

How Occidental College Improved .edu Visibility and Enrollment Impact without a Website Redesign

Small Private Liberal Arts College in Los Angeles, CA



Impact with EAB

+25%

Increase in AI mentions and **34.9M** new search impressions

+11%

Boost in organic traffic at a time when most .edus are seeing declines

96+%

Engagement rate across core enrollment pages



Challenges: Occidental College (Oxy) needed to strengthen its digital presence to improve traditional and AI search visibility and better support enrollment. Their small team lacked the capacity to scale the work.

Prior to working with EAB:

- No SEO foundation or enrollment-focused content strategy
- Enrollment-critical pages difficult to find
- Limited web resources—a two-person team stretched thin
- Limited data to guide enrollment decision-making



Solutions: Oxy partnered with EAB to build a web content strategy that improved search visibility and supported enrollment without requiring a website redesign.

How EAB partnered with Oxy to deliver this work:

- Conducted audits to identify gaps in enrollment-critical content, search visibility, and accessibility
- Expanded capacity through hands-on support and team upskilling, without adding staff
- Extended strategy with an AI Chat Agent for enrollment questions



Results: With EAB, Oxy strengthened search visibility, **increasing AI mentions 25%** and generating 34.9M new impressions. They also drove measurable gains in enrollment-related action, with **11% growth in organic traffic** and a 96+% engagement rate across core enrollment pages.

How Oxy Got More Done with a Small Team

How Oxy Sustained and Scaled Their .edu Content Strategy



Focused on enrollment-critical content first



Completed EAB's SEO error workbook and expert-led workshops



Followed EAB's visual briefs and page structure guidance



Leveraged EAB's collaborative model

What EAB Helped Oxy Achieve without Increasing Team Size

30+

Content briefs delivered

75+

Enrollment-critical pages fully redesigned

440+

Pages improved sitewide



0

New FTE required

Extending Content Strategy with an AI Chat Agent

Once Oxy's content foundation was in place, the team was able to extend that content into new formats—including [EAB's AI-powered .edu chat experience](#).

.edu Chat Agent Highlights:



Always-on support for enrollment questions



Dynamic database aligned to Oxy's content strategy



Easy to customize



Clear, accurate responses

73%

of Chat Agent conversations are about enrollment-critical topics—guiding students to the next step



TAKE THE NEXT STEP



[Connect with an expert](#) to learn how EAB's [Web & Digital Solutions](#) can strengthen your institution's .edu visibility and enrollment impact without a full website redesign.