

BUILDING VISIBILITY.

EMPOWERING STUDENTS.

ADL↑FT x **campus.edu**
Acquire. Amplify. Advance.



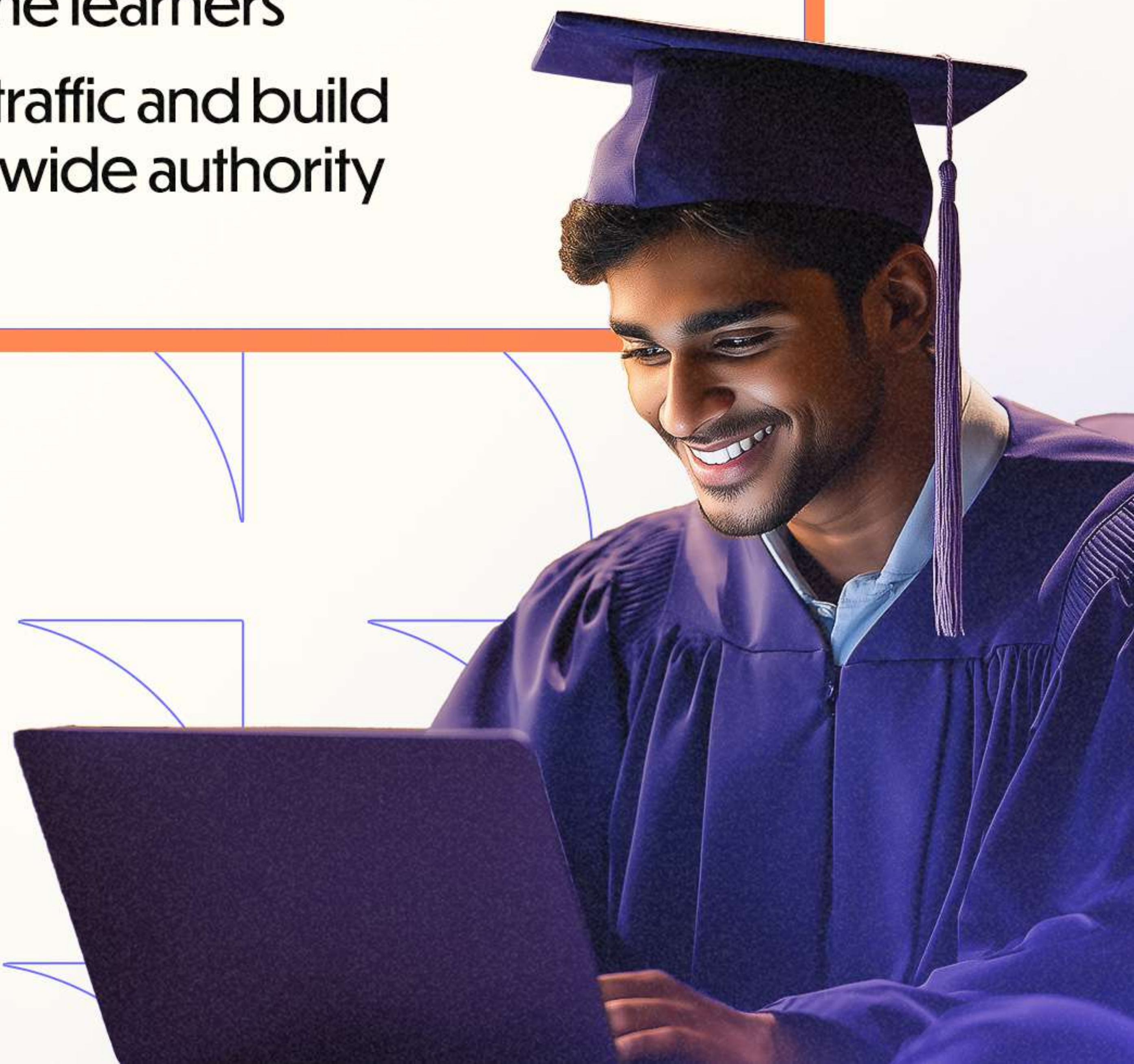
Helping students find clear,
credible answers — from Overviews
to real enrollment decisions.



THE MISSION

Expand access to **higher education** through smarter search visibility

- Appear in AI-powered results and organic search
- Improve non-branded discovery for student queries
- Build trust with parents and first-time learners
- Triple traffic and build nationwide authority



THE AUDIENCE

Underserved learners.

Returning students. Curious parents.

🔍 Searching for

"how to transfer community college credits"

"career options after associate degree"

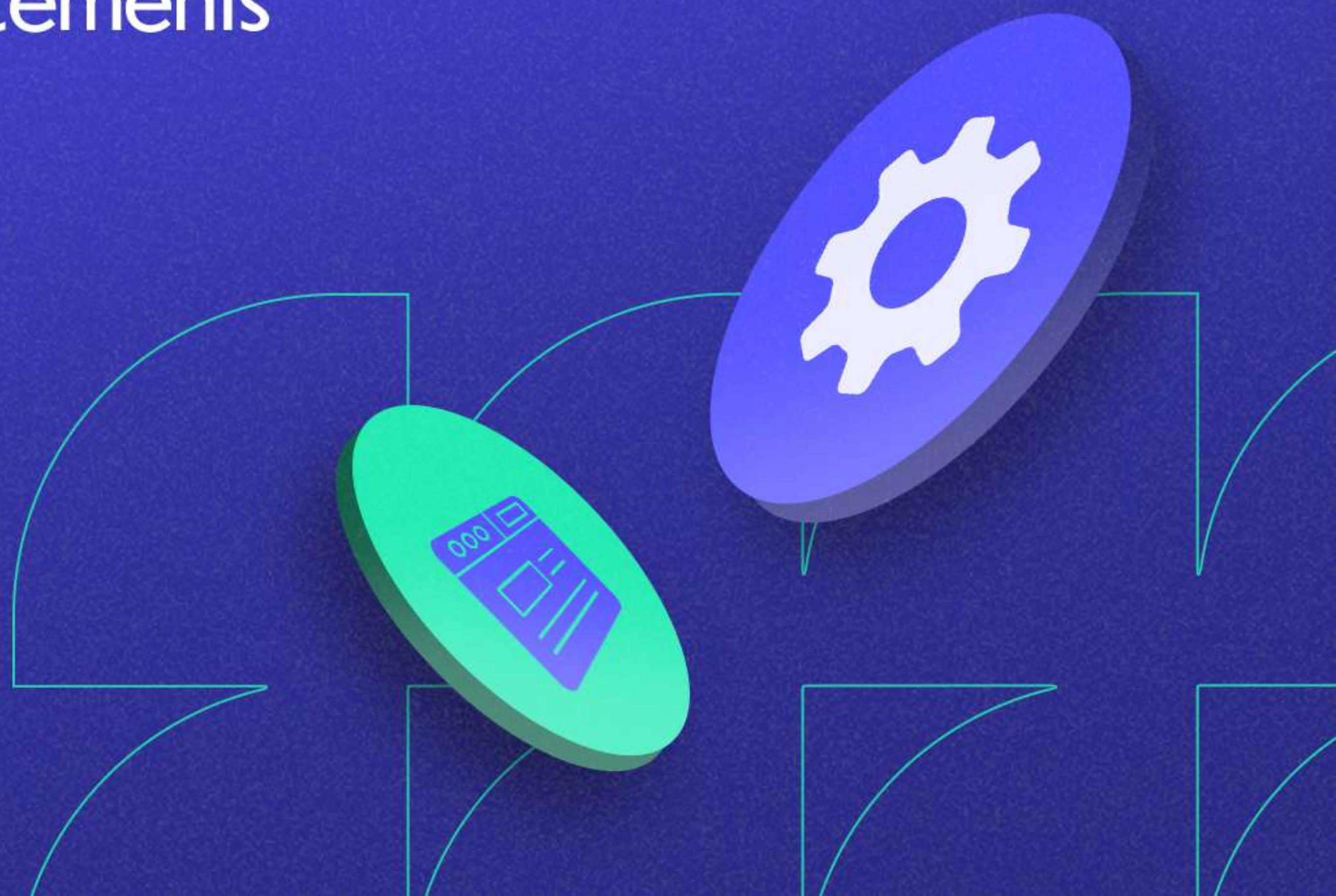
"how to get a degree without debt"

We made **campus**.edu visible where it matters most



THE STRATEGY

- Built keyword clusters for the full student journey
- Created semantically structured content with conversational FAQs
- Optimized for **AI** Overviews, People Also Ask, and Featured Snippets
- Integrated schema across **200+** high - value pages
- Prioritized accessibility, trust signals, and UX enhancements



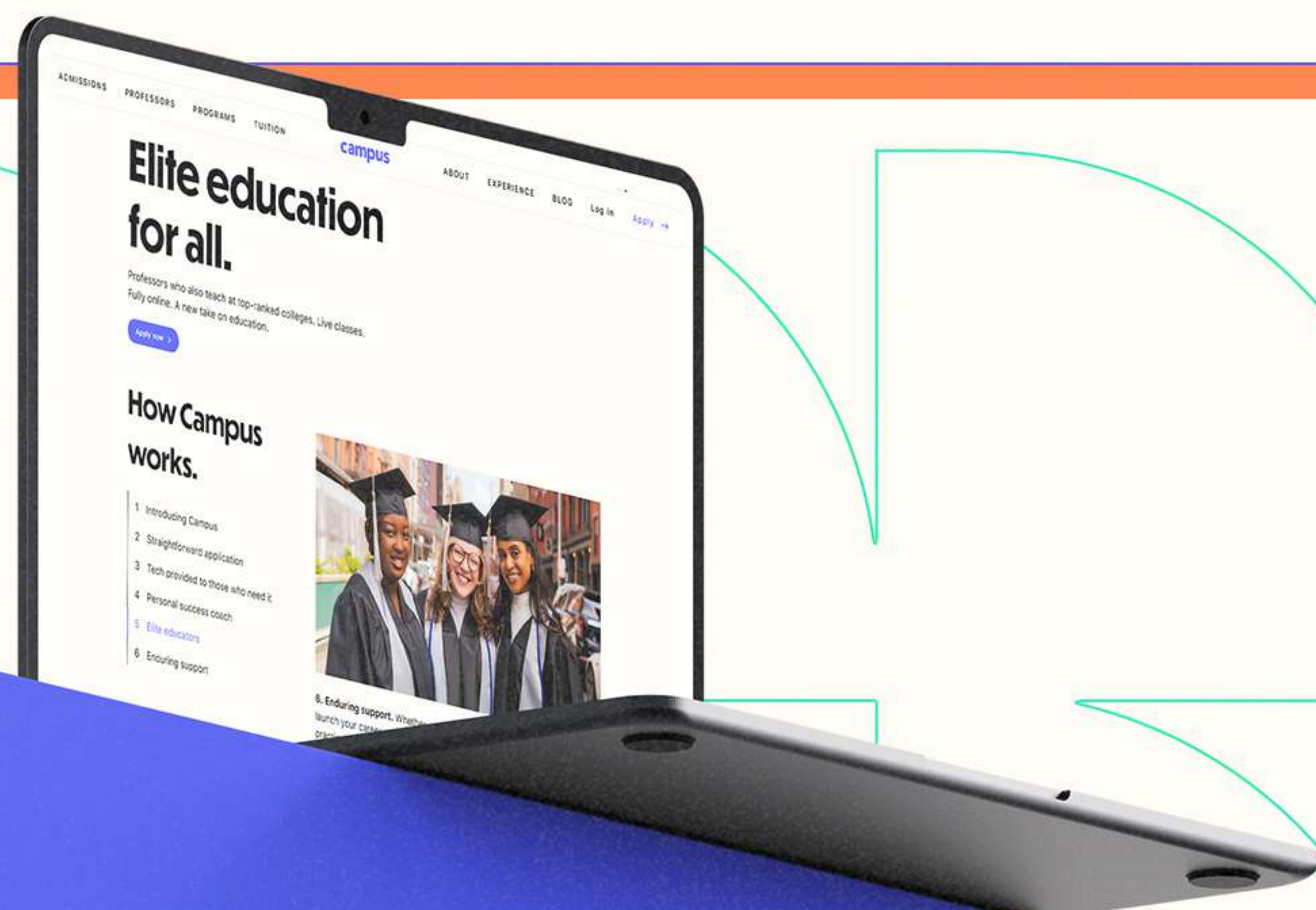
AI OPTIMIZATION IN ACTION

- **1,146** appearances in Google AI Overviews
- **138%** increase in People Also Ask placements
- Tracked AI visibility in real time using proprietary systems
- Tailored every page for AI parsing with schema, structure, and clarity



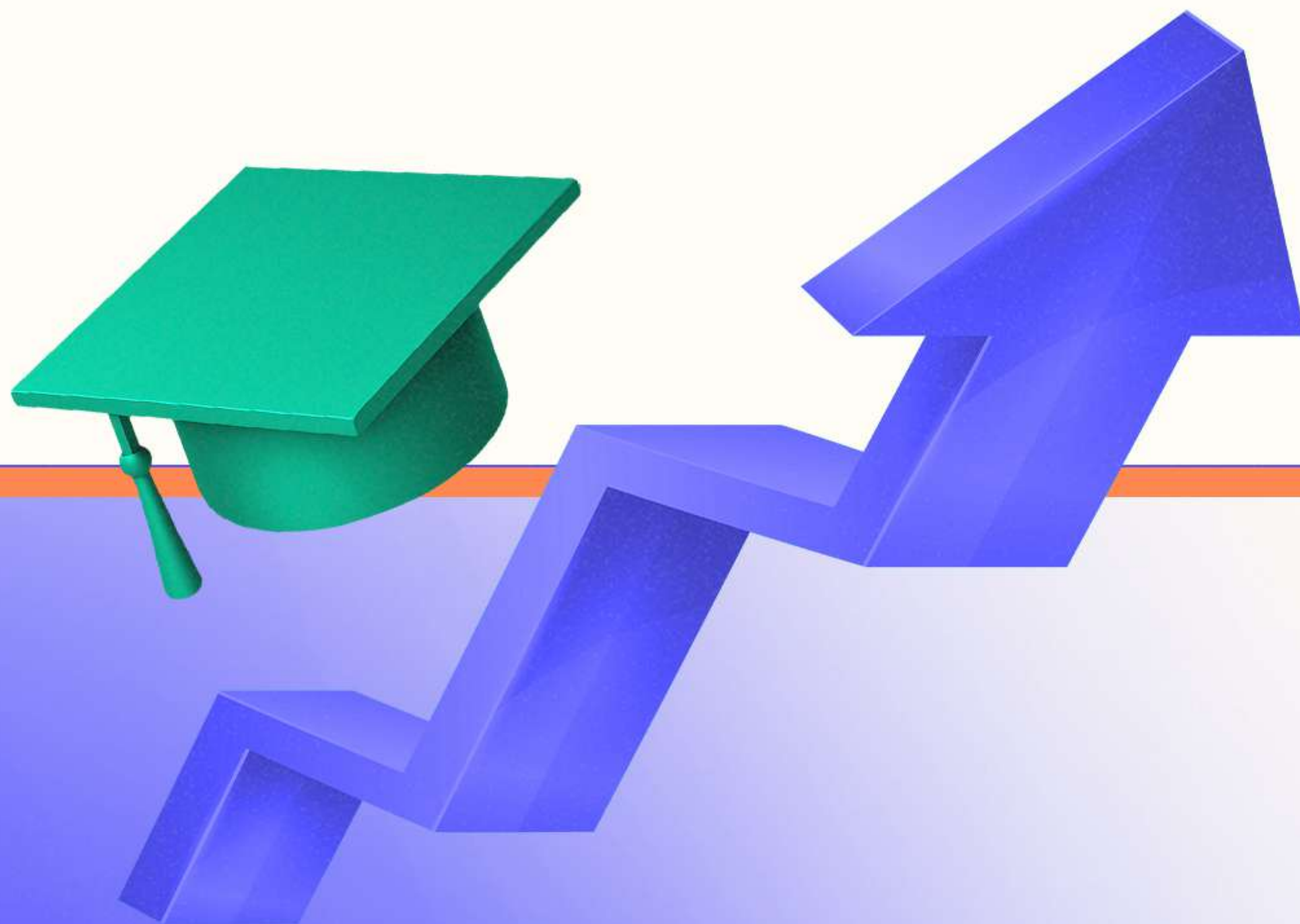
SEARCH RESULTS THAT MOVED THE NEEDLE

- Top 10 keyword rankings up **183%**
YoY **(8,656 → 24,514)**
- Organic sessions grew **94%**
YoY **(134,617 → 260,951)**
- Non-branded clicks nearly doubled
- Branded clicks up **182%** – building trust with students and parents



THE FIXES THAT FUELED GROWTH

- Built content around student search behavior and FAQ formats
- **Secured backlinks** from government and education sites
- Improved Core Web Vitals & ADA compliance
Boosted Domain Authority from 30 to 42



WHY IT STANDS OUT

This campaign didn't just improve rankings

It opened doors.

It connected real people to real answers

And it proved that **educational SEO**,
when built with purpose, drives
impact far beyond traffic.



REAL GROWTH. REAL ACCESS. REAL OUTCOMES.

- **1,146 AI** Overview appearances
- **260,000+** organic sessions
- **24,000+** top 10 keyword rankings
- **191%** YoY growth in student users

Built for discoverability. Designed for students.
Ready to own your edge in **AI-led** search?

adlift.com