



funnelback

CASE STUDY

Creighton University



Contents

The Organization	01
Key Project Objectives	02
The Requirements	03
The Solution	03
The Result	04

The Organization

Creighton University, located in Omaha, Nebraska, serves over 8,900 students and nearly 70,000 alumni. Creighton's nine schools and colleges deliver a powerful education with programs in the arts and sciences, law, business and health sciences. For 16 years in a row, U.S. News and World Report has named Creighton University the No. 1 regional university in the Midwest.

INDUSTRY

Higher Ed

COUNTRY

United States

WEBSITE

www.creighton.edu

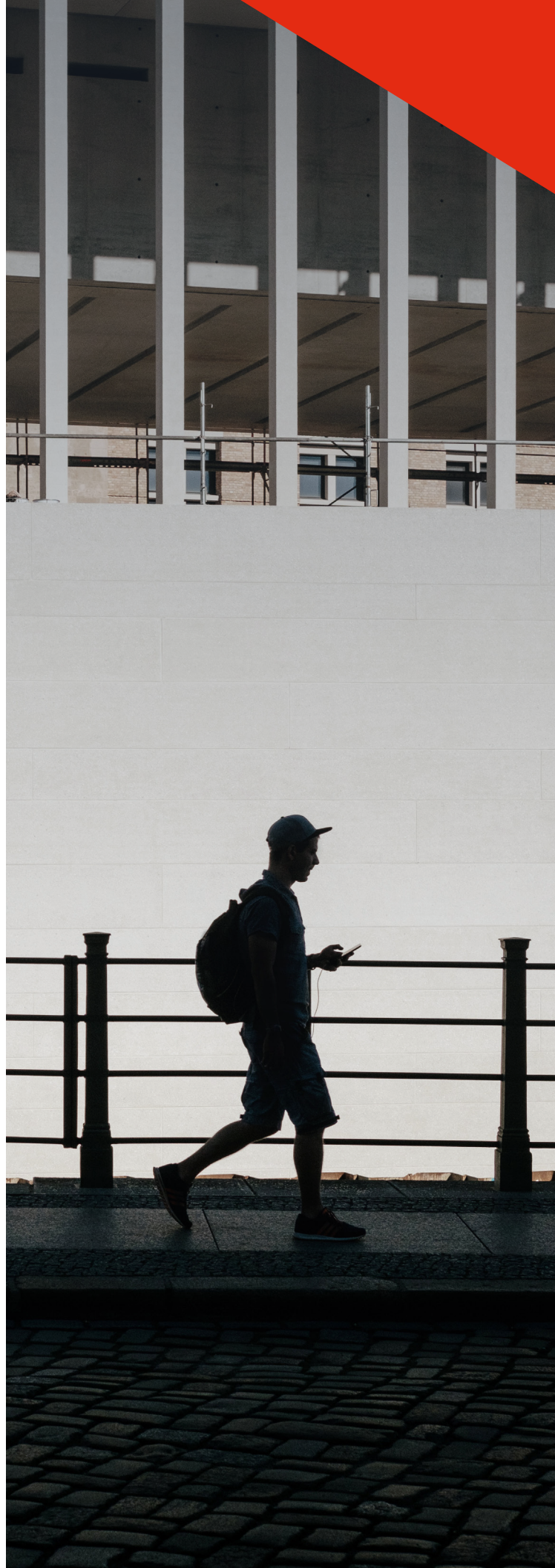
FEATURES

Funnelback for Higher Education

Curator

Concierge

Faceted Navigation



Key Project Objectives



Manage duplicate and dead content



Index multiple sources




Consolidate disparate search platforms



Consistent aesthetics between site and search



Responsive mobile layout



Enhance overall user experience



The Requirements

The web strategy team at Creighton University was looking for a solution that would give them more control over the web search without disrupting other resources of the department. Outdated content, cluttering search results, was a liability to the university. As the team sought to customize search results for popular queries, their previous solution's poor ranking of search results was a significant challenge.

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Funnelback provided support and customization and didn't rest until we were satisfied. They were always very supportive and never lost their can-do attitude.

KARI WATTS, DIRECTOR OF WEB STRATEGY



The Solution

Funnelback for Higher Education was the flexible solution needed for Creighton's unique set of challenges. Starting with out-of-the-box Funnelback for Higher Education with Creighton branding, Funnelback built a live prototype, allowing iterative feedback from Creighton's team to guide the direction of the university's future search.

Creighton's team used the Insights and Auditing suite, included with Funnelback for Higher Education, to improve their search rankings. The team was able to make template changes to the Higher Education product to best suit the needs of the university.



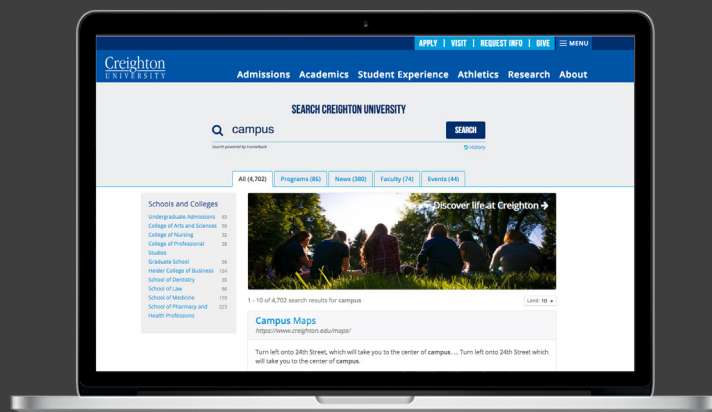
The Result

With curated results, updated content, and a clean interface, Creighton University has a search to be proud of. The new site search went live at Creighton University in 2018.

Using the curator tool, Creighton's web strategy team improved their web search results. With improved control, they were able to promote best bets, feature snippets and track click results to auto-tune results.

Using Content Auditor, the team identified outdated and duplicate content. Instead of cluttered and confusing search results, search result pages are now streamlined to allow prospects, students, alumni, parents and faculty to find what they are looking for.

The web strategy team can now glean actionable insights from their search performance in a matter of seconds. Implementing Funnelback search vastly improved the experience of managing the search and the user experience on the site.





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