



Case Study: OHSU Nursing

OHSU
3181 S.W. Sam Jackson Park Rd.
Portland, Oregon



Services Provided: Search Engine Marketing and Optimization (SEM and SEO)

Company Profile

Oregon Health & Science University is the state's only health and research university. OHSU is Portland's largest business and Oregon's fourth largest, with 11,500 employees. 175,700 patients are cared for each year, while at the same time hundreds of millions of dollars are brought in for leading research. OHSU's stated fundamental purpose is to improve the well-being of people in Oregon and beyond. OHSU Nursing's website is devoted specifically to retention and recruitment for 10 nursing divisions comprising 44 distinct units.

Business Challenge

OHSU was under a quick turn time crunch in the beginning of 2005. With the brand new Kohler Pavilion Hospital almost complete (for which OakTree also designed the website), there was a great need for experienced medical professionals in very niche categories. OakTree conducted a 4 month campaign to exponentially expand the qualified web traffic to push towards OHSU's Human Resources web site.

Meanwhile, OHSU Nursing had been OakTree's client for several years but never in a SEO/SEM capacity. Seeing the downstream traffic (job applicants) rise dramatically due to the 4 month Kohler Pavilion campaign, OHSU Nursing contacted OakTree to provide a similar but much more targeted campaign.

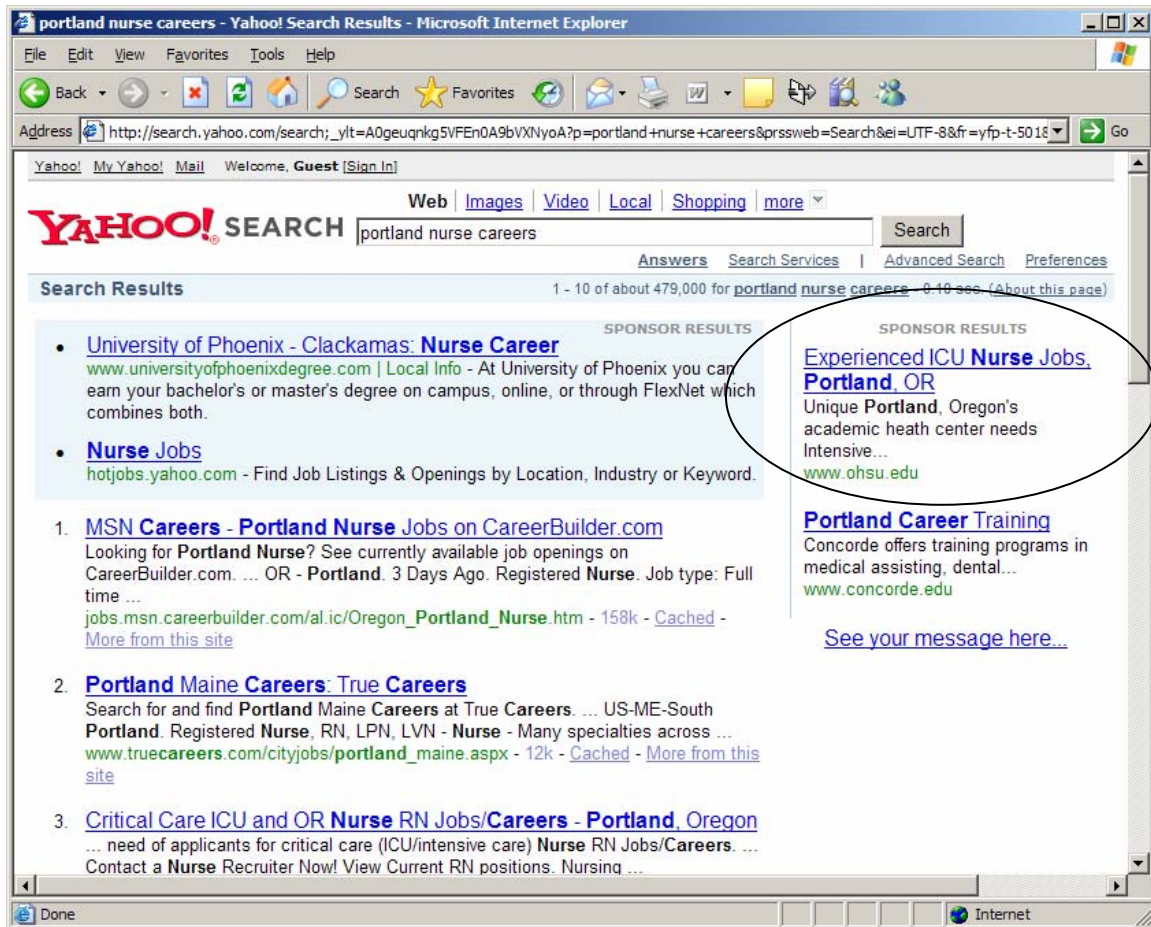
The challenges were multiple:

- The site was currently 'invisible' in Google, Yahoo and MSN (wasn't appearing in the top 500 results for any of our targeted key phrases)
- Nursing related phrases are part of a highly congested key phrase space in the major search engines. For example, a search on a targeted search like "Portland rn jobs" yields more than 1.6 million results on Google
- It was likely that national headhunters and medical job brokers were putting significant budgets into maintaining top results - both in paid and "natural" results
- The specific job openings were very specific and also constantly changing
- The click path from the OHSU Nursing website to Human Resources was convoluted

Solution

OakTree Digital worked with multiple analytics tools to determine an appropriate list of targeted key phrases. Simultaneously, our SEO expert worked with OakTree's Marketing Strategist to define a list of tactics and recommended monthly budget. It was determined that for immediate results, we would pursue a pay-per-click ad campaign in addition to purchasing some key directory listings. By organizing key phrases into groups and writing extremely pertinent keywords combined with optimizing the

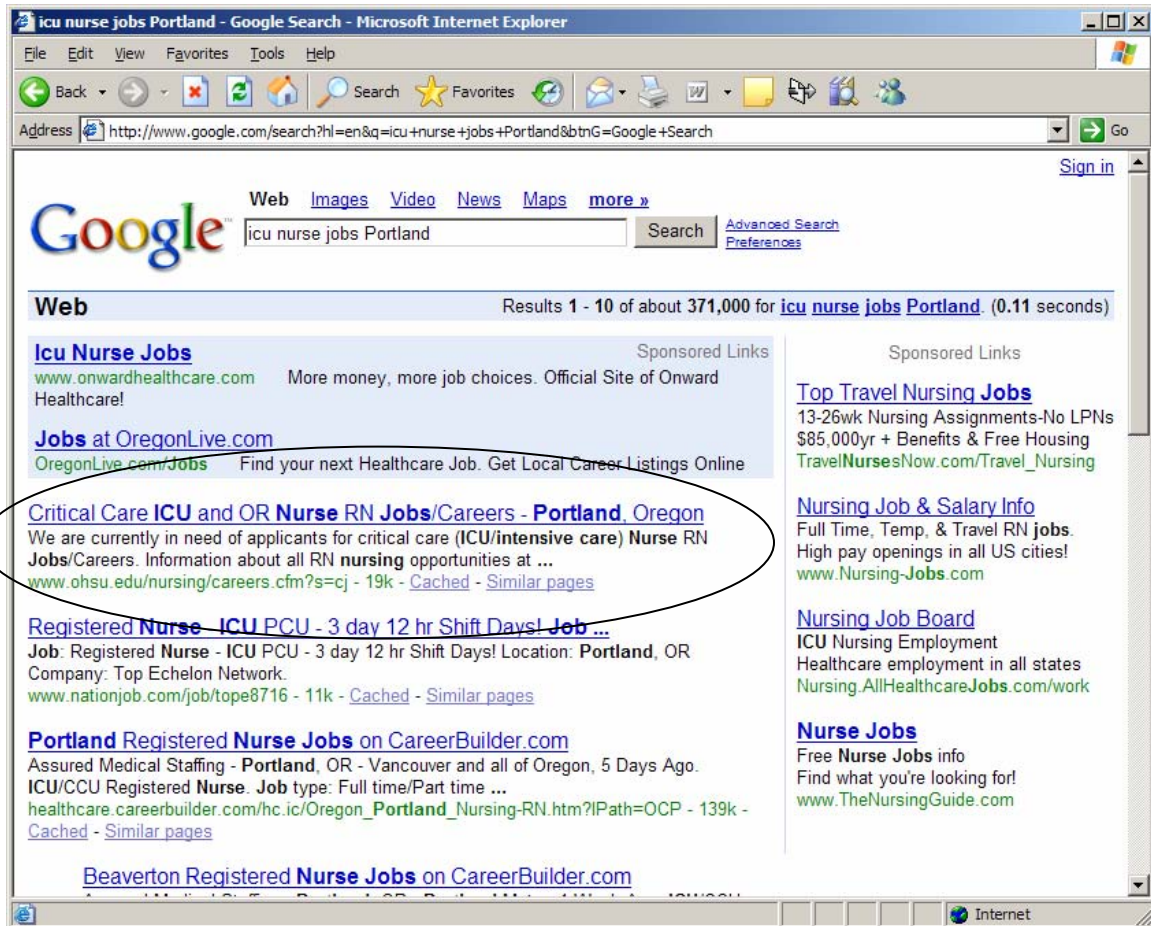
destination web pages with information specifically about the group of nurse jobs, we were able to not only immediately increase qualified traffic, but also to begin to optimize the content of the website itself.



Once these basics were in place, we continued to optimize the content of the website while also pursuing a number of other strategies to increase both website traffic and “natural” search engine rankings.

A variety of tactics have been employed, including purchasing targeted web links, blog links and reviews, RSS ads and continued content and HTML revisions. OHSU has a complex web server structure which allows websites to be accessed via multiple paths, and special care was taken to ensure that the search engines did not mistakenly penalize the site for duplicate content.

As priority job openings shifted and changed, we adjusted our purchased links, site content, and analytic research accordingly. Additionally, we defined conversion goals and closely tracked our progress over time to see where our successes and failures were.



Result

The number of people who come to the site and end up looking at the Careers page, applying for a job, or looking at the list of available positions has risen dramatically to 60% of site visitors. Overall traffic was increased over 60%, and qualified traffic has steadily increased. Out of 54 tracked key phrases, 38 are now in the top 10 on Google, including 23 phrases at #1 in Google results. It is important to note that the tracked key phrases were selected from the most widely searched terms in the key phrase space, and that OHSU Nursing's website did not rank in Google's top 500 for any of these phrases prior to the start of this project.