

Grad-U-8 Keyword Analysis

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OBJECTIVE

Recommend a search-friendly name for the Grad-U-8 program, aka 8-Week Advantage.

RECOMMENDATION

Based on current usage on the Harper Website, Google search volume data, AI analysis, and best practices, we recommend using the label “8-Week Classes” instead of Grad-U-8 or 8-Week Advantage. While 8-Week Classes may be more plain than the other options, plain language is often most effective in search engines and navigation labeling.

In addition to including the best performing keyword (see Google Trends below) “8-Week Classes” is easily understood and is already in use on our website (see Current Usage). Other colleges use the similar “8-Week Courses” – however, “Classes” is generally a more effective keyword.

Best:

- 8-Week Classes

Alternatives:

- 8-Week Courses
- 8-Week Terms (or Mini-Terms)

Research

CURRENT USAGE

[Important Dates](#)

12-Week Classes
First 8-Week Classes
Second 8-Week Classes

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PEER USAGE

Kishwaukee College

<https://kish.edu/academics/programs/8-week.php>

8-Week Course Program and
8-Week Advantage

Northeast WI Technical College

<https://nwtc.libanswers.com/Eagle/faq/272076>

8-Week Advantage

Ivy Tech Community College

<https://www.ivytech.edu/classes/how-8-week-terms-work/>

8-Week Terms

North Carolina State College

<https://ncstatecollege.edu/8-week-session/>

8-Week Sessions

Southwestern Baptist Theological Seminary

<https://swbts.edu/8-week-courses/>

8-Week Courses

Miami-Dade College

<https://www.mdc.edu/academics/calendar/>

8-Week Mini-Term

OTHER USAGE FOR GRAD-U-8

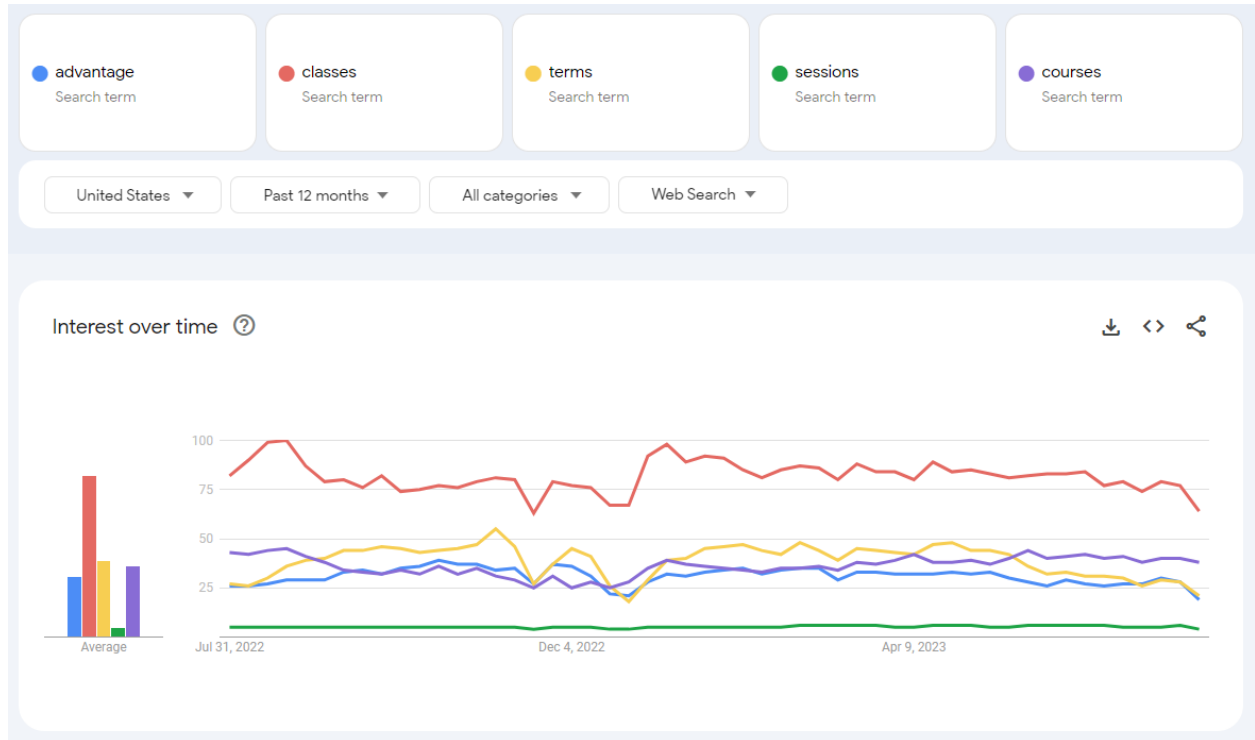
- [Gradu8 Apparel](#) - Promo merchandise
- [Student Success Program](#) (Miami University)
- [Gradu8](#) - Educ8 Training Group/Apprenticeships
- [Gradu8Group](#) - Recruitment

SEARCH DATA

Google Trends Analysis

Index chart comparison between the search terms “advantage” (blue), “classes” (red), “terms” (yellow), “sessions” (green) and “courses” (purple). This analysis shows “classes” is the most popular search term, followed by “terms” and “courses”. The terms “8-week” and “Grad-U-8” did not register.

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ARTIFICIAL INTELLIGENCE (AI) ANALYSIS

Google Bard (bard.google.com) is an experimental AI chatbot. What sets Bard apart from other AI chatbots is that it can reference Google's vast search data in order to answer questions about the Harper website and the Web in general, along with Google's own recommended best practices for ranking well in its search engine.

Prompt:

For <https://www.harpercollege.edu/registration/8-week/index.php> what would be the most effective title

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Response:

The most effective title for the page

<https://www.harpercollege.edu/registration/8-week/index.php> would be something that is clear, concise, and relevant to the content of the page. It should also be keyword-rich, so that it will be more likely to show up in search results for relevant keywords.

Here are a few suggestions for effective titles:

- Harper College: 8-Week Registration
- Register for 8-Week Classes at Harper College
- 8-Week Classes at Harper College: Start Your Education Today
- Get Started with 8-Week Classes at Harper College
- 8-Week Classes: A Flexible Way to Earn Your Degree

These titles are all clear, concise, and relevant to the content of the page. They also include relevant keywords, such as "8-week classes," "register," and "Harper College."

Which title is the most effective will depend on a number of factors, including the target audience and the keywords that the page is trying to rank for. However, all of these titles are a good starting point.

Here are some additional tips for writing effective titles:

- Keep the title short and to the point. The ideal title length is around 60 characters, but it can be longer if necessary.
- Use keywords that are relevant to the content of the page. This will help the page to rank higher in search results for those keywords.
- Use strong action verbs. This will make the title more engaging and persuasive.
- Use a question if you can. This can help to generate interest in the page.
- Test different titles to see what works best. You can use Google Search Console to track the performance of different titles and see which one gets the most clicks.