

UCDAVIS | **CONTENT STRATEGY AND SEO**
In Higher Education



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NEWS

Baboons on the move practice democracy



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'



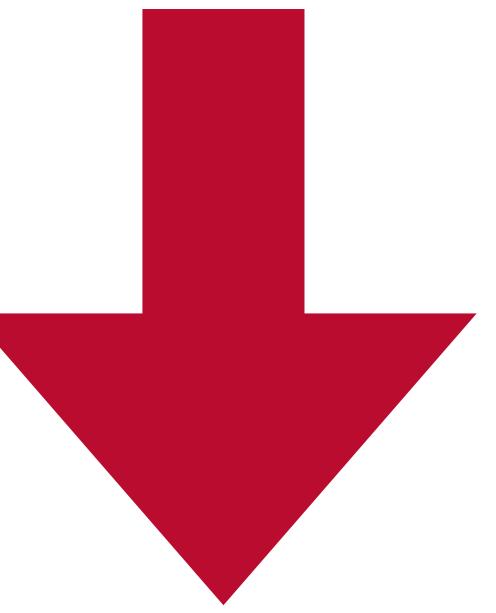
Videography by Joe Proudman/UC Davis
(1 min 51 sec)



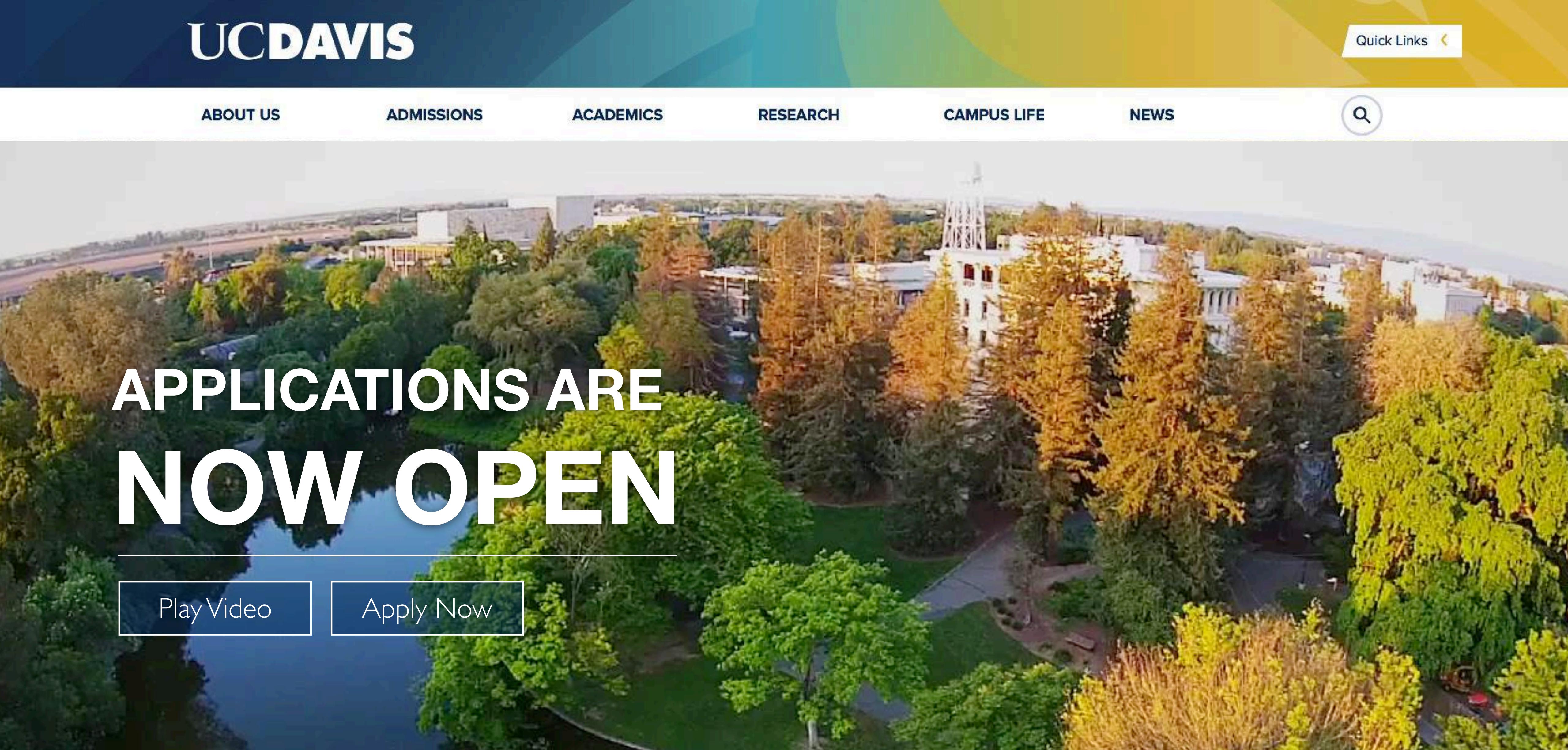
A wide-angle photograph of a rural landscape at sunset. The sky is filled with dramatic, orange and yellow clouds. The sun is low on the horizon, casting a bright glow over a green field of crops. In the distance, a line of dark green trees stands against the horizon. The foreground is a close-up of the green crop field.

The End of the **Link Farm**

Higher-Ed Decline

12% 



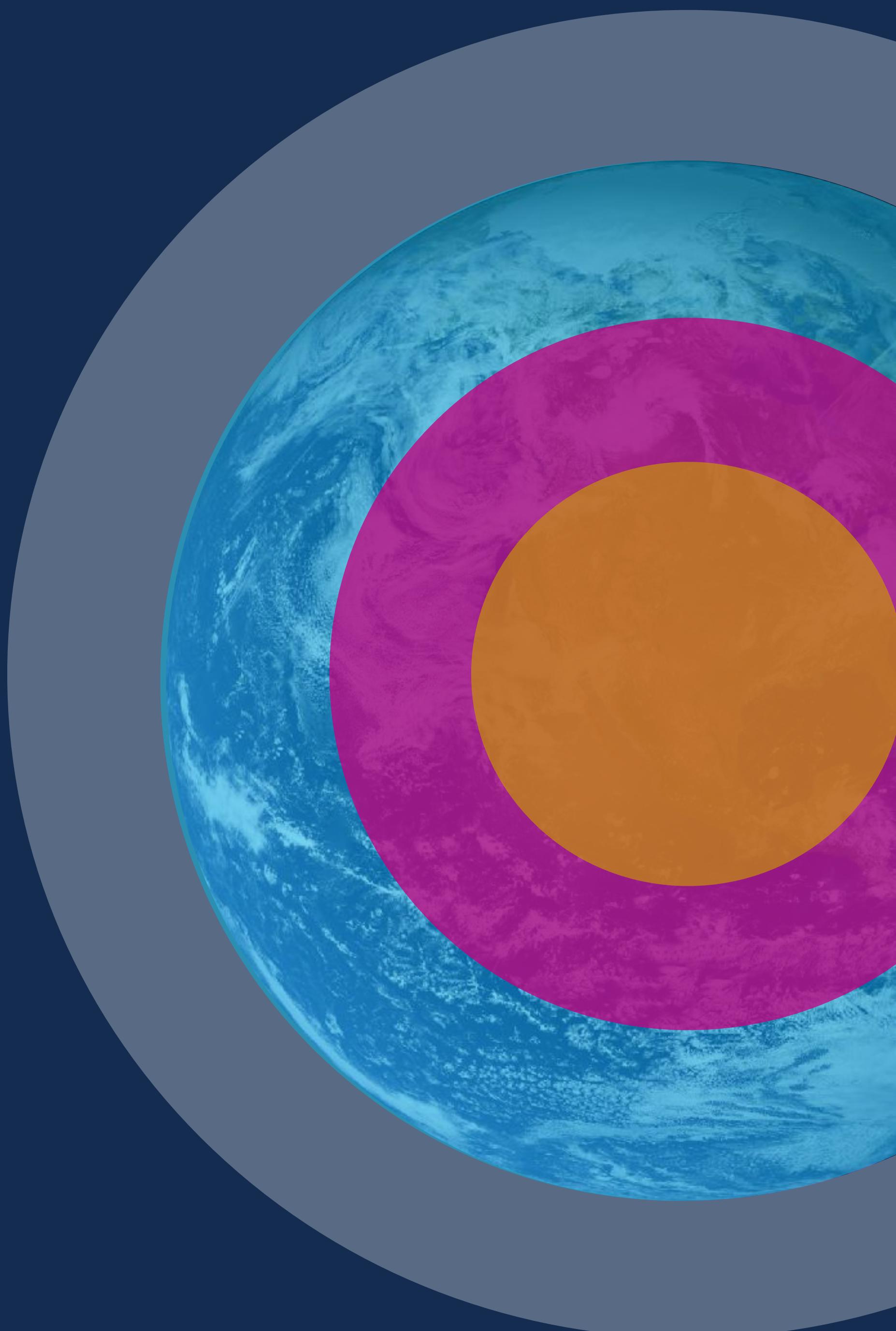


APPLICATIONS ARE NOW OPEN

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

Core Content

440% ↑





Goals

UC Davis



1 of 5



Human
Health



Animal
Health



Ag and
Environment

visibility



Engagement





Experience

A large crowd of students is cheering at a sports event. In the foreground, a young man with a beard is shouting with his mouth wide open. He is wearing a dark blue t-shirt with "UG DAWGS" and a bulldog logo. To his left, another student is shouting, wearing a t-shirt with "UNIVERSITY AGGIE PACK". Other students in the background are wearing "UG DAWGS" shirts and holding yellow and blue pom-poms. The atmosphere is energetic and celebratory.

Loyalty



Applications



Underutilized Programs



Search

56%  A large white number '56%' followed by a green upward-pointing arrow, indicating growth in the search category.



Social

5%  A large white number '5%' followed by a red downward-pointing arrow, indicating a decline in the social category.



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**

A photograph of a construction site showing a large, complex steel reinforcement cage (rebar grid) for a concrete structure. Several workers in high-visibility vests and hard hats are working on the grid. One worker is in the foreground on the left, another is further up the grid on the left, and two more are on the right side. A white diagonal line is drawn across the image, starting from the bottom-left corner. The background shows the dark, curved concrete wall of the structure.

Technical SEO

A close-up photograph of a person's hand holding a blue pen, writing in a spiral-bound notebook. The notebook is open, showing two pages of white paper. The spiral binding is visible on the right page. The background is a warm, out-of-focus yellowish-brown.

Content SEO



Amplification SEO

SEM

Search

Engine

Marketing





A Team of Unicorns

Director /
Lead Strategist

Lead QA / Full
Stack Developer

CMS Engineer

Lead UX/Visual
Designer

Digital Managing
Editor

Digital Content
Strategist

Distribution
Coordinator

Marketing
Coordinator

Director /
Lead Strategist

Technical SEO

Lead QA / Full
Stack Developer

CMS Engineer

Lead UX/Visual
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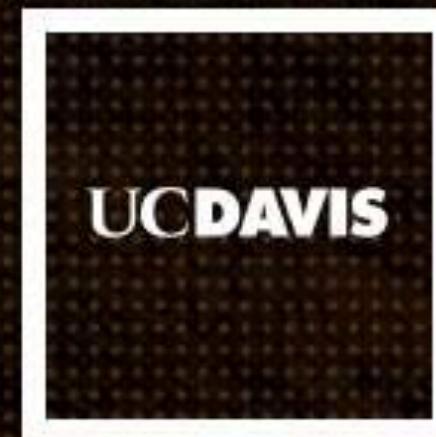
Educate and Empower



Research Lab







grandcanyon.ucdavis.edu

Lee's Ferry

River Mile **0**



North Canyon

River Mile **20.7**



Vasey's Paradise

River Mile **32.2**



Redwall Cavern

River Mile **33.2**



Nautiloid Canyon

River Mile **35**



Nankoweap Granaries

River Mile **52.4**



Little Colorado

Grand Canyon - 2016 -

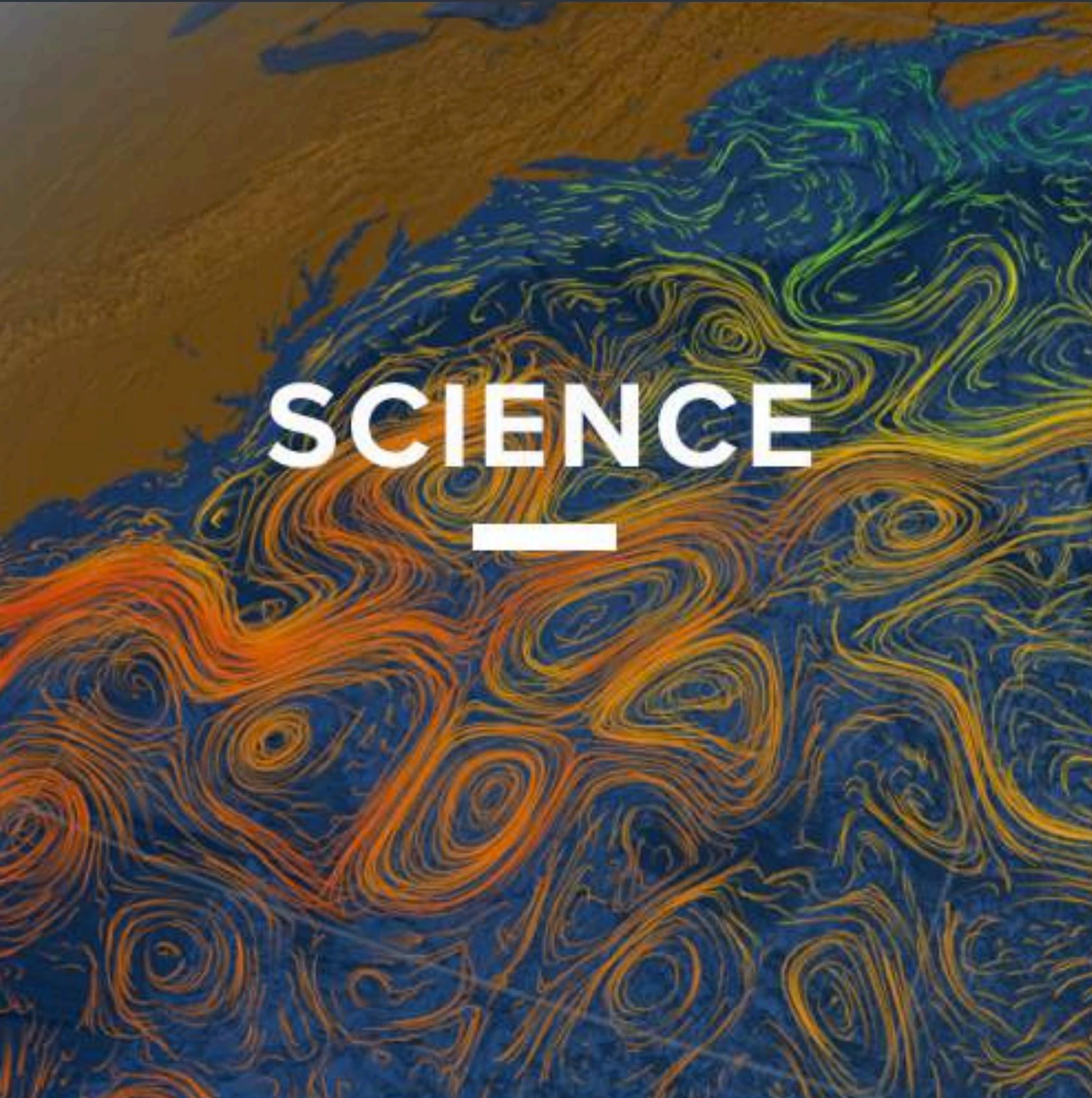
Join UC Davis students and
faculty on their journey
of science, education
and discovery.

→ Start the journey



UCDAVIS

Science & Climate



SCIENCE



IMPACTS



SOLUTIONS

climatechange.ucdavis.edu



A Climate Change Solution Beneath Our Feet

read the story

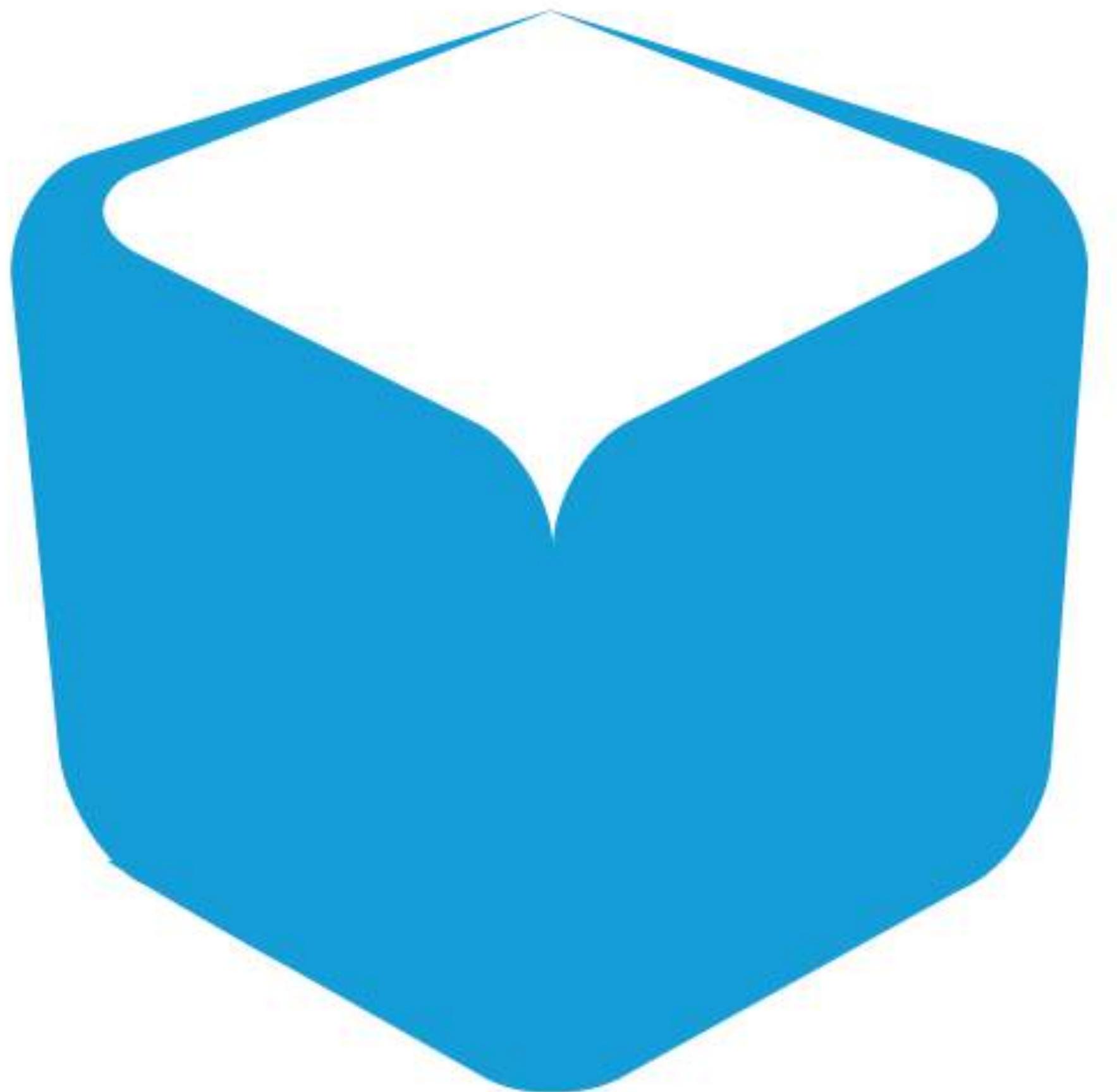




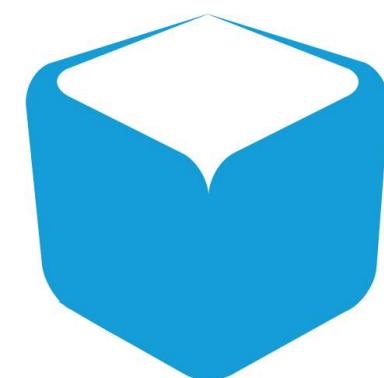
Rangelands can potentially sequester the carbon emitted from 70 million cars driven for a year.



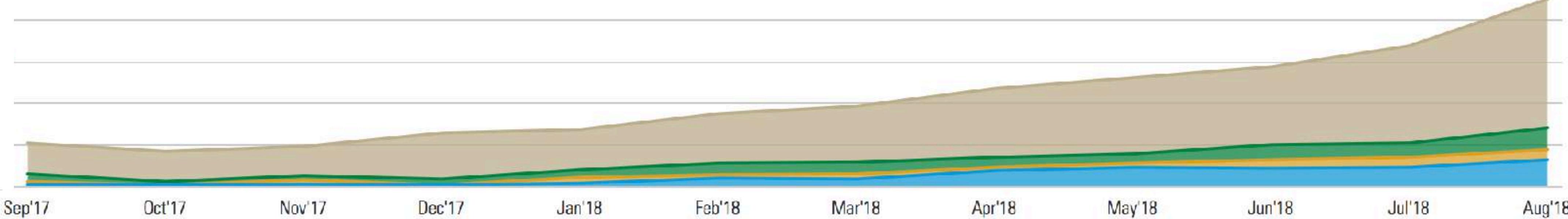
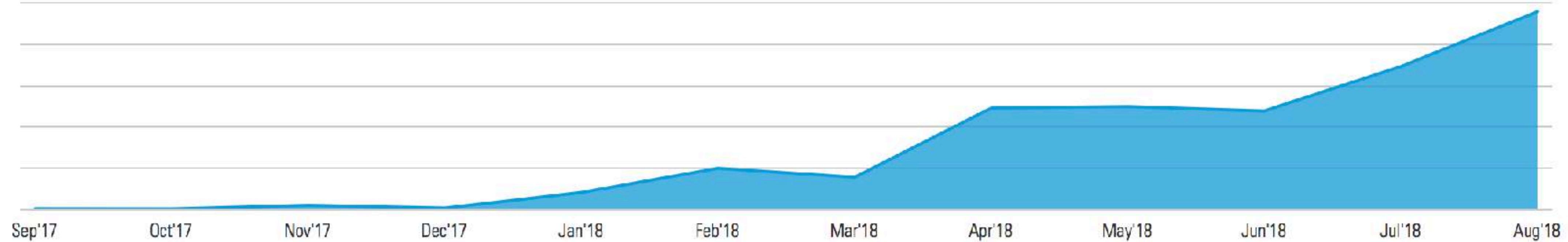
BRIGHTEDGE



DATA
CUBE



DATA CUBE



Ranked on Page 1

Ranked on Page 2

Ranked on Page 3

Ranked on Page 4 to 10

ContentIQ



Content Strategy

Produce a **consistent stream of content**

mapped to **users' needs**

throughout the **user's journey**

for **each user persona**



Quick Wins



A blurry, colorful photograph of a marathon race, showing many runners from behind as they run on a road. The image has a warm, golden-yellow tint.

It's a Marathon

Let's Talk...

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