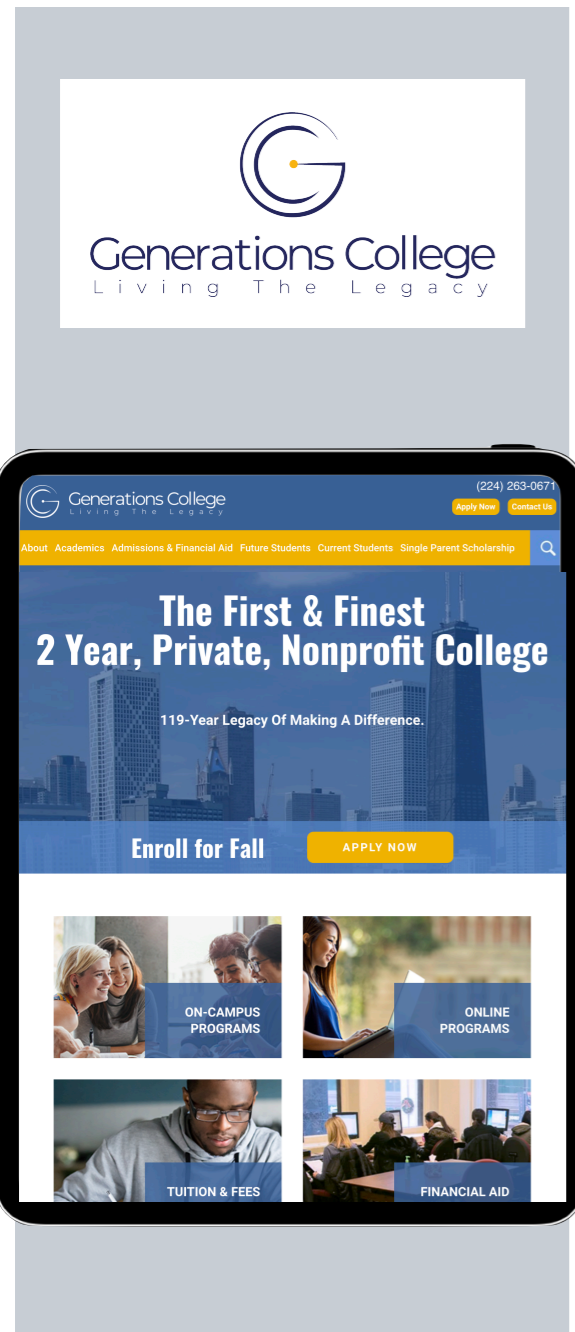


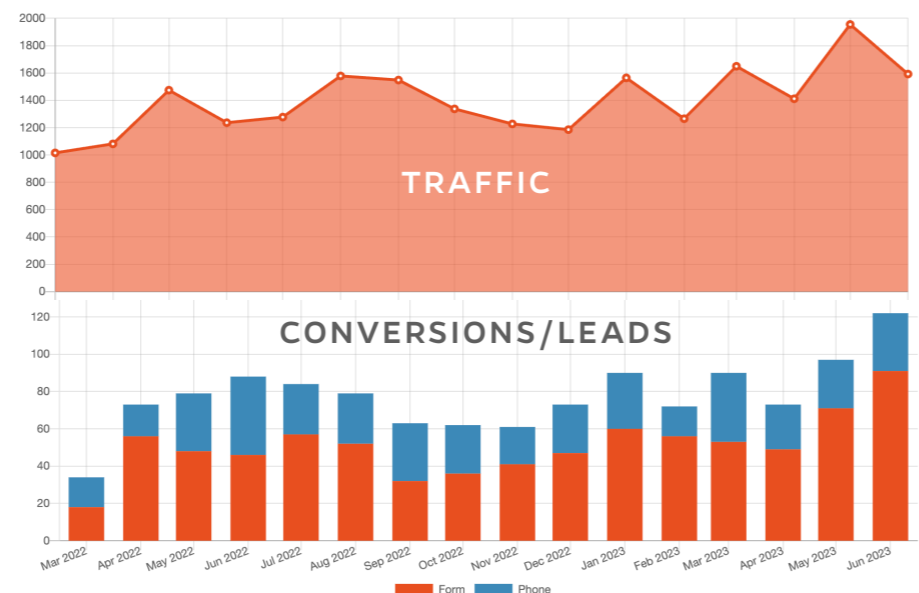
SEO Increases Enrollment in Higher Ed

THE FIRST & FINEST TWO-YEAR, PRIVATE, NONPROFIT COLLEGE



In March of 2022, MacCormac College, the oldest, two-year, private non-profit institution in the state of Illinois, announced a rebrand to Generations College, which included a migration from MacCormac.edu to Generations.edu.

Through the launch of a new brand and domain, Straight North supported Generations and the mapping of redirects and content updates, as we strived to maintain as much SEO equity as possible in transition. Fast-forward ... Now, 12+ months following the rebrand, Generations College is experiencing a 56.8% increase in organic traffic and 93.8% increase in organic leads for their key programs — *Court Reporting, Paralegal Studies, Associate Degree, and Criminal Justice.*



ORGANIC RESULTS

- ▶ Traffic up **56%**
- ▶ Conversions (Leads) up **93%**

“We’ve seen increases across the board for our different programs due to SEO. Straight North is always willing to think of new ideas and be flexible to our changes.”

ADAM HITZEMAN
DIRECTOR OF MARKETING & COMMUNICATIONS