

TCU's Blueprint for Success with Advanced Site Search



Presenters



Corey Reed

Director of Website Management
Texas Christian University

Corey has been working on interactive design and development for 25 years and is focused on increasing website usability, accessibility and search engine visibility. He loves technology that better connects content with its target audience in ways that elevate the customer experience.



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
- Multi-Device Access
- Personalization and Audience Segmentation
- Search and Navigation Deficiencies
- Enrollment Cliff on the Horizon



The Enrollment Cliff

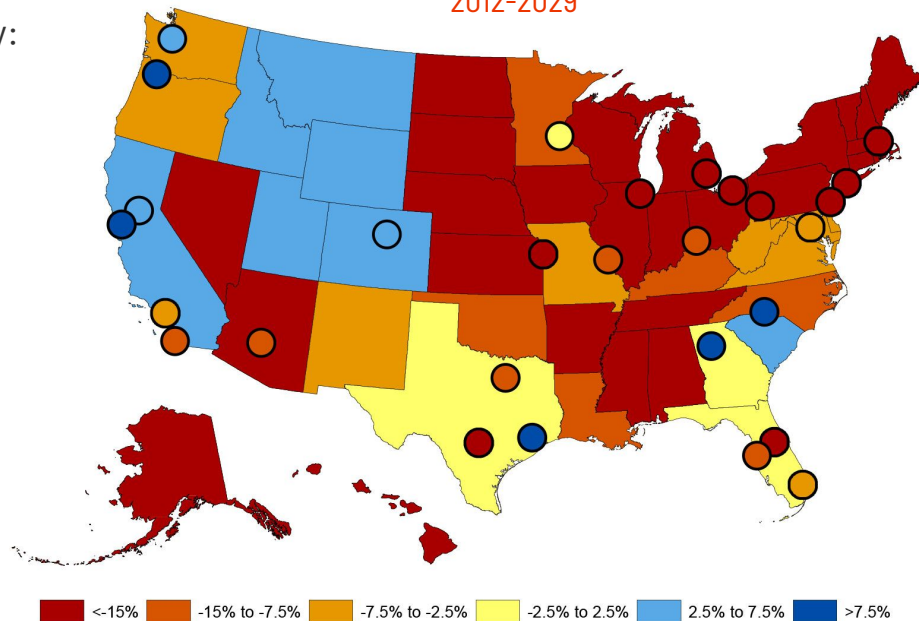
The enrollment cliff, or demographic cliff, is expected to impact different types of schools and regions differently:

- **Private and 2-year colleges:** These schools are likely to be more impacted by the enrollment cliff.
- **Schools in declining populations:** These schools are likely to see more of an enrollment decline.
- **Schools in the Northeast and Midwest:** These schools are expected to see the sharpest declines.

Source: [College Transitions](#)

Forecasted growth and decline in college-going students

2012-2029



Source: Nathan D Grawe, Carleton College.pdf

Layers of complexity in Higher Education

Site Search

Navigation

Subdomains

Colleges

Library

Athletics

Auxiliaries

Alumni

Community

Types of Content

Webpages
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

What is the most common search on a college website?

Faculty contact info

Careers or jobs

Academic programs

Library



*Finding information about
**majors and academic
programs** is the **number one
reason** prospective students
visit a college website*

Source: [Inside HigherEd](#)

Search for Good

Abuse

Covid **or** Flu

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

Civic **or** free speech

Mental health

Counseling

Alcohol **or** drug

Assault

About Texas Christian University

Type

Private, values-based institution

Student/Faculty Ratio

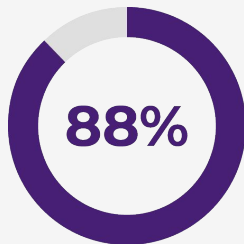
13.5/1

Degrees offered

- 117 Undergraduate programs
- 62 Masters level programs
- 37 Doctoral programs

Enrollment

12,785 (85% undergraduate)



88% of TCU's 735 full-time faculty members hold the highest degree in their discipline

TCU has a network of 100,000 alumni





SEARCHSTAX

TCU
Digital
Ecosystem

modern
campus™



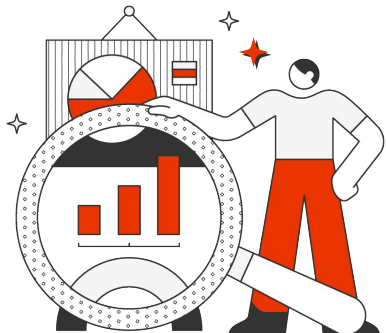
CONCEPT3D

TCU's Strategy

Create a compelling website experience

1.

Make data-driven
decisions



2.

Break down
silos of content



3.

Address seasonal
priorities



Enhance Site Search

Key Features of TCU's Enhanced Search Experience

engineering



ALL RESULTS

PROGRAMS

NEWS

CAMPUS MAP

DOCUMENT TYPE

- ☐ HTML
- ☐ PDF

CATEGORY

- ☐ Academics
- ☐ Campus Services
- ☐ Administrative

Showing 1 - 10 of 3791 results for "engineering".

Relevance



Engineering Overview | Academic Majors & Programs | Texas Christian University

<https://www.tcu.edu/academics/programs/engineering.php>

Practice communication, teamwork and systems-level thinking in this well-rounded engineering program within a traditional liberal arts setting.

Engineering goals - TCU Magazine

<https://magazine.tcu.edu/spring-2001/engineering-goals/>

The concept seemed simple — build a robot out of Legos and a microchip that could move and then fling ping-pong balls into a widegoal. But as the non-engineering majors in associate engineering Prof. Stephen Weis' freshman design class learned, goals are much easier to miss in the real world. "On paper, every one of

ARTICLE



Key Features of TCU's Enhanced Search Experience

engineering



ALL RESULTS

PROGRAMS

NEWS

CAMPUS MAP

UNDERGRADUATE

- ☐ Bachelor
- ☐ Certificate
- ☐ Minor

GRADUATE

- ☐ Doctorate
- ☐ Graduate Certificate
- ☐ Master

Showing 1 - 10 of 32 results for "engineering".

Relevance



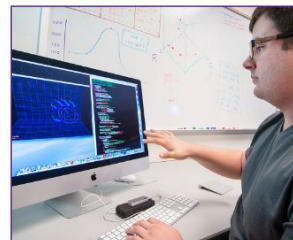
Engineering BS

Practice communication, teamwork and systems-level thinking in this well-rounded engineering program within a traditional liberal arts setting.



Chemistry BS, BA, Minor, MS, MA, PhD

Learn the fundamental understanding of the structure, transformation, and uses of matter at the molecular level.



Computer Information Technology BS, Minor

Immerse yourself in the rapidly changing world of information technology.



Energy and Business Minor, Certificate

TCU's Energy & Business program allows you to explore the world's energy resources from oil & gas to renewables.


Key Features of TCU's Enhanced Search Experience

ALL RESULTS

PROGRAMS

NEWS

CAMPUS MAP




Q engineering

Search

x

Showing 2 of 2 results




William E. and Jean Jones Tucker Technology Center - TUC

Opened in 2002, the Tucker Technology Center uses the newest and best technology to create an ideal environment for the ...

360° Panorama Videos

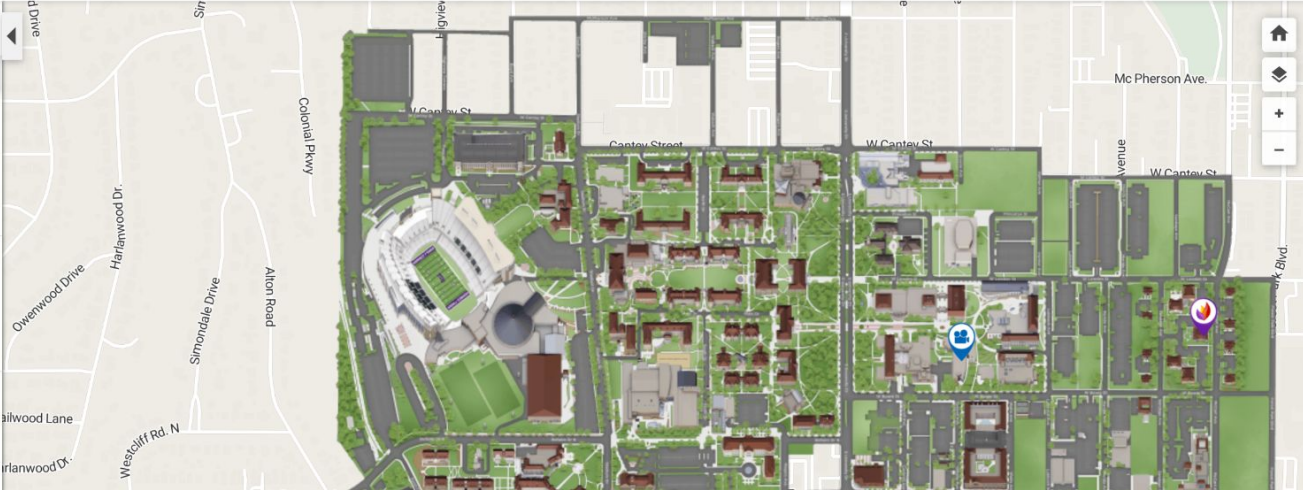
Academics




Leibrock Village Graduate Housing

Housing for Brite Divinity School and Texas Christian University students enrolled in Masters and PhD programs in 26 ...

Brite Divinity School

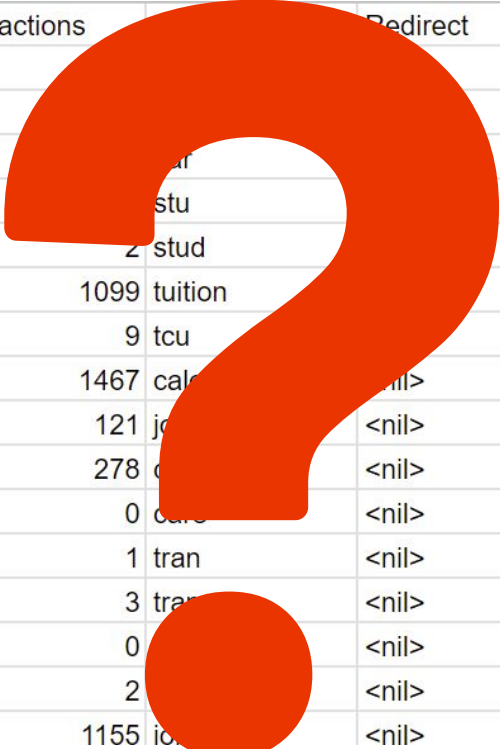


 SEARCHSTAX

Copyright © SearchStax Inc.® 2014-2025. All Rights Reserved

Search data before SearchStax

Here's what we had before we enhanced our site.



CTR	Interactions	Redirect	Searches
0.004307796267			11839
0			1924
0.001160092807			1724
0.001793185894			1673
0.001203369434			1662
0.6767241379	1099	tuition	1624
0.005614472863	9	tcu	1603
0.9320203304	1467	cal	1574
0.07702100573	121	je	1571
0.1820563196	278	c	1527
0	0	c	1511
0.000672494956	1	tran	1487
0.002035278155	3	tran	1474
0	0		1383
0.001486988848	2		1345
0.8619402985	1155	io	1340

Data-Driven Insights from Search Queries



Data-Driven Insights from Search Queries

SEARCHES

In this view, you gain insights on what works, what doesn't, and get cues on how to improve your search app.

JAN 13, 2025 - FEB 11, 2025

TOTAL SESSIONS

11K

TOTAL SEARCHES

23.5K

SEARCHES PER SESSION

2.2

% SEARCH EXITS

8.1%

SEARCHES WITH CLICKS

12,718

CLICK-THROUGH RATE

54.0%

AVG. CLICK POSITION

3.0

% NO RESULTS

3.9%

MRR

0.68

MOST POPULAR SEARCHES

SEARCHES		SEARCH COUNT ▼	OF TOTAL
1	nursing	393	1.67%
2	tuition	311	1.32%
3	summer program for high school students	298	1.27%
4	online degree programs	241	1.02%
5	careers	126	0.54%
6	scholarships for freshman	121	0.51%
7	chancellors scholarship	87	0.37%
8	scholarships	86	0.37%



Data Driven Insights

No Results Searches

How much is housing



Cybertechnology



About ADN nursing



Academic advisor



Japanese



Astronomy



Course catalog



Community Scholar



Civil engineering



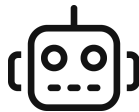
Cost per credit hour



SearchStax view on practical AI



CORE SEARCH



**LARGE LANGUAGE
MODELS**



**HUMAN
INTELLIGENCE**

AI for Elevated Search

Smart Ranking

Uses advanced language processing to **fine-tune the order of search results** based on the deeper meaning of visitor queries.



















AI for Elevated Search

Smart Match Assist

Eliminate searches with no results while giving marketers control over quality at scale.

SEARCHSTAX Site Search				
SMART MATCH ASSIST				
	No Results Query	Recommendation ✨	Reason	Action
✨	Optometrist	Optometry	Similar Term	<input checked="" type="checkbox"/> <input type="checkbox"/>
⚙️	Zoologist	Animal Sciences	Similar Term	<input checked="" type="checkbox"/> <input type="checkbox"/>
	Accidemics	Academics	Misspelling	<input checked="" type="checkbox"/> <input type="checkbox"/>
	Holiday	Vacation	Similar Term	<input checked="" type="checkbox"/> <input type="checkbox"/>

Smart Match Assist

<div> SEARCHSTAX</div>				
<div> SMART MATCH ASSIST</div>				
	No Results Query	Recommendation 	Reason	Action
	Cory	Colby	Misspelling	 
	Farming	Agriculture	Similar Term	 
	Forensics	Forensic Science	Similar Term	 
	Codiga Federal	Fafsa ID	Misspelling	 
	Class Catalog	Class Schedule	Similar Term	 
	Calandra	Calendars	Misspelling	 

3 Key Takeaways



2.

Search can
support your
strategic values



1.

Search is
**central to your
user experience**



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](#)