OHOU
Prepare Your Content for AI

Agenda

- The basics of content marketing and why it matters
- How AI and Search Generative Experience (SGE) have changed the student research process
- Creating and optimizing content with SGE/AI in mind
- Ideas to leverage content and push prospects down the funnel

What is inbound marketing?

Source: Hubspot

Why Content Matters

- Prospective students who find you through organic search tend to be more engaged and have a **higher likelihood of converting**.
- High-performing organic content can **reduce paid campaign costs** by contributing to assisted conversions.
- Search-optimized content **enhances your brand visibility**.
- Establishing a strong organic footprint provides a **long-term competitive edge**, as it's harder and more time-consuming for rivals to replicate.
- Gaining insights into audience behavior and content engagement helps shape a **more effective strategy** for program landing pages, both for organic and paid channels.

The Evolution of Search

The Evolution of Search

Search Engine Optimization (SEO)

The practice of optimizing websites to rank higher in search engine results pages and attract more organic traffic.

Search Generative Experience (SGE)

Enhancing the search experience using generative AI technologies to provide more relevant responses to queries

Generative Engine Optimization (GEO)

GEO combines traditional SEO with generative models for better search results

The Evolving Search Journey

In 2020, I began my search for a DBA program.

Here’s how that journey looked in 2020 and how that same search looks today...

The Search Journey : 2020

Google Search	Paid Results	Organic Results	Research
DBA programs near Nashville	Sponsored ads around DBA programs	Program pages, blogs, rankings, and reports	Sift through websites and organize the results to find the info I need

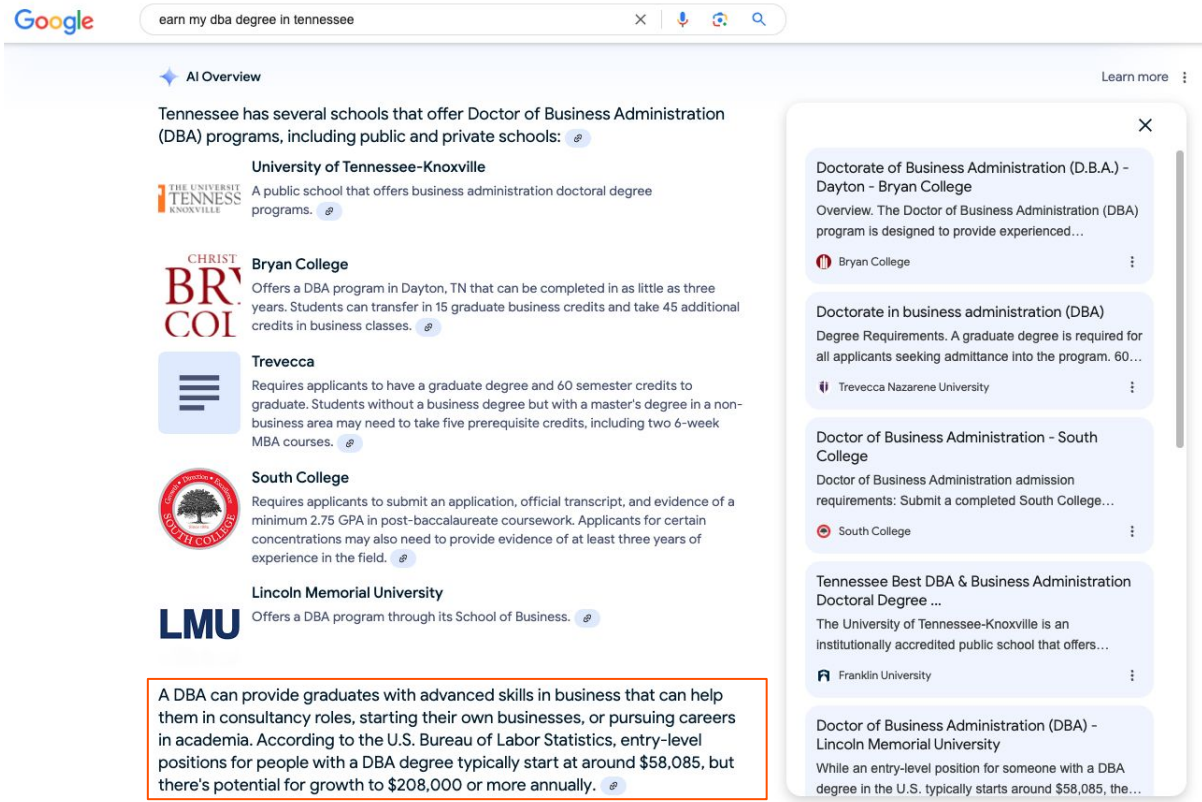
B	C	D	E
Specialty	**Tuition**	**credit hours**	**Total tuition**
Business Administration			$45,000
Healthcare Leadership, Business	775	60	$46,500
marketing or Digital content	595	60	$35,700
Enterprise leading and managing	699	60	$41,940
Non specific	760	55	$41,800
Non specific	990	49	$48,510
Non specific	Varies?	58	?

Length	gpa recs	start date	structure
4-7 years	3.0+	March 1	On-campus, full-time
3 years	3	Rolling	Hybrid
3 years	3		8 week courses
2.75 years	3.4	October 7th	8 week courses
3 years			10 week courses
3 years		September 7	8 week terms

The Search Journey: 2024

AI Overview

- List of schools with DBA
- Direct links to program pages
- A mix of program requirement info
- Advantages of earning a DBA



The Search Journey: 2024

Prompt: I want to earn my dba degree. Please create a table with the following headers: School, tuition, format (online, hybrid, on-site), length of program, start date, gpa requirements, dissertation information. Please fill in the table for schools in tennessee that offer a dba program.

- Only provided 2 options
- Hyperlinks to DBA program pages
- Disclaimer to contact schools for most accurate information

School	Tuition	Format	Length of Program	Start Date	GPA Requirements	Dissertation Information
Trevecca Nazarene University	$777/credit hour	Online	3 years	Rolling	3.4 GPA (graduate work)	Option of a traditional dissertation or Applied Doctoral Project (ADP) (Homepage)
South College	Subscription-based (varies)	Online, self-paced	Varies (self-paced)	Rolling	2.75 GPA (graduate work)	Requires a dissertation with a defense for successful completion (South College)

The Search Journey : 2024

Gemini

- Provided more options
- Less details about dissertation
- No links
- No tuition amounts
- Different GPA requirements than ChatGPT
- Disclaimer to contact schools for most accurate information

School	Tuition	Format	Length of Program	Start Date	GPA Requirements	Dissertation Information
Lincoln Memorial University	Varies	Online	3 years	Fall, Spring	3.0 GPA (graduate)	30-credit dissertation
South College	Varies	Online	3 years	Fall, Spring	3.0 GPA (graduate)	30-credit dissertation
Trevecca Nazarene University	Varies	Online	3 years	Fall, Spring	3.0 GPA (graduate)	30-credit dissertation
Bryan College	Varies	On-site	3 years	Fall, Spring	3.0 GPA (graduate)	30-credit dissertation
University of Tennessee-Knoxville	Varies	On-site	3 years	Fall, Spring	3.0 GPA (graduate)	30-credit dissertation
University of Memphis	Varies	On-site	3 years	Fall, Spring	3.0 GPA (graduate)	30-credit dissertation

The Evolving Search Journey

2020

- Relied on SEO to surface relevant organic pages for my search.
- Paid efforts appeared to align with my search intent.
- The process of finding the needed information was lengthy.
- Comparing programs was manual and time-consuming.

2024

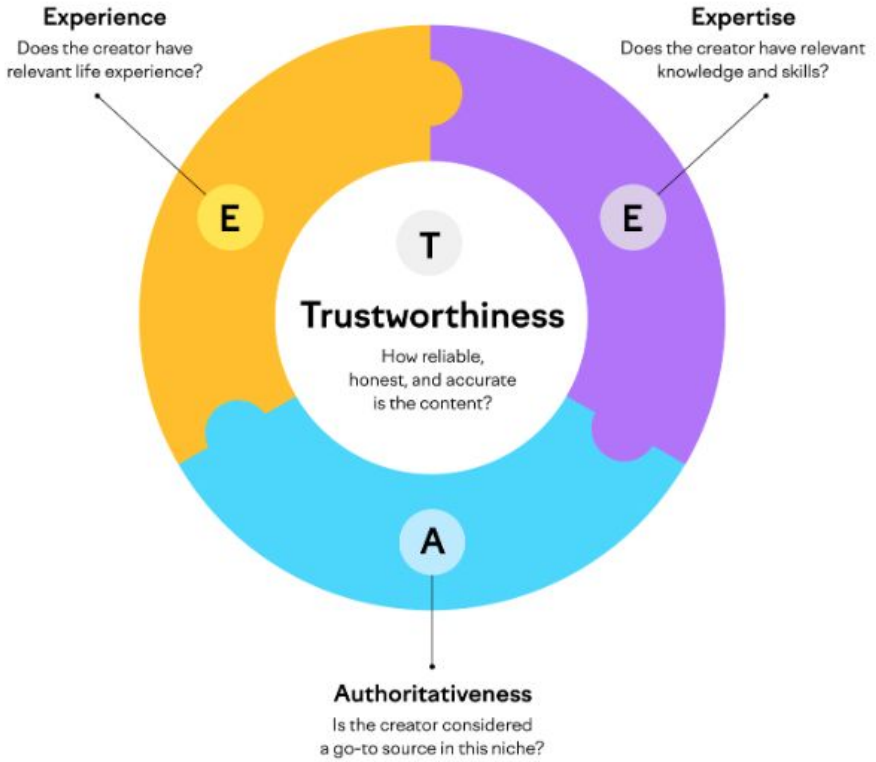
- Google search provided a mix of paid, organic, and AI-generated content.
- It offered a thorough range of information
- Synthesized information for easier understanding.
- Presented comparisons and considerations I may not have initially thought about.

Content With SGE In Mind

Writing Content With AI In Mind

Google's automated ranking systems aim to deliver useful and reliable content in top search results, prioritizing information created to serve users' needs rather than simply to boost search rankings. E-E-A-T is the framework.

- Experience
- Expertise
- Authoritativeness
- Trustworthiness



Understanding Google's Search Intent

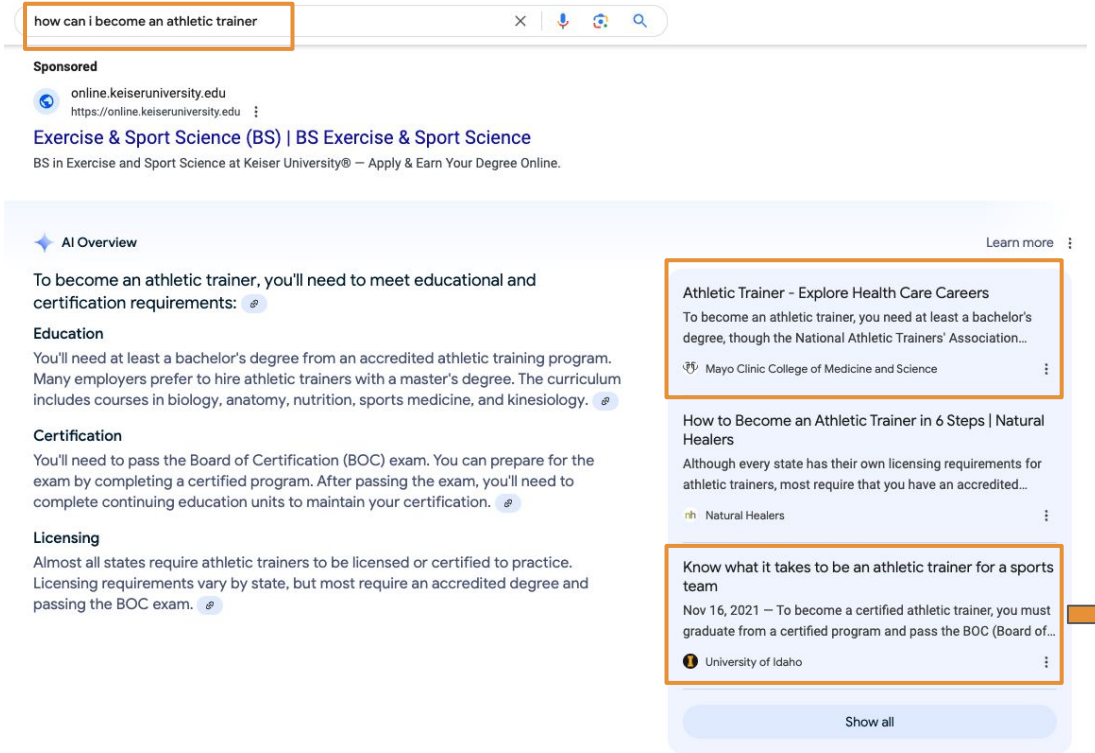
Google's Search Quality Evaluator Guidelines explains how it determines the quality and trustworthiness of websites. Here's how they gauge intent:

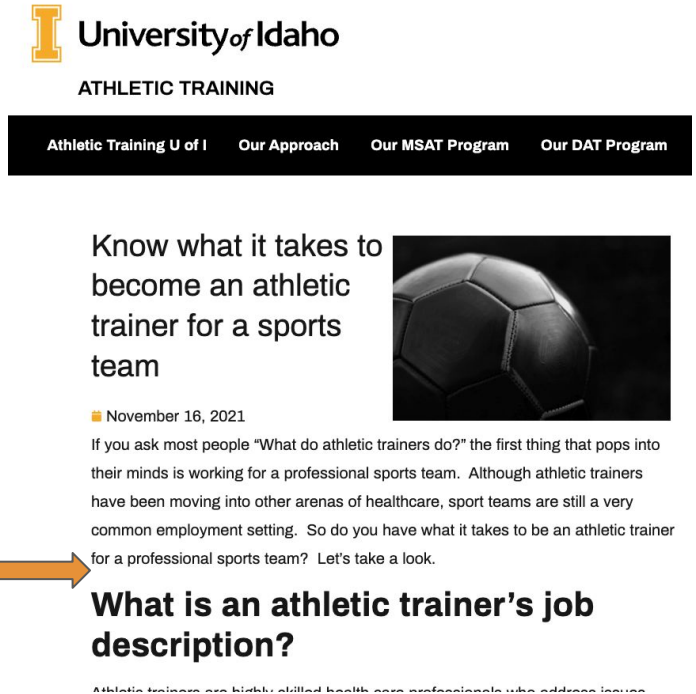
- **Know query**- the user wants to know about a topic
    a. "Highest paying jobs in healthcare?"
- **Do query** - the user is trying to accomplish a goal or engage in an activity
    a. "Earn a healthcare degree online"
- **Website query** - when the user is looking for a specific website or webpage
    a. "Kansas State financial aid"
- **Visit-in-person query**, the user is looking for a specific business or organization
    a. "Tennessee State campus"

Understanding Search Intent

Informational (general knowledge)	Navigational (specific pages)	Commercial (comparing options)	Transactional (specific actions)
Best business schools Top ranked universities	UT application deadline UCLA scholarship Alabama greek life	Online MBA programs Rn to BSN degrees Healthcare masters	Apply to TCU Lipscomb MBA info session ISU scholarship application

How is SGE Showcasing Content?





How is SGE Showcasing Content?

mba degree vs msm degree

All Images Videos Forums News Shopping Web More Tools

AI Overview

Learn more

A Master of Science in Management (MSM) degree and a Master of Business Administration (MBA) degree are both business education programs that can prepare you for leadership roles. However, they differ in their focus, intended audience, and curriculum:

Focus

An MSM degree is better for those who want to pursue a managerial role, such as in logistics or people leadership. An MBA degree is better for those who want to improve their quantitative skills and prepare for an administrative role.

Intended audience

An MSM degree is often designed for recent college graduates or those with little to no industry experience. An MBA degree is often designed for business professionals who want to advance their careers and may require several years of related business experience.

Curriculum

An MSM degree focuses on topics like diversity, inclusion, and responsible leadership. An MBA degree focuses on topics like quantitative decision analysis, financial management, and information technology. MBA programs also typically have more electives than MSM programs.

Masters in Management vs. MBA | Wake Forest University

Although requirements aren't always uniform, MBA programs frequently expect professionals to have at least three years of...

Wake Forest University School of Business

Comparing MSM vs. MBA | Insights Archive - Fairfield University

This makes MSM programs a great fit for budding business professionals with little-to-no active industry experience. This i...

Fairfield University

Master's in Management vs. MBA: Which Is Better? - Coursera

Feb 1, 2024 — MSM programs are typically designed for students with less professional experience who want to devel...

Coursera

Show all

business.wfu.edu > Masters in Management > Articles > Masters in Management vs. MBA

Earning a Master of Business Administration (MBA) vs. a Masters in Management (MSM) Degree

The first Master of Business Administration (MBA) was introduced over a century ago, and while it has become the de-facto career enhancer for many professionals, the Master of Science in Management (MSM) started giving it competition in the early 2000s. Yet, in spite of name and curriculum similarities, the MBA and Masters in Management degrees address two distinct groups of business professionals and, in turn, deliver separate outcomes.

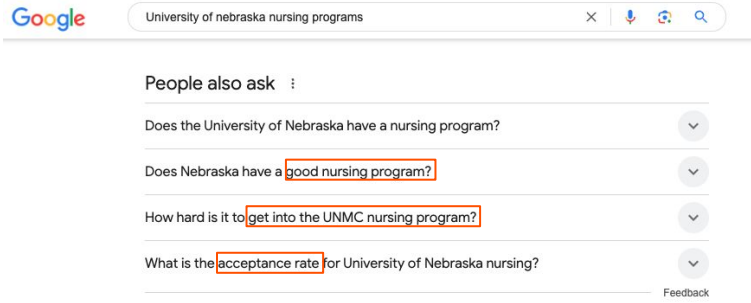
As you think about entering a new stage of your career, here are some of the key differences and similarities between the MBA and the Masters in Management.

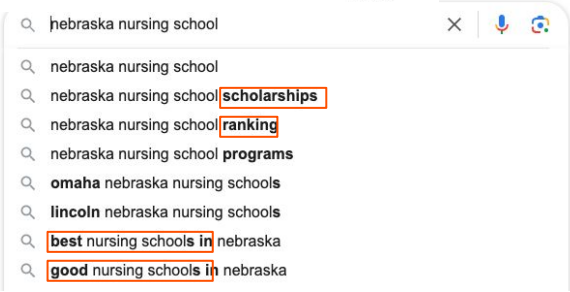
The General Differences Between an MBA and a Masters in Management

Create New Content

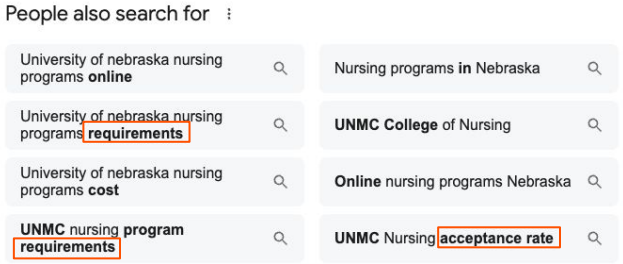
- Tools like SemRush can help with determining the search intent in your search traffic along with long tailed keywords and questions

- Use Google's helpful output
  - People also ask
  - Auto populated searches
  - People also search for





Using Google's insights, Nebraska may consider content around **nursing scholarships**, **rankings**, and **admissions requirements**.



Use Ai To Brainstorm

I want to create inbound content for the website around Nebraska's nursing scholarships, rankings, and admissions requirements. Give me 5 ideas for topics

5 Inbound Content Ideas for a Nebraska Nursing Website

1. **"Decoding Nebraska's Nursing Scholarships: A Comprehensive Guide"** - This post will provide an in-depth overview of various scholarships available to nursing students in Nebraska, including eligibility criteria, application deadlines, and award amounts.
2. **"Navigating Nebraska's Nursing Admissions: A Step-by-Step Guide"** - This post will explain the typical admission requirements for nursing programs in Nebraska, such as GPA, standardized test scores, prerequisite courses, and the application process.
3. **"Nebraska's Nursing Schools Ranked: Factors to Consider When Choosing"** - Rank the top nursing schools in Nebraska based on factors like accreditation, faculty expertise, clinical placements, and student outcomes.
4. **"Career Paths for Nurses in Nebraska: Exploring Diverse Opportunities"** - Highlight the various career paths available to nurses in Nebraska, including specialties like pediatrics, geriatrics, critical care, and mental health nursing.
5. **"Nursing Schools in Rural Nebraska: Unique Challenges and Rewards"** - Discuss the challenges and rewards of pursuing a nursing degree in rural areas of Nebraska, focusing on the need for healthcare professionals in underserved communities.

Optimize Your Current Content

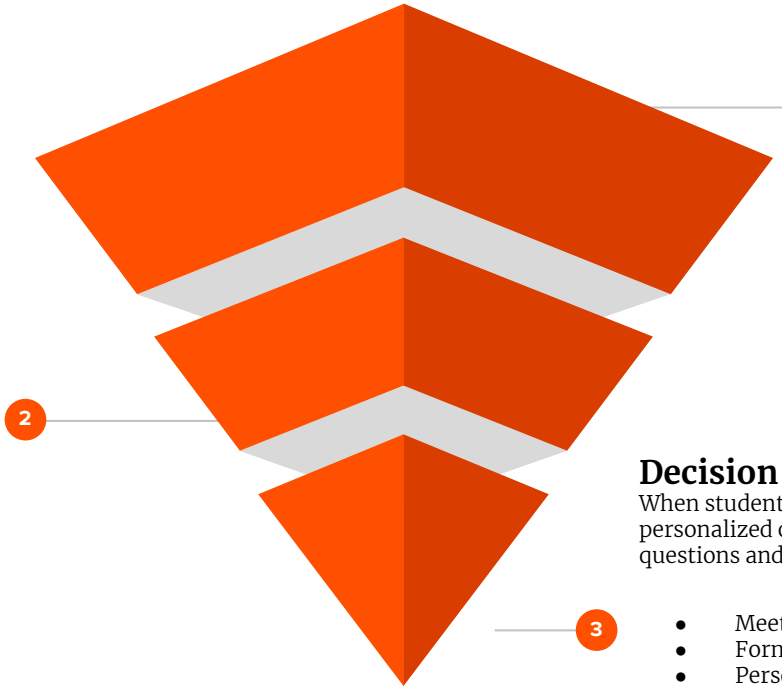
- Program pages
  - Are they created with the prospective student in mind?
  - Is the content robust and helpful for a student's search?
  - Does your program page directly address search queries?
  - How is the content structured?
- Blogs and resources
  - Is there a content strategy to create authority?
  - Are the articles properly structured?
  - Is the content helpful to answer complex questions?
  - Is the tone conversational?
- Don't forget the basics
  - SEO fundamentals still matter
  - Shift towards meaningful conversations vs keyword stuffing

Content For Every Stage

Awareness

At this stage, students are just starting their research. Content that provide general information about your programs, campus life, and financial aid options are great.

- Blog
- Checklist
- Ebook
- Tip sheet
- Infographic



Consideration

As students move further down the funnel, they need more detailed information.

- Program comparison guide
- Offering
- Case study

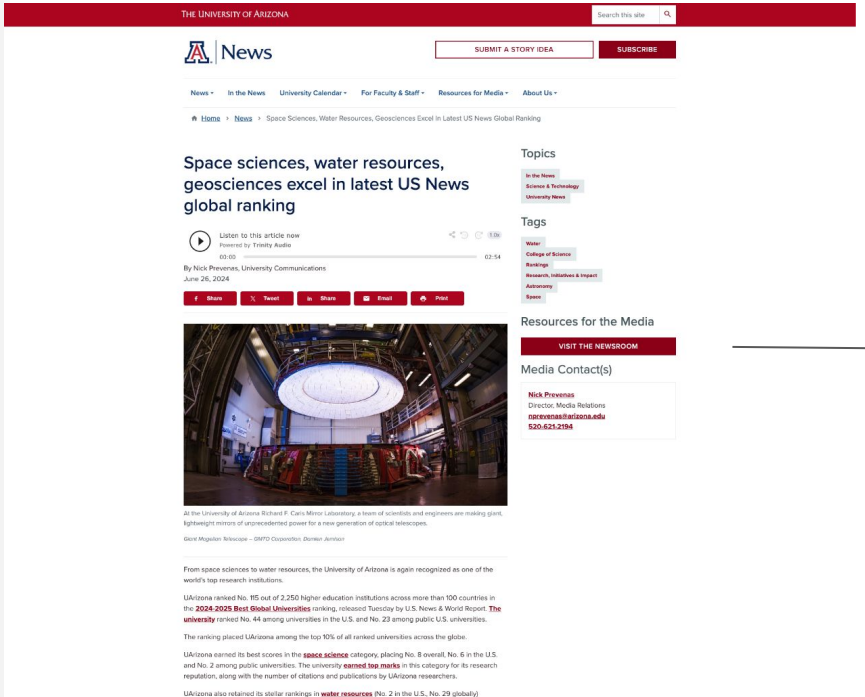
Decision

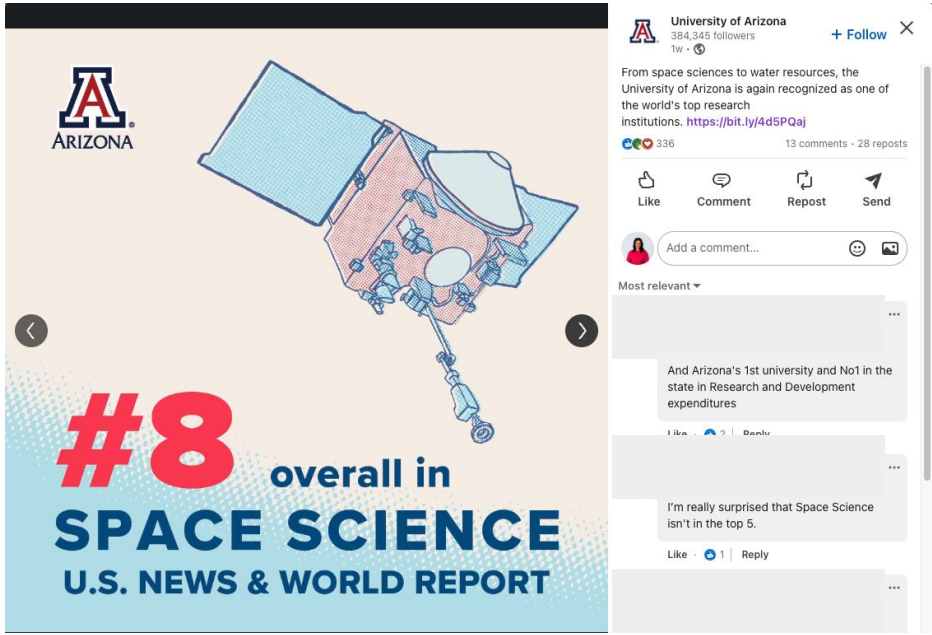
When students are ready to make a decision, personalized content that address their specific questions and concerns is key.

- Meet with an enrollment counselor
- Forms & landing pages
- Personalized emails

Leveraging Content Beyond Your Site

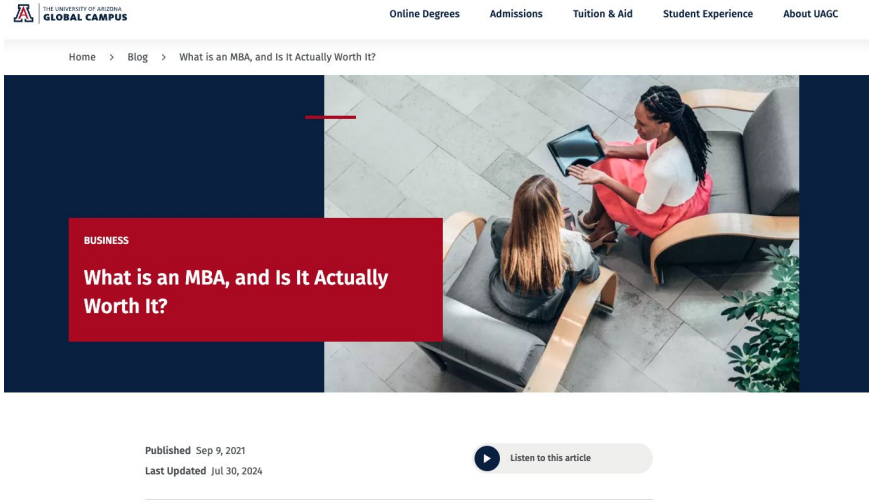
Repurposing your content can **amplify your reach**, **diversify your audience**, and **reinforce your message**.



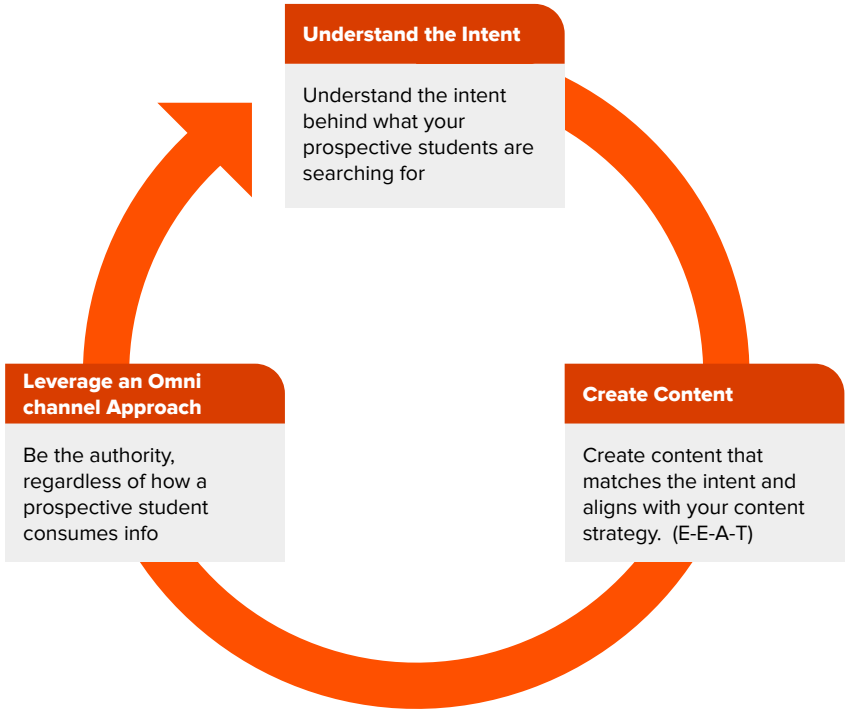


Leveraging Content Beyond Your Site

1. Start with a comprehensive blog
2. Create an infographic for a more visual representation
3. Break down the infographic into bite sized posts for a social media series
4. Use tools like Lumen5 to create a video from that blog
5. Leverage blog into a more robust offering, like an ebook "The ROI of an MBA: Quantifying the Benefits"



Moving Forward With Your Content



Don’t Give up

Perfect
Content

Thank you!

Nurture to Conversion

Now you have content that draws in prospective students, now what? Use that content to nurture them down the funnel

Top of the Funnel: At this stage, students are just starting their research. Content like **blogs**, **eBooks**, and **webinars** that provide general information about your programs, campus life, and financial aid options are crucial.

Middle of the Funnel: As students move further down the funnel, they need more detailed information. Here, **case studies**, **testimonials**, and **virtual tours** can help them envision themselves at your institution.

Bottom of the Funnel: When students are ready to make a decision, personalized content becomes key. This could include **one-on-one consultations**, **detailed application guides**, or **personalized emails** that address their specific questions and concerns.