

Driving Engagement

Website Search, Promotions and
Analytics at Bridgewater State University



BRIDGEWATER

STATE UNIVERSITY

Presenters



Eileen O'Sullivan, M.Ed

Director of Web Communications
Bridgewater State

Eileen O'Sullivan is the Director of Web Communications at Bridgewater State University, bringing over 22 years of experience in information technology and marketing communication leadership within higher education.



Jeff Dillon

Higher Education Digital Strategist
SearchStax

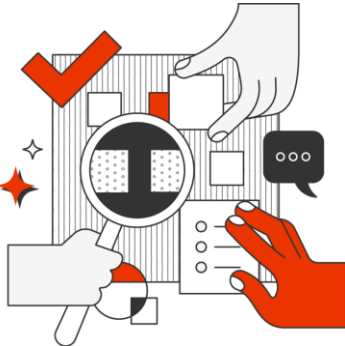
Jeff Dillon is a Digital Strategist for Searchstax. Jeff has more than 20 years of leadership experience in the higher education technology sector and has expertise in search engines, artificial intelligence, digital experience platforms, personalization strategies and communication tools.



Top challenges for higher education marketers



Increasing Student Expectations



Complex Content Ecosystem



Understanding the Language of our audiences

Layers of complexity in Higher Education

Site Search

Navigation

Subdomains

Colleges

Library

Athletics

Auxiliaries

Alumni

Community

Types of Content

Web pages
Faculty
Programs

Course Catalog

Events

Research

Campus Map

Authentication (SSO) & Security

Digital Governance

Accessibility

Content
Management

Training

Multiple Personas

Students
Prospective
Current
Graduate

Parents

Alumni

Donors

Community

Administrators

Faculty

About Bridgewater State University

BRIDGEWATER

STATE UNIVERSITY

Type

- Public, Regional
- Bridgewater, MA
- Established in 1840

Degrees offered

- 75 Undergraduate programs
- 35 Masters level programs

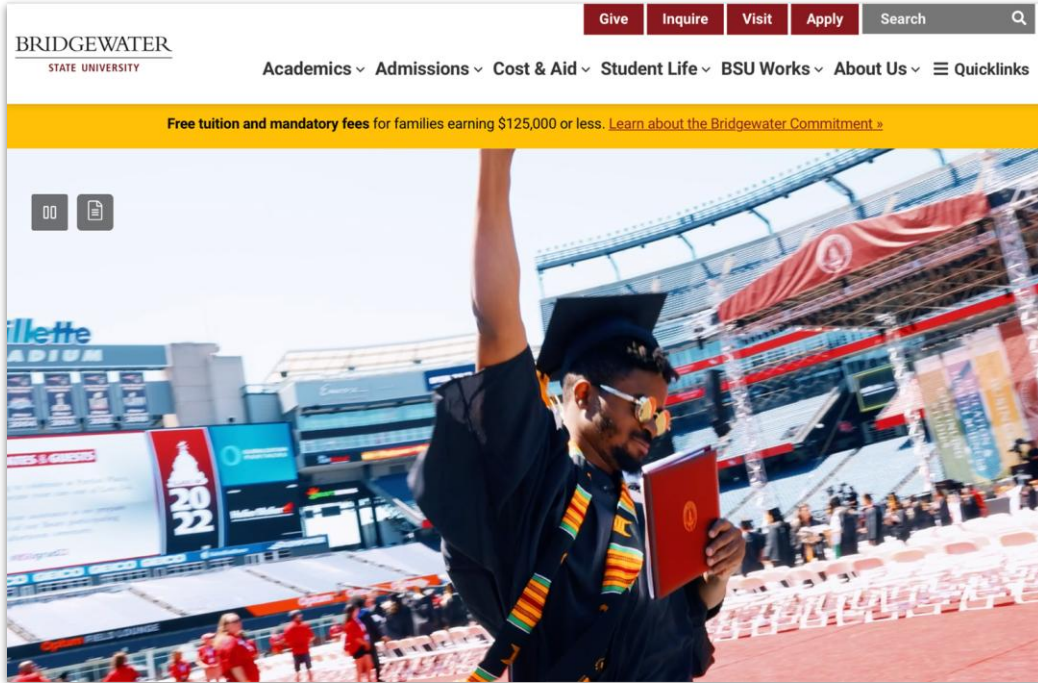
Enrollment

9,550 (85% undergraduate)



Bridgewater's Strategy

Improve marketer agility



1. Content Gap Visibility



2. Data-Driven Optimization



3. Custom Integrations

Key Features of Bridgewater's Enhanced Search Experience

Search

accou



accounting and finance
accounting admission program
accounting certificate programs
accounting

Showing 1 – 10 of 13794 results for "accounting and finance"

Sort By Relevance

Filter Results

- (BRIDGEW.EDU) (245)
- (CATALOG) (269)
- (HANDBOOK) (14)
- (LIBRARY) (1807)
- (VIRTUAL COMM... (11081)
- (WEBHOST) (377)

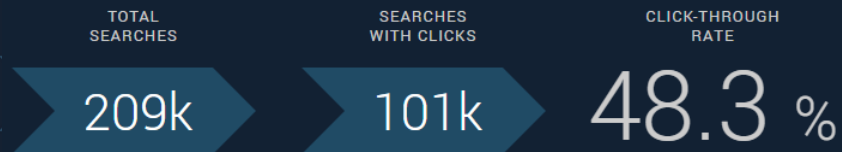
[LESS](#)

Department of Accounting & Finance

... Department of **Accounting and Finance**... at Bridgewater State University immerses you in the language of business, providing you with the analytical and critical thinking skills necessary to drive the global economy with your **accounting and finance** degree. The BSU **Accounting and Finance** Department offers professional...
<https://www.bridgew.edu/department/accounting-and-finance>

Data-Driven Insights from Search Queries

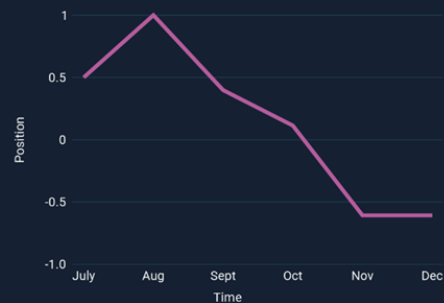
CONVERSIONS FROM SEARCH



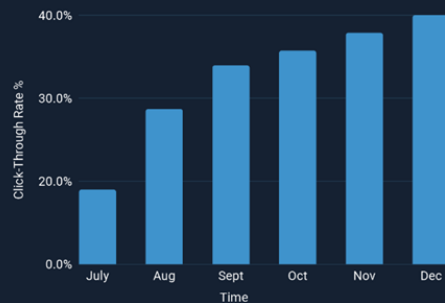
AVERAGE SEARCH LATENCY

26.1ms
▲31.9%

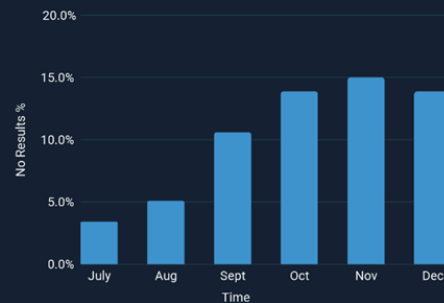
AVG CLICK POSITION



CLICK-THROUGH RATE



NO RESULTS SEARCHES



Search Maturity is Measurable

Average Searches Per Session

- Bridgewater Measure: 1.5
- Benchmark: Less than 3
- What does this mean?
Users are finding what they need in their first one or two searches

Search Maturity is Measurable

Click-through-rate (CTR)

- Bridgewater Measure: 48%
- Benchmark: Over 35%
- What does this mean?

The relevance of the search results are very high and users are clicking on the results without having to do multiple searches

Search Maturity is Measurable

Average Click Position

- Bridgewater Measure: 2.8
- Benchmark: Under 3
- What does this mean?
Users are finding what they want without having to scroll through the search results because the relevancy of the search results is very high

Data-Driven Insights from Search Queries

MOST POPULAR SEARCHES

SEARCHES	SEARCH COUNT ▼
1 bookstore	1802
2 academic calendar	1309
3 jobs	1293
4 calendar	1172
5 transcript	1162
6 connect card	966
7 directory	897
8 parking	856
9 infobear	819
10 registrar	811

< PREVIOUS 1 - 10 of 58368 NEXT >

Data-Driven Insights from Search Queries

ASSOCIATED ITEMS THAT WERE CLICKED

ITEM TITLE	IMPRESSION COUNT ▼	AVG. CLICK POSITION ▼
Official Transcript Request 5dicd0-bridgew_prod-entity:node/191654:en	1123	1.0
Getting Transcripts Just Got Easier 5dicd0-bridgew_prod-entity:node/219761:en	1123	3.0
BSU Transfer Guide 5dicd0-bridgew_prod-entity:node/189857:en	1123	4.0
Registrar's Office 5dicd0-bridgew_prod-entity:node/223821:en	471	9.7
Admission – Graduate - Bridgewater State University - Acalog ACMS™ 06eb13dd-0e3b-34e9-8ffd-6a99c12d457e	4	12.0
Tuition and Fees Policy 3ynk8h-handbook_prod-entity:node/316:en	53	9.0
Undergraduate Withdrawal from the University 3ynk8h-handbook_prod-entity:node/321:en	674	10.0
Undergraduate Reinstatement and Readmission 3ynk8h-handbook_prod-entity:node/326:en	58	3.0
Graduate Apply 5dicd0-bridgew_prod-entity:node/189780:en	3	15.0

Search for Good

Abuse

Covid **or** Flu

Gay **or** lgbtq **or** pride **or** transgender

Civic **or** free speech

Mental health

Counseling

Alcohol **or** drug

Cost and Aid

One-Stop Solution: Prioritize This Page in Search

BRIDGEWATER
STATE UNIVERSITY

Home > Student Life

Pride Center

The mission of the Pride Center at Bridgewater State University is to support gay, lesbian, bisexual, transgender and ally students and their peers, and to foster a campus climate of inclusion and equity.

14% of BBU students openly identify as LGBTQIA+ and we offer a variety of services and resources that promote their success.

No matter how you identify, the Pride Center is here for you.

Programs and Events

Students learn about LGBTQIA+ topics and get involved by attending the signature programs we offer.

Services and Support

The Pride Center is here for students regardless of how they identify. We understand the complex intersection of identities and provide resources that help all students achieve success.

Transgender Resources

BSU is committed to the success of our transgender students. The Pride Center promotes transgender visibility, empowerment and inclusion.

Focused initiatives from search queries

Pride Center Terms

Gay
Lesbian
LBGTQ
Pride
Transgender

PROMOTIONS			
<input type="checkbox"/>	STATUS ▼	NAME ▼	TRIGGER
<input type="checkbox"/>	●	REJI	Leading for Change OR REJI OR REJU
<input type="checkbox"/>	●	Bridgewater Commitment	commitment OR cost OR financial aid OR free tuition OR tuition
<input type="checkbox"/>	●	Bridgewater Rising	bridgewater rising OR fred clark
<input type="checkbox"/>	●	Health Professions	chiropractic OR dental OR health OR medical OR nursing OR occupational therapy OR physical therapy OR physician assistant OR veterinary
<input type="checkbox"/>	●	Open House	open house
<input type="checkbox"/>	●	4+1	4+1 OR 4+1 programs OR accelerated OR early admission
<input type="checkbox"/>	●	Pride Center	gay OR glbt OR gsa OR lesbian OR lgbt OR lgbtq OR lgbtqia OR lgbtqia+ OR pride OR trans OR transgender
<input type="checkbox"/>	●	Cape Verdean Studies	Cabo Verde OR Cape Verde OR Cape Verdean OR PPICVS OR Pedro Pires
<input type="checkbox"/>	●	IACUC	animal abuse OR animal care OR animal misconduct OR animal research OR animal safety OR cruelty OR ethical treatment OR euthanasia OR husbandry OR incident OR legitimate research OR mishandling OR mistreatment OR neglect OR non-compliance OR overcrowding OR protocol OR regulations OR report OR whistleblower

Uncovering Content Gaps

No Results Searches

major change



athletics



independent study



School store



holds



concur



Academic works



Drop add



Student profile



Cost per credit hour



SearchStax view on practical AI

Deliver business outcomes.



CORE SEARCH



**LARGE LANGUAGE
MODELS**



**HUMAN
INTELLIGENCE**

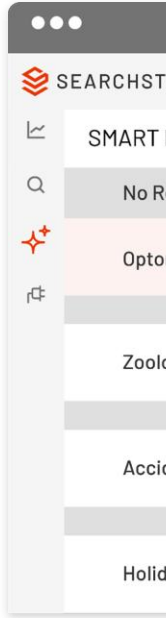
Solidify **brand trust** with high quality search results trained on your own data.

AI for Elevated Search



Smart Match Assist Ranking

Eliminate searches with poor results to fine-tune the order of search results based on the deeper meaning of visitor queries.



3 Key Takeaways

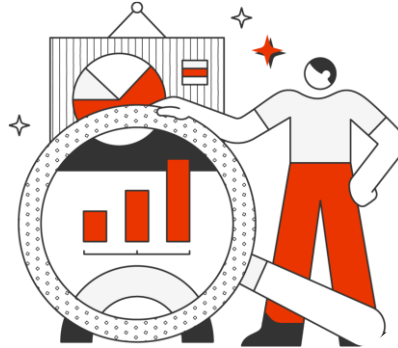
1.

Search can
support your
values and mission



2.

Search can
be your
superpower



3.

Search insights
are **valuable decision-**
making tools







SEARCHSTAX

The Search Experience Company



Contact:

jeff.dillon@SearchStax.com

[linkedin.com/in/edtechconnect/](https://www.linkedin.com/in/edtechconnect/)

Scan to book a
meeting with Jeff
or click [this link](https://www.linkedin.com/in/edtechconnect/)