

UCDAVIS


CONTENT STRATEGY AND SEO

In Higher Education



Adam Napolitan
adamnapolitan.com

NEWS

Baboons on the move practice democracy 



One gift, endless possibilities

News



Graduate takes one last look around

ABOUT UC DAVIS

About UC Davis

[Visit UC Davis](#)[Locations](#)[UC Davis Facts](#)[Our principles](#)[Administration and faculty](#)[History](#)[Public Service](#)

Visit UC Davis

Welcome to UC Davis! Visit us to see what makes this campus special. Located in Davis on the largest University of California campus, we are known for our commitment to sustainability, standout academics and unmatched school spirit.

- [Visit UC Davis](#)
- [Campus tours](#)
- [Campus map](#)
- [City facts](#)



Locations

As a leading global university, UC Davis and its community of faculty, students and staff are dispersed throughout the state, nation and world. Here are the primary locations.

- [Davis campus](#)
- [UC Davis Health System \(Sacramento campus\)](#)
- [Bodega Marine Laboratory](#)
- [UC Davis San Diego Veterinary Medical Center](#)
- [Veterinary Medicine Teaching & Research Center in Tulare](#)
- [Natural Reserve System](#)
- [UC Research and Extension Centers](#)
- [Tahoe Environmental Research Center](#)

UC Davis Today



Learn about our university with [stories](#) about students, professors and the campus community.

'Choosing UC Davis'



Videography by Joe Proudman/UC Davis
(1 min 51 sec)

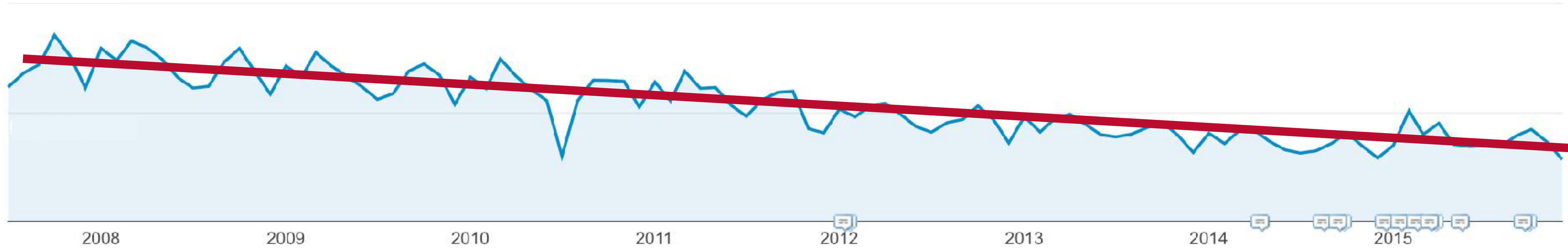


A landscape photograph showing a field of corn in the foreground, a line of trees in the middle ground, and a bright sun setting on the horizon. The sky is filled with colorful clouds. The text "The End of the Link Farm" is overlaid on the image.

The End of the **Link Farm**

Higher-Ed Decline

12% ↓

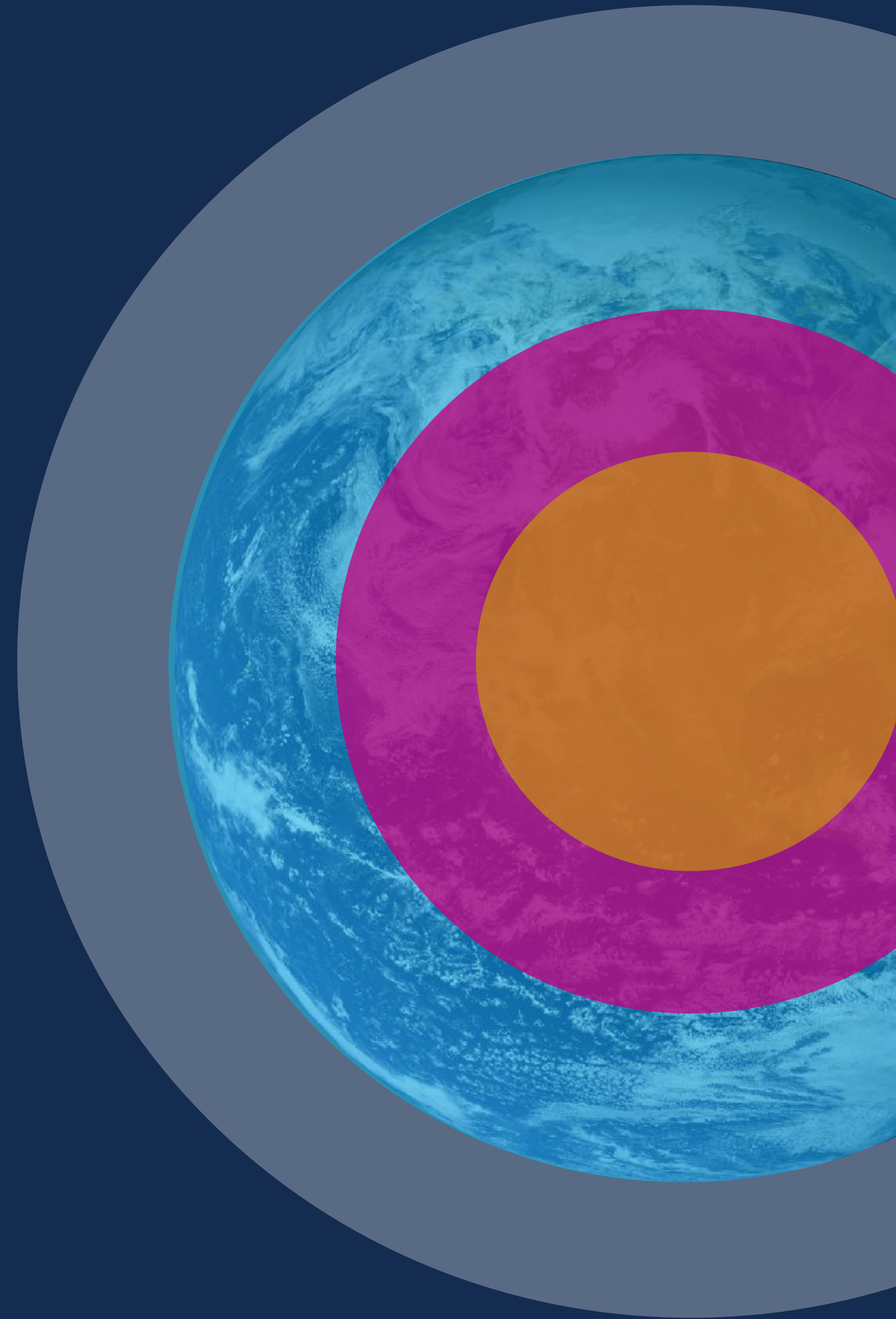


APPLICATIONS ARE NOW OPEN

[Play Video](#)[Apply Now](#)

Core Content

440% ↑





Goals

UC Davis



1 of 5



Human
Health



Animal
Health



Ag and
Environment

Visibility



Engagement





Experience



Loyalty



Applications



Underutilized Programs



Search

56%



Social

5%





Non-Branded
Organic Search



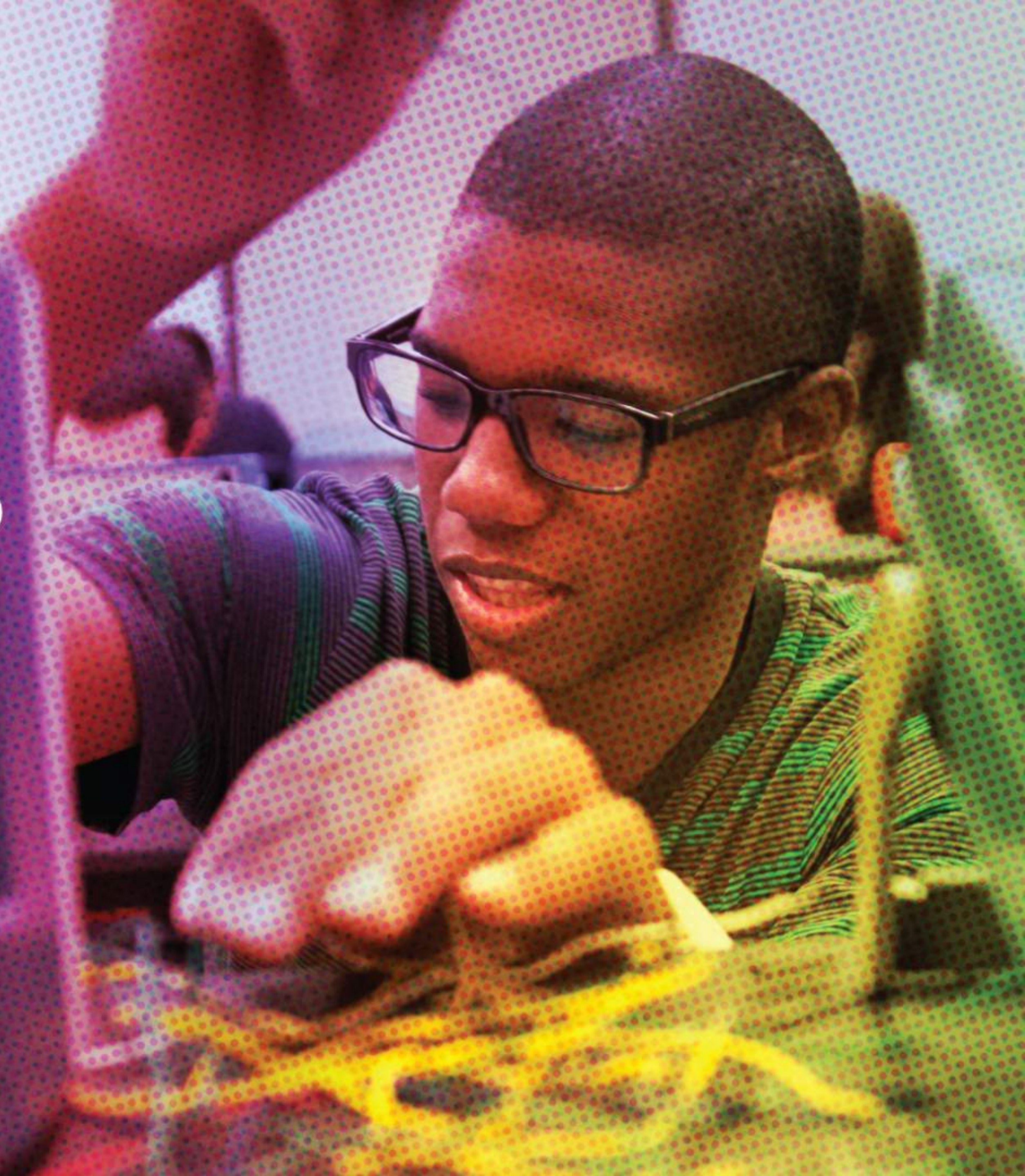
Address Common Questions / Tasks

What Can I Do With My Major?

explore majors and careers

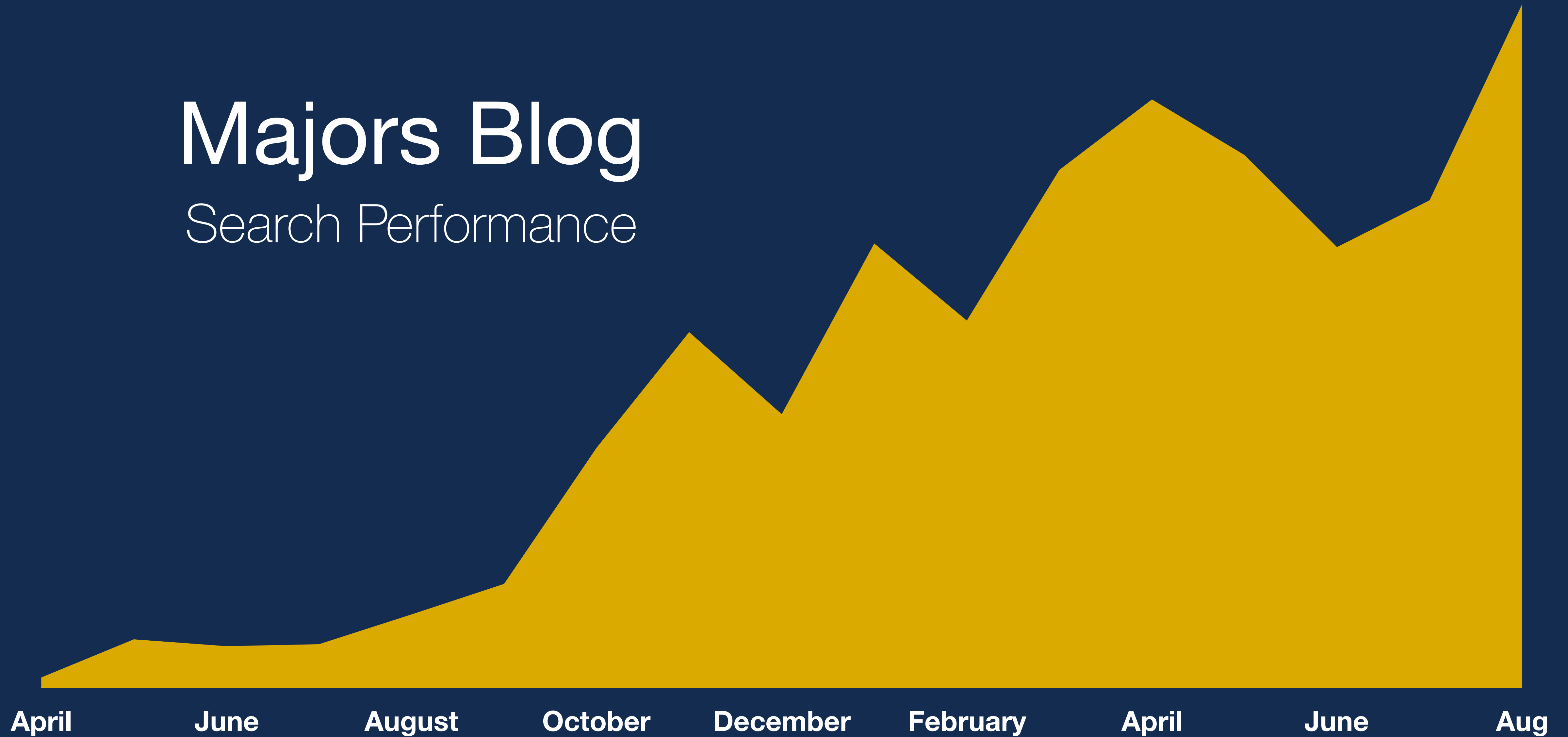
majors.ucdavis.edu

UCDAVIS



Majors Blog

Search Performance



The Keys **to our Success**





SEO IS NOT
A 1-PERSON JOB



Technical SEO



Content SEO



Amplification SEO

SEM

Search

Engine

Marketing





A Team of Unicorns

Director /
Lead Strategist

Lead QA / Full
Stack Developer

Digital Managing
Editor

Distribution
Coordinator

CMS Engineer

Lead UX/Visual
Designer

Digital Content
Strategist

Marketing
Coordinator

Director /
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Digital Content
Strategist

Amplification SEO

Distribution
Coordinator

Marketing
Coordinator

SEM

Educate and Empower



Research Lab







grandcanyon.ucdavis.edu



Grand Canyon

- 2016 -

Join UC Davis students and faculty on their journey of science, education and discovery.

→ Start the journey





SCIENCE



IMPACTS



SOLUTIONS



A Climate Change Solution Beneath Our Feet

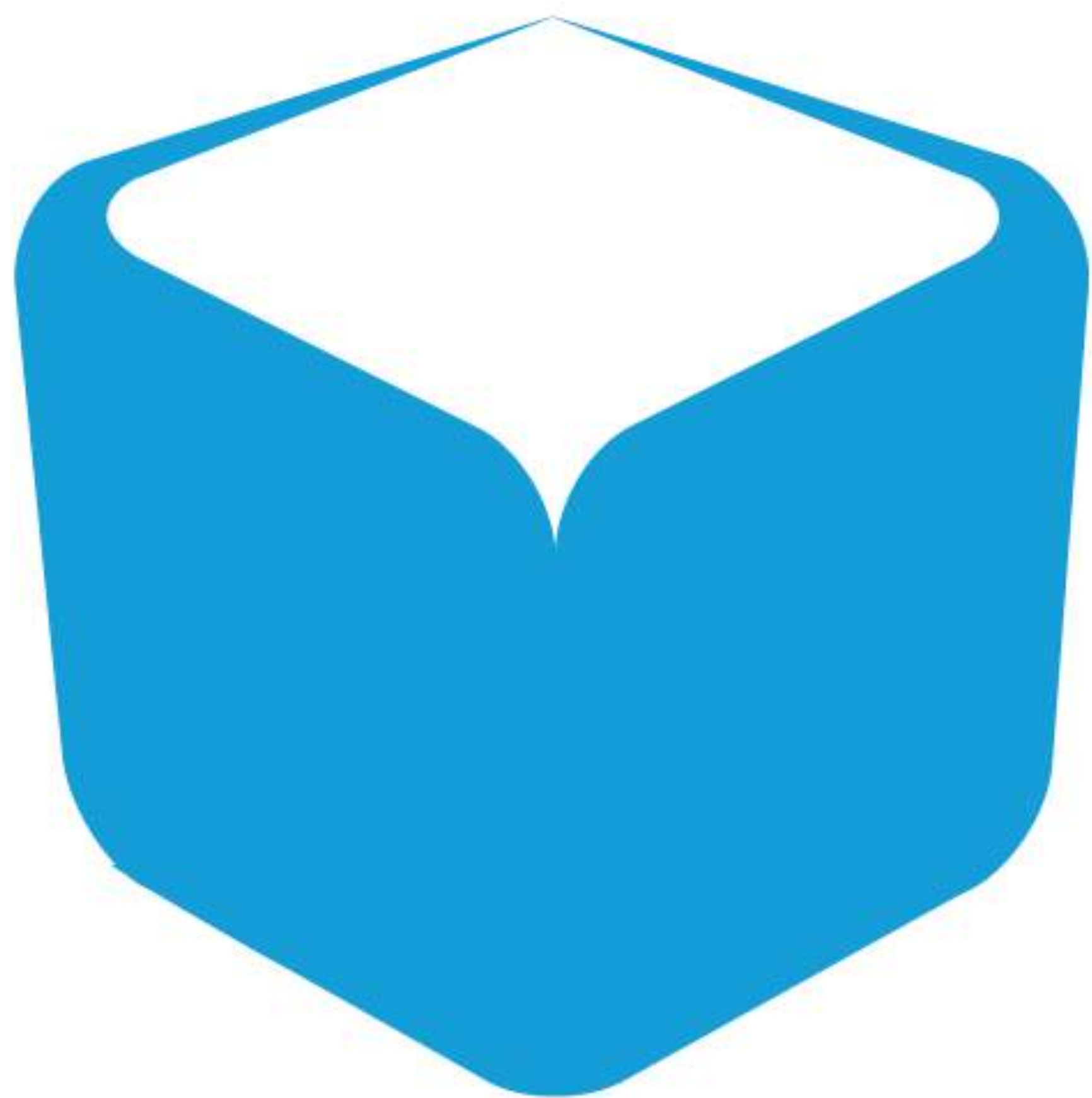
[read the story](#)



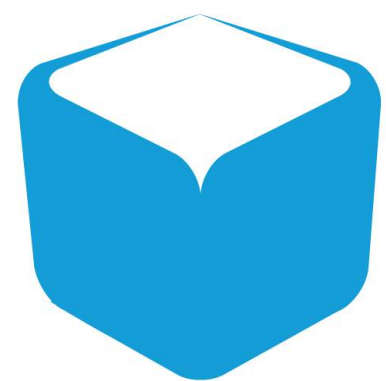
Rangelands can potentially sequester the carbon emitted from 70 million cars driven for a year.



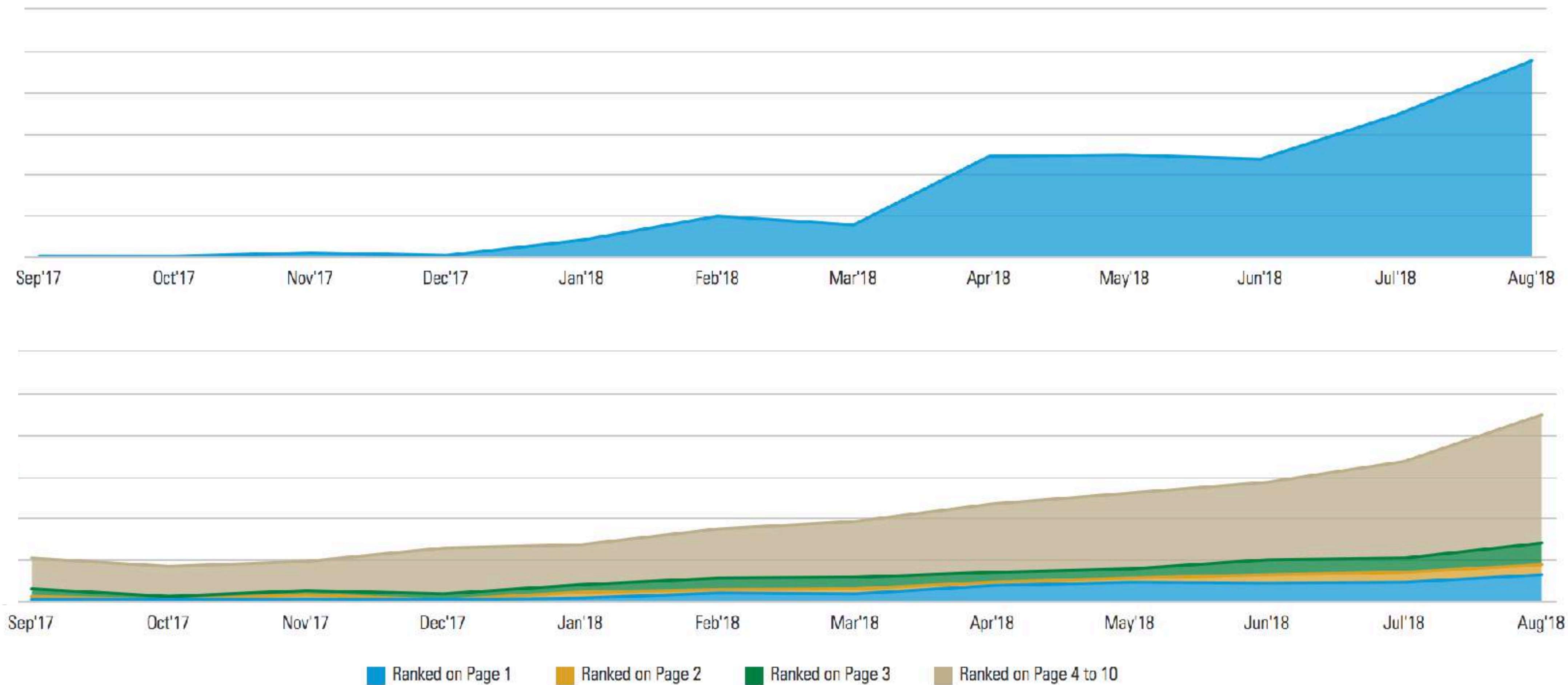
BRIGHTEDGE



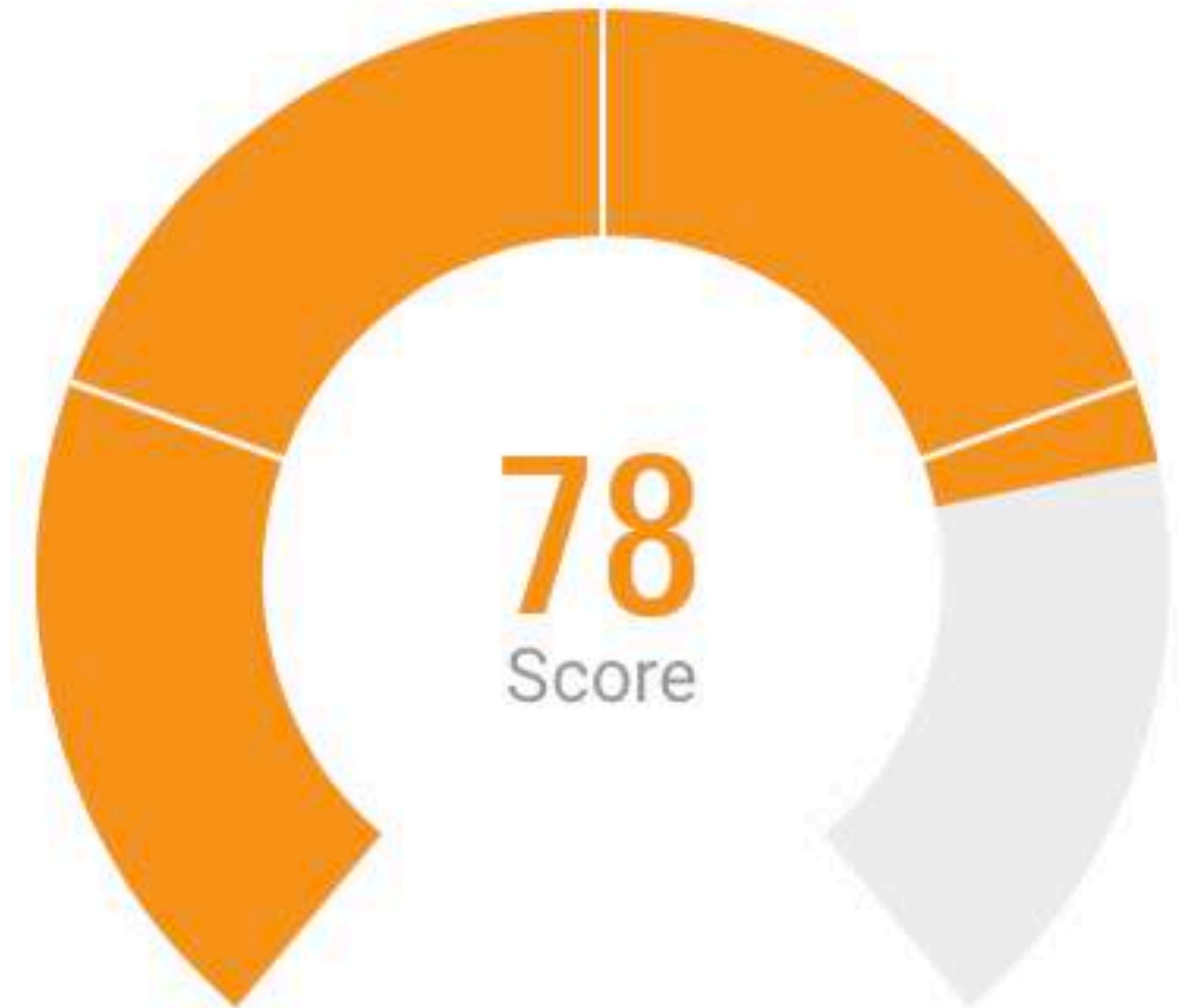
DATA
CUBE



DATA
CUBE




ContentIQ



Content Strategy

Produce a **consistent stream of content**
mapped to **users' needs**
throughout the **user's journey**
for **each user persona**

An abstract graphic in the bottom right corner consisting of several overlapping, flowing shapes in shades of teal, blue, and green, resembling a stylized wave or a modern landscape feature.

Quick Wins





It's a Marathon

Let's Talk...

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