. 9. On Nov. 4, Taylor Swift added eight new dates to her Eras tour, giving even more Swifties the chance to see her live. On November 11, she added an additional 17 shows to the tour, making it her largest ever tour. Swifties can stay up to date on Taylor Swift tour news on Vivid Seats.

Will Taylor Swift Tour in 2023?

Yes! Taylor Swift has announced her 2023 Eras tour, in support of her album *Midnights*. For any confirmed future Taylor Swift tour dates, Vivid Seats will have tickets. View all top **2023 concerts** and tour rumor information for top artists.

Taylor Swift Floor Seats

Taylor Swift floor seats can provide a once-in-a-lifetime experience for Swifties. Often, floor seats/front row seats can be some of the most expensive tickets at a show. Sometimes Vivid Seats offers Taylor Swift VIP tickets and Taylor Swift meet and greet tickets, which can cost more than front row seats or floor tickets. The maximum price tickets for Taylor Swift could be front row or center stage tickets.

How to Get Taylor Swift Tickets Through Capital One

When you buy Taylor Swift tickets through Vivid Seats, you can earn 8% cash back on your purchase by using your Capital One Savor or SavorOne card.

Taylor Swift Tour History

Taylor Swift is a prolific touring act. Here's a breakdown of her headlining concert tours:

- 2009-2010 - Fearless Tour
- 2011-2012 - Speak Now World Tour
- 2013-2014 - The Red Tour
- 2015 - The 1989 World Tour
- 2018 - Reputation Stadium Tour
- 2020 - Lover Fest West (Los Angeles) and Lover Fest East (Boston) (Canceled)

Are Taylor Swift Stadium Tour Tickets Sold Out?

Even for popular Pop events like Taylor Swift concerts, the Vivid Seats ticket marketplace usually has tickets.

SECONDARY KEYWORDS

POSSIBLE “PEOPLE ASK” QUESTION

KEEPS ON GOING!

Taylor Swift concert tickets for 2023 are available now on Vivid Seats. Eras tour presale access may also be available. As part of her *Midnights* album roll out, the Meet the *Midnights* Manifest, she has teased a "special very chaotic surprise" to be revealed at 3 a.m. ET on the morning on Saturday, Oct. 22. The full 2023 Eras tour was announced less than two weeks later on Good Morning America.


Taylor Swift Setlist

Taylor Swift has unveiled a massive 44-song setlist that covers nearly every album from her music career. Although Taylor Swift setlists vary slightly show to show, these are some of the songs that fans can expect to hear on the Eras tour:

- Miss Americana & the Heartbreak Prince
- Cruel Summer
- The Man
- You Need to Calm Down
- Lover
- The Archer
- Fearless
- You Belong With Me
- Love Story
- Tis the Damn Season
- Willow
- Marjorie
- Champagne Problems
- Tolerate It
- ...Ready for It?
- Delicate
- Don't Blame Me
- Look What You Made Me Do
- Enchanted
- 22
- We Are Never Ever Getting Back Together
- I Knew You Were Trouble
- All Too Well (10 Minute Version)
- Invisible String
- Betty
- The Last Great American Dynasty
- August / Illicit Affairs
- My Tears Ricochet
- Cardigan
- Style
- Blank Space
- Shake It Off
- Wildest Dreams
- Bad Blood
- Mirrorball (acoustic)
- Tim McGraw (acoustic)
- Lavender Haze
- Anti-Hero
- Midnight Rain
- Vigilante Shit
- Bejeweled
- Mastermind
- Karma

Taylor Swift's *Midnights* Tracklist



The tracklist of Taylor Swift's upcoming album *Midnights* is here, and it features a major collaboration with Lana Del Rey:




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Learn more about [what you can do with an MBA](#) in our blog post, [The Top MBA Specializations in Hot Demand](#).

*Sources: Bureau of Labor Statistics (BLS), 2020; job titles: Monitor, 2020

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- Business Development Director
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About

Linda Miller, PhD, CPA, is Associate Professor and Assistant Dean for Champlain College Online. She is responsible for the online accounting and

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- Health Care Administration:** Enhance your healthcare career and gain essential knowledge of healthcare system design and innovation, information systems, finance, law, and project management. Complete the MBA core courses, plus the following: [Health Care System Design & Innovation](#), [Health Care Information Systems](#), [Health Care Law](#), [Health Care Project Management & Innovation](#).
- Human Resource Management:** Gain a deeper understanding of the role of human resources in organizational leadership and learn how to use HR functions to advance the mission and strategic goals of an organization. Complete the MBA core courses, plus the following: [Human Resources Foundation](#), [Diversity & Creating a Culture of Inclusion](#), [Interpreting Human Resource Data](#), [Coaching in the Workplace](#).

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MBA = 26 times
Master’s and Master Variations = 12 times

USE KEYWORDS

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Global organizations, corporations, nonprofits, and small businesses rely on educated business professionals to deploy advanced business practices and systems thinking to achieve organizational success. With a valuable combination of business acumen, subject matter expertise, and the critical soft-skills of communication and collaboration needed in leadership roles, graduates of Champlain's master of business administration online program will be prepared to pursue career paths in the fields of their choice.

Champlain's online MBA program is designed to provide a framework for today's business professionals to think more critically, work more collaboratively, and approach complex workplace challenges more holistically. You'll emerge from the program with a systems-thinking mindset, the ability to approach modern business challenges with confidence, and will be prepared to lead in a variety of roles in a dynamic organization.

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Master's degrees from accredited online MBA programs are in high demand in the business world, and employment in master's-level occupations is projected to grow by 15% from 2019 to 2029. A master's degree also pays off: the median salary for professionals with a master's degree is \$78,210.*

Learn more about [what you can do with an MBA](#) in our blog post, *The Top MBA Specializations in Hot Demand*.

**Sources: Bureau of Labor Statistics (BLS), 2020; job titles: Monster, 2020*

TOP JOBS FOR MBA GRADUATES

- Chief Executive Officer
- Management Consultant
- Senior Product Manager
- Marketing Director
- IT Director
- Chief Financial Officer
- Business Development Director
- Operations Manager
- Senior Financial Analyst



Program Details

Learn more about Champlain's 100% online MBA program, designed for working professionals.

Courses	▼
Certificates of Specialization	▼

“Master’s in Business Administration”

<div>Keywords Found</div> <div>3</div>	<div>Keyword Locations</div> <div><div>Title1Body1Meta description1</div><div>Url0IMG Alt0</div></div>	<div>Page Factors</div> <div><div>216</div><div>^HelpingvHurting</div></div>	<div>Page Score ⁱ</div> <div><div>89</div></div>
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“MBA”

<div>Keywords Found</div> <div>82</div>	<div>Keyword Locations</div> <div><div>Title1Body72Meta description1</div><div>Url1IMG Alt3</div></div>	<div>Page Factors</div> <div><div>225</div><div>^HelpingvHurting</div></div>	<div>Page Score ⁱ</div> <div><div>85</div></div>
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Writing for Google

1. **Title Tag:** 50 - 60 characters long

Tip: The title for the page can be different from the title that shows up on the page. Be sure to include the primary keyword in the title.

2. **Meta Description:** 160 - 300 characters long

Tip: This description will only show up on a search engine results page. Give a good intro to the page content and be sure to include the primary keyword for the page.

3. **URL:** Up to 75 characters long

Tip: The URL will usually automatically include the entire page title. You can edit it so that it is shorter but be sure it still includes the primary keyword.

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3

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2

Founded in 1834 in Norton, Massachusetts, **Wheaton College** is among New England's premier private liberal arts and sciences colleges.

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- On the page, don't forget to:
 - Use a unique, singular H1.
 - Add appropriate captions, alt text, and title text with targeted keywords.
 - Copy should be written naturally, but comprehensively enough to include some artfully placed target keywords, natural synonyms, and naturally co-occurring phrases.

Activity

- **Get into groups of 2-3 people**
- **Pick one of your program pages to optimize**
- **Identify a keyword or set of keywords that you want to optimize the page for**
 - **Remember degree name, location, modality**
- **Remember target the generic term (not your branded term)**
- **Evaluate each page**
- **Write a possible solution for each**

Thank you!



**Web + Digital Marketing
for Higher Education**