



OFFICE USE ONLY	<input type="checkbox"/> Y	<input type="checkbox"/> N
DATE RECEIVED: _____		
COMMENTS:		

SEARCH ENGINE OPTIMIZATION (SEO) LANDING PAGE FORM

SEARCH ENGINE OPTIMIZATION (SEO) IS THE PROCESS OF AFFECTING THE VISIBILITY OF A WEBSITE OR A WEB PAGE IN A SEARCH ENGINE'S "NATURAL" OR UN-PAID ("ORGANIC") SEARCH RESULTS.

Contact Name: _____ Ext. _____

Program/Department: _____ Undergraduate
 Graduate
 Other

Landing Page Address: _____

RELEVANT KEYWORDS

Please list words and/or phrases that **prospective students/customers** might use to find you online.

Based on those keywords, what do you think the page title for your landing page should be.

Based on your keywords and page title suggestion, we will work on refining your main heading.

Write a 150 character description of your program that will display in Google. Remember to write this to attract prospects to your landing page and include a call-to-action "Click for more information, Find out about..., etc. ". (What are prospects looking for)

List of peer and aspirant competitor programs/departments
