Havenwood Academy's Web Optimization Campaign

Goals:

The goal of the project was to modernize our website for modern days, optimize the site for conversion, and grow our organic traffic. At the end of the day, my job as the Marketing Analyst is to keep our program full. Growing our online presence sets our sales and admissions team up for success to be able to fill the beds quickly.

Strategy:

The strategy to do this was fairly straight forward. Content was not an issue as before my time Havenwood worked with a firm to create more than 300+ pages of content. This content was already ranking, and some pages were doing pretty well. But, because the site was so outdated and clunky, the content did very little for us. The strategy was:

1. Build a foundation for success online
2. Break down barriers that stop users from converting to leads
3. Use best SEO practices to optimize the site for search
4. Build tools to help the sales team be successful

We needed first a modernized website that looked good and professionalized us. We also needed to create simpler ways for users to convert and for sales team to get quickly connected. Optimizing our speed first and foremost was top on the list for our search engine optimization and then we created a lead scoring algorithm to give quick insights on any given lead as well as create segmented automations, depending on the score.

The Process:

The process was long and took several months to see all the way complete. I started by designing a new site on a separate server. Every core page (about, therapy, education, etc.) had a complete remodel and we created a template for all our content to exist on top of. We went through several iterations until we finally integrated it into our current site. The site is still continually being improved for design and relevance.

The second thing we did was create easier ways to convert. We created two separate online forms, a short form and an online assessment. The short form can be found on every single page of the site in the footer, but the online assessment is our bread and butter. It is a longer questionnaire that asks more in-depth questions. These questions are what is used to score the lead with the algorithm. We kept the online assessment as short and as simple as possible to avoid anyone reaching the page and turning away. We continue to optimize and A/B test our online assessment for better conversion.

Our next focus was site speed. I began utilizing Wordpress plugins to help with speed as well as invested in a dedicated server. I also contracted a web developer to work on further backend pieces to really bring our speed together. Now, we score consistently in the high 90's in Google's Pagespeed tests in both mobile and desktop; the very best amongst all our competitors. Click *Here* to see our current speeds. This increase in page speed made the world of difference in our organic traffic and in the experience we were delivering online.

The last part was the work of creating the lead scoring algorithm. Havenwood uses Bluestep, an electronic medical record (EMR) software to store and document all medical and clinical data for the program. It also serves as our CRM and can be completely customized to the needs of the program using a combination of HTML, CSS, and JavaScript. First, I custom coded an HTML form on the website. From there, I utilized a PHP file and an endpoint in Bluestep to get the two communicating. In the endpoint that receives the data is where the lead scoring algorithm lives. It takes into account age, gender, location, financial resources, and clinical diagnoses as part of the

score. Scores above 100 are qualified and segmented. Our sales team are alerted immediately when a qualified lead comes in. Leads that don't qualify are sent an automatic, personalized email. The sales team may only follow up once or twice with leads that don't meet the threshold.

Results:

The results from the project were better than we could have hoped for. In May of 2019, I started as an intern for Havenwood. That month, we had a total of 76 leads online. The initial redesign of the site launched in October of the same year and then we optimized for speed several months later in 2020. May of 2021, we had our best month at 574 leads. **The design changes and optimizations skyrocketed our leads where we increased our monthly leads by 7x. The organic traffic also had a very healthy increase going from 4,065 users in May of 2019 to 13,770 in April of 2021, a 3x increase in organic traffic.** As Havenwood prepares for expansion with its new campus underway, our online growth is poised to fulfill the growth. On top of this, the tools developed to help our sales team will allow us to keep our labor low and costs down as we scale.