Web & Digital Solutions

From Website Redesign to Enrollment-Ready Digital Presence: Wilmington College

Small Private College in Wilmington, Ohio

BACKGROUND

A Dated Website Constrains Enrollment Performance

When Wilmington College partnered with EAB in 2021, its 10-year-old website was static and unable to support a modern student's enrollment journey. The college needed a modern site that reflected its brand, helped prospective students find what mattered, and could evolve with its needs. Limited by internal capacity constraints, Wilmington partnered with EAB for support.

STRATEGY

Redesign Focused on Student Discovery and Engagement

EAB led a full-scale website redesign that transformed Wilmington's .edu into a dynamic user experience, making it easier for prospective students and other key audiences to, find, explore, and engage with Wilmington.

Since launch, Wilmington has expanded its work with EAB to include ongoing web support, content strategy, and SEO and AI search strategy.

IMPACT

A Modern Website Connects More Students to Wilmington

While other .edus suffered industry-wide traffic declines, Wilmington generated **20M new organic search impressions, 156K organic clicks,** and a **250% increase in AI search** mentions across platforms.

Perhaps most importantly, Wilmington's .edu transformation supports enrollment action, with **75% of admission page visitors continuing to the application page.**

WINS WITH EAB

20M

New organic search impressions

Aug. 2025-Aug. 2026

75%

of admission page visitors continued to the application page

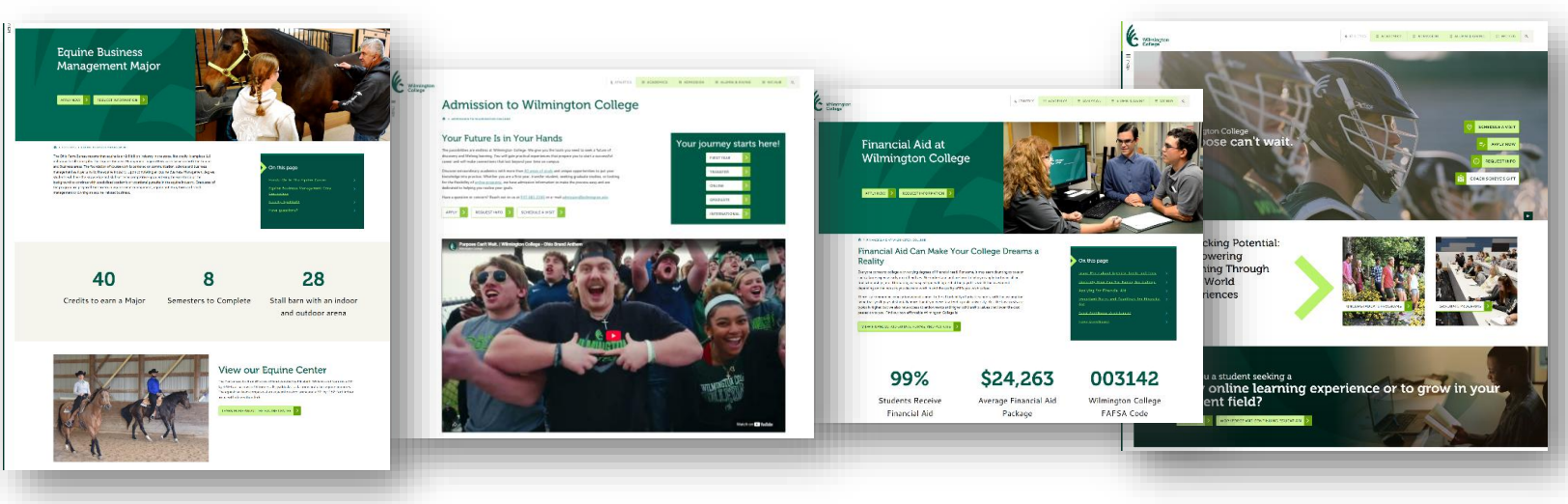
Aug. 2025-Aug.2026

250%

Growth in AI search visibility*

since Jan. 2026

*ChatGPT, Google AI Overview, Google AI Mode, Gemini



A Partnership That Evolves with Digital Needs

What started as a website redesign became a broader approach to managing Wilmington's digital presence. As student behavior and technology continued to change, Wilmington expanded its work with EAB to keep its website, content strategy, search visibility, and digital experience evolving with them.

How EAB Amplified Wilmington's Digital Presence

Stage 1

Rebuild the Website

- Redesigned and developed Wilmington's .edu from the ground up
- Created intentional navigation and user pathways for key audiences
- Built a flexible and dynamic WordPress site for which Wilmington's small team could easily update, manage, and create content

Stage 2

Optimize Content Strategy

- Improved priority pages with enrollment-focused content, UX, SEO, and FAQs
- Rebuilt the program directory to distinguish degree types, certificates, and modalities
- Applied the strategies to high-priority programs like Agriculture and Occupational Therapy

Stage 3

Analyze and Enhance Performance

- Continuously monitored site and search performance through ongoing Google GA4, Search Console, and EAB proprietary analytics
- Refined priority pages, keywords, and content strategy based on performance
- Expanded modular components and CMS capabilities to improve experience over time

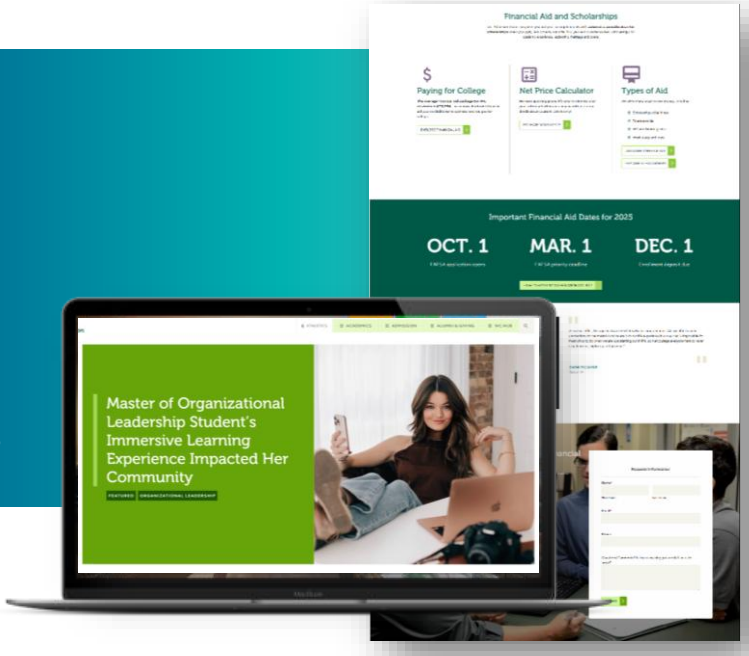
Stage 4

Evolve for AI-Driven Discovery

- Extended content and search strategy into GEO to strengthen AI search visibility
- Added schema and structured content to help search engines interpret key page information
- Monitored visibility, brand sentiment, and competitive position across AI platforms to guide improvements

"As a small institution, we don't have a team that can handle the sophisticated development or search optimization work. I think of the vast difference of where we were [before our] site [redesign], and where we are now...it's night and day."

Adam Lohrey, Vice President for Enrollment and Marketing
Wilmington College

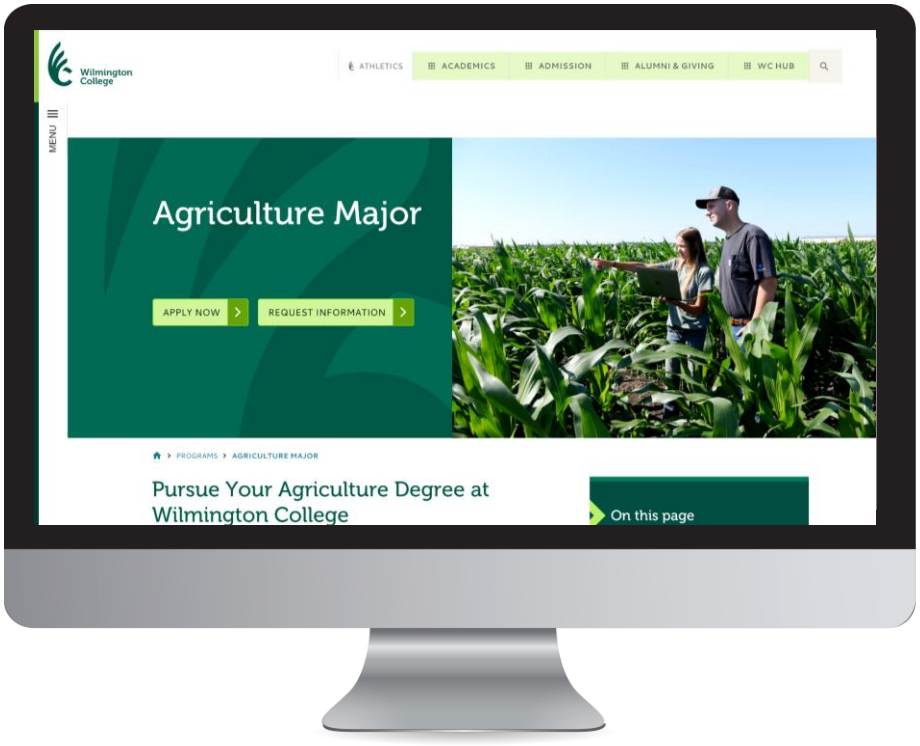


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High-Performing Programs Get the Right Visibility

Strengthening Agriculture's Visibility and Engagement

For priority programs like Agriculture, EAB combined **content strategy**, **UX**, **SEO**, and **GEO** to help students find what differentiates the program and move toward a next step.



PROGRAM PAGE PERFORMANCE

75%

Engagement rate across program pages*

Aug. 2025-Aug.2026

71%

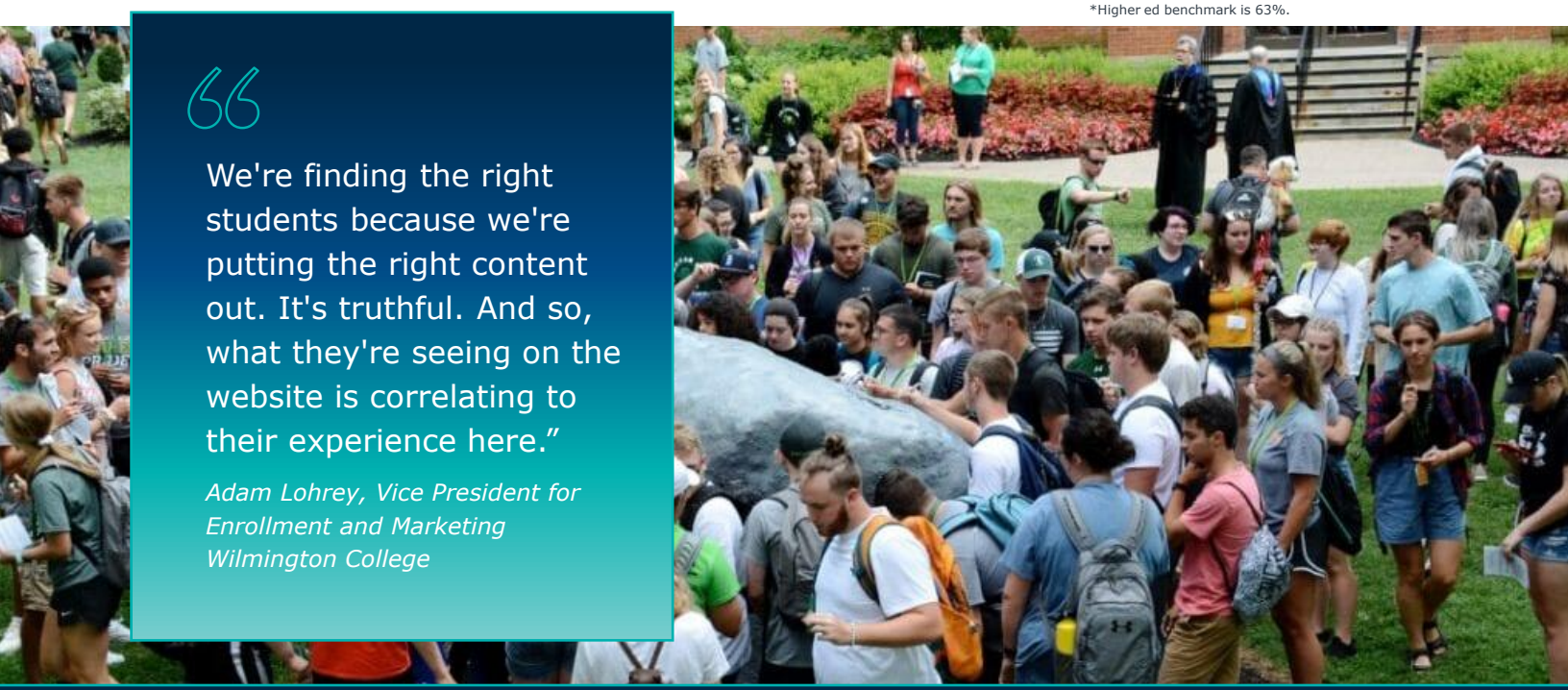
Engagement rate for Agriculture program page

Aug. 2025-Aug.2026

Competitive Presence

Consistently positioned alongside large Ohio public agriculture programs in AI answers

*Higher ed benchmark is 63%.



> We're finding the right students because we're putting the right content out. It's truthful. And so, what they're seeing on the website is correlating to their experience here."
>
> *Adam Lohrey, Vice President for Enrollment and Marketing Wilmington College*

Turn your .edu into an AI-ready digital presence that drives enrollment action.
Connect with a Web & Digital Solutions expert.