



Google Ad Campaign



Shiley-Marcos
SCHOOL OF ENGINEERING

University of San Diego®

SHILEY-MARCOS SCHOOL OF ENGINEERING

Project Overview



GOAL: Increase digital visibility and prospective student engagement for the Shiley-Marcos School of Engineering through a targeted Google Search advertising campaign

Three Rounds of Optimization:

- Keyword Refinement: Use search term insights to guide each optimization round
- Ad Copy Optimization: Test and improve headlines and descriptions for stronger performance

Duration: 10 weeks

Total Spend: \$1,422

Initial Meeting Recap

01

SCHOOL CONTEXT

- 5 Majors
 - Electrical
 - Industrial
 - Mechanical
 - Integrated
 - Concentrations in: law, biomedical, sustainability
 - Independent study
 - Computer Science
- BS/BA Degree
 - 4 ½ years to graduate

02

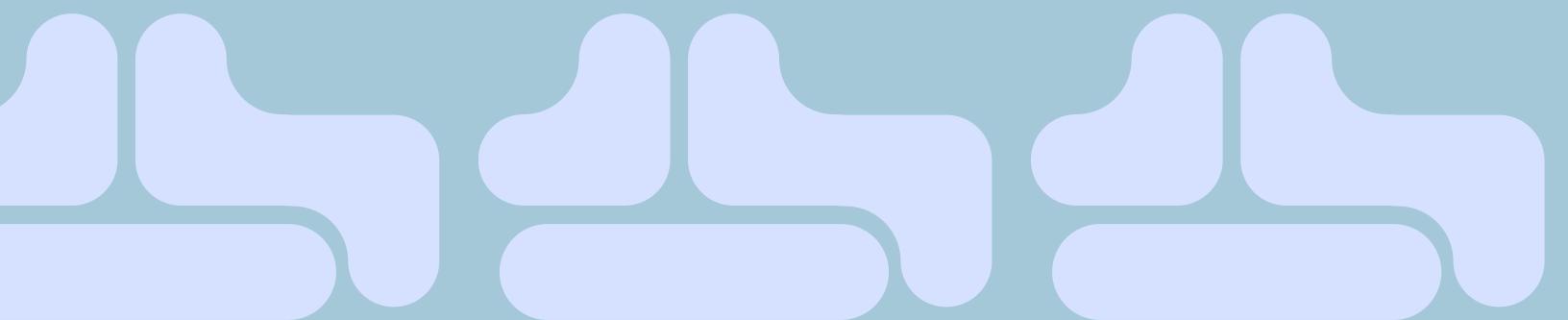
PROGRAM IDENTITY

- “Changemaking Engineering”: hands-on, collaborative, impact-focused
- Students can access materials + tools for real-world building and innovation
 - Highlight AI
- Emphasis on experience-based learning and interdisciplinary work

03

KEY SPACES TO PROMOTE

- Ideation Space:
Flexible rooms, interview + brainstorming hub
- Donald’s Garage:
Campus-wide innovation space; 3D printing access
- Fabrication & Machine Lab: Prototyping and hands-on creation



Round #1 Results

Top Performing Key Words

1. University of San Diego engineering California
2. Mechanical Engineering Degree California
3. Artificial Intelligence Masters Program

Round Strategy

- Utilize titles from engineering website to find strategic keywords
- Highlight both Undergrad and Graduate programs



IMPRESSIONS

12,109



AVERAGE COST PER CLICK (CPC)

\$ 0.77



CLICKS

728



TOTAL AD COST

\$ 475.22

Round #1 Key Takeaways

- **Program-specific searches performed the strongest**, with terms like “University of San Diego engineering” and “Mechanical Engineering Degree California” generating high engagement and the **highest CTRs (up to 9.82%)** at efficient CPCs.
- The campaign’s **strong overall CTR (5.10%)** showed that early messaging emphasizing USD’s engineering programs — including undergraduate, masters, and AI/Data Science pathways — resonated well with prospective students.
- **Higher CPCs (\$0.77)** in Round 1 highlighted an opportunity to refine keyword scope; broad match terms delivered volume, but competitor and regional keywords showed potential for more cost-efficient clicks in later rounds.

Round #2 Results

Top Performing Key Words

1. Engineering Programs near me
2. Accredited universities in California
3. UC Engineering Programs

Round Strategy

- Broadened the keyword list to include competitor terms
- Added more headlines to highlight rankings, career outcomes, and program variety.



IMPRESSIONS

13,343



AVERAGE COST PER CLICK (CPC)

\$ 0.50



CLICKS

769



TOTAL AD COST

\$ 473.44

Round #2 Key Takeaways

- Searches related to San Diego and nearby schools performed the best, with terms like “San Diego University” and “Engineering Schools San Diego” driving **strong CTR at low CPC**.
- High engagement and strong CTR (6.67%) showed that expanded headlines, **ranking-focused messaging**, and **program variety** resonated with prospective students.
- Cost-efficient performance across most high-volume keywords kept CPC low (~\$0.50), making Round 2 both **effective** and **economical**.

Round #3 Results

Top Performing Key Words

1. University of San Diego engineering
2. Best Online Engineering Masters
3. Engineering Management Masters

Program

Round Strategy

- Keywords by location (San Diego, California)
- Kept Exact matches but minimized Broad and Phase matches due to tight budget



IMPRESSIONS

12,781



AVERAGE COST PER CLICK (CPC)

\$ 0.60



CLICKS

858



TOTAL AD COST

\$ 472.07

Round #3 Key Takeaways

- **Higher Engagement:** average of 6.7% CTR
- **Highly Cost-Efficient:** Low \$0.60 CPC (well below typical costs for competitive graduate program keywords)
- **High-Quality Traffic:** 858 clicks driven by intent-focused keywords like “Engineering Management Masters Program”
- **Effective Targeting Strategy:** using Exact match and location specific keywords boosts the ad

Campaign Results

Clicks

2,244

Impressions

38,279

Avg. CTR

5.87%

Avg. CPC

\$0.63

Total Spend

\$1,422

Ad Copy Example

Sponsored results

 University of San Diego
<https://www.sandiego.edu> › programs › engineering

[University of San Diego | AI & Data Science Programs](#)

Join USD's #12 nationally ranked engineering school for Bachelor's & Master's degrees.
Launch your engineering career at USD with hands-on labs and small classes. Apply today.

[Undergraduate Programs](#) >

Get hands-on education experience, ABET-accredited BS/BA programs.

[Graduate Programs](#) >

Advance your engineering career. Explore master's degrees today.

[Career Outcomes](#) >

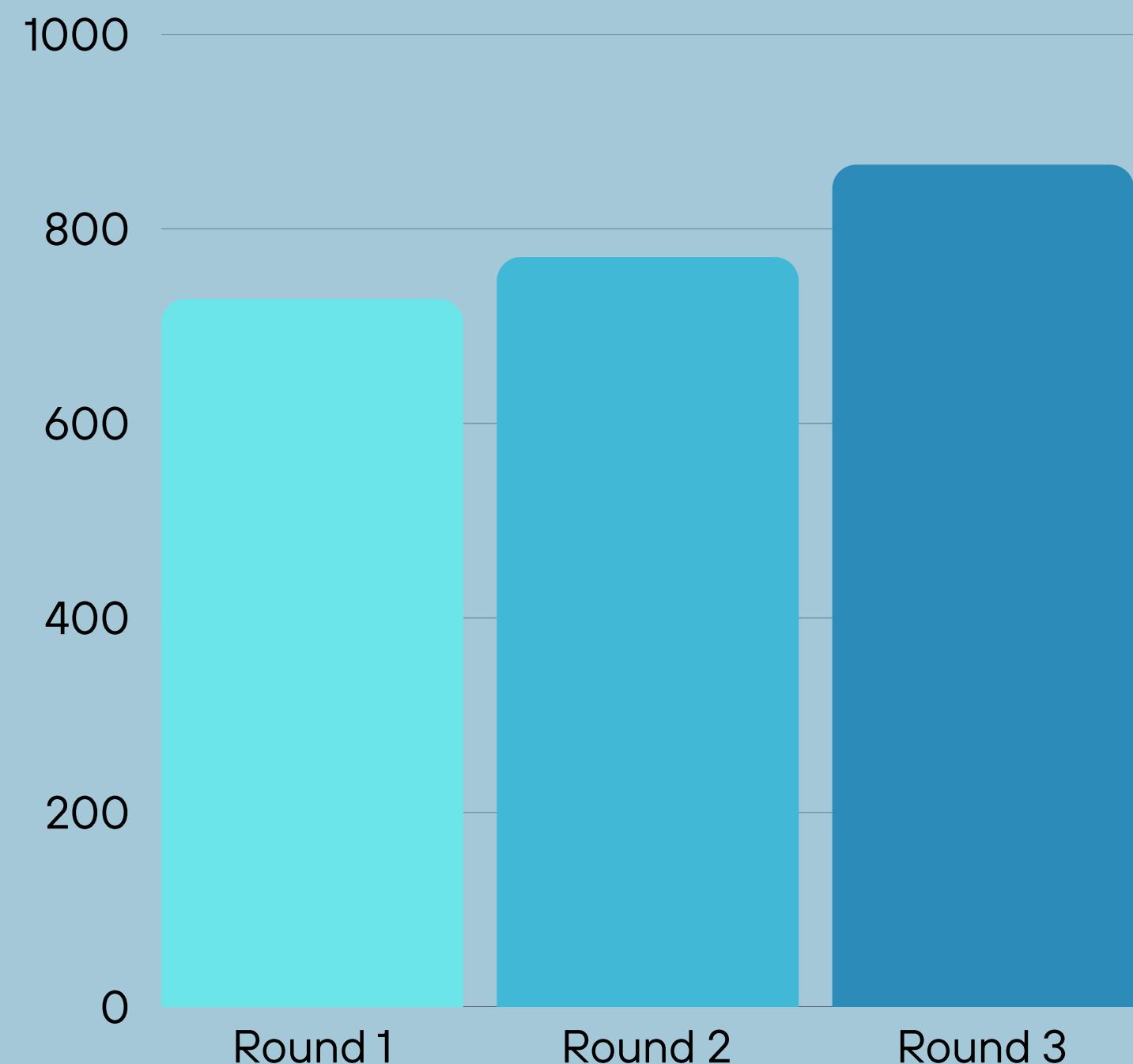
Explore engineering careers. See alumni success stories.

[Student Innovation](#) >

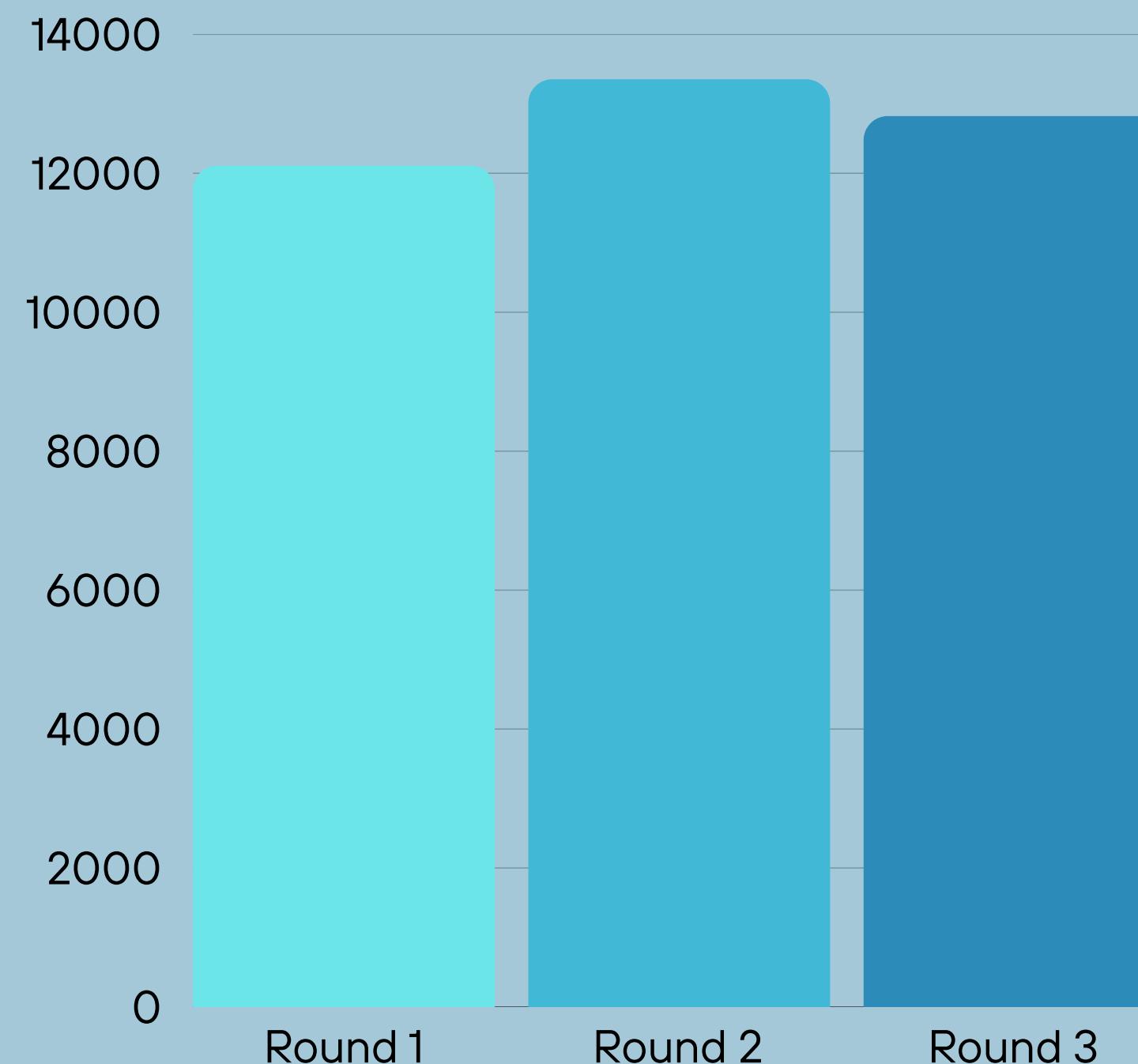
Gain real world design experience with innovative technology.

Round Comparison

Clicks by Round

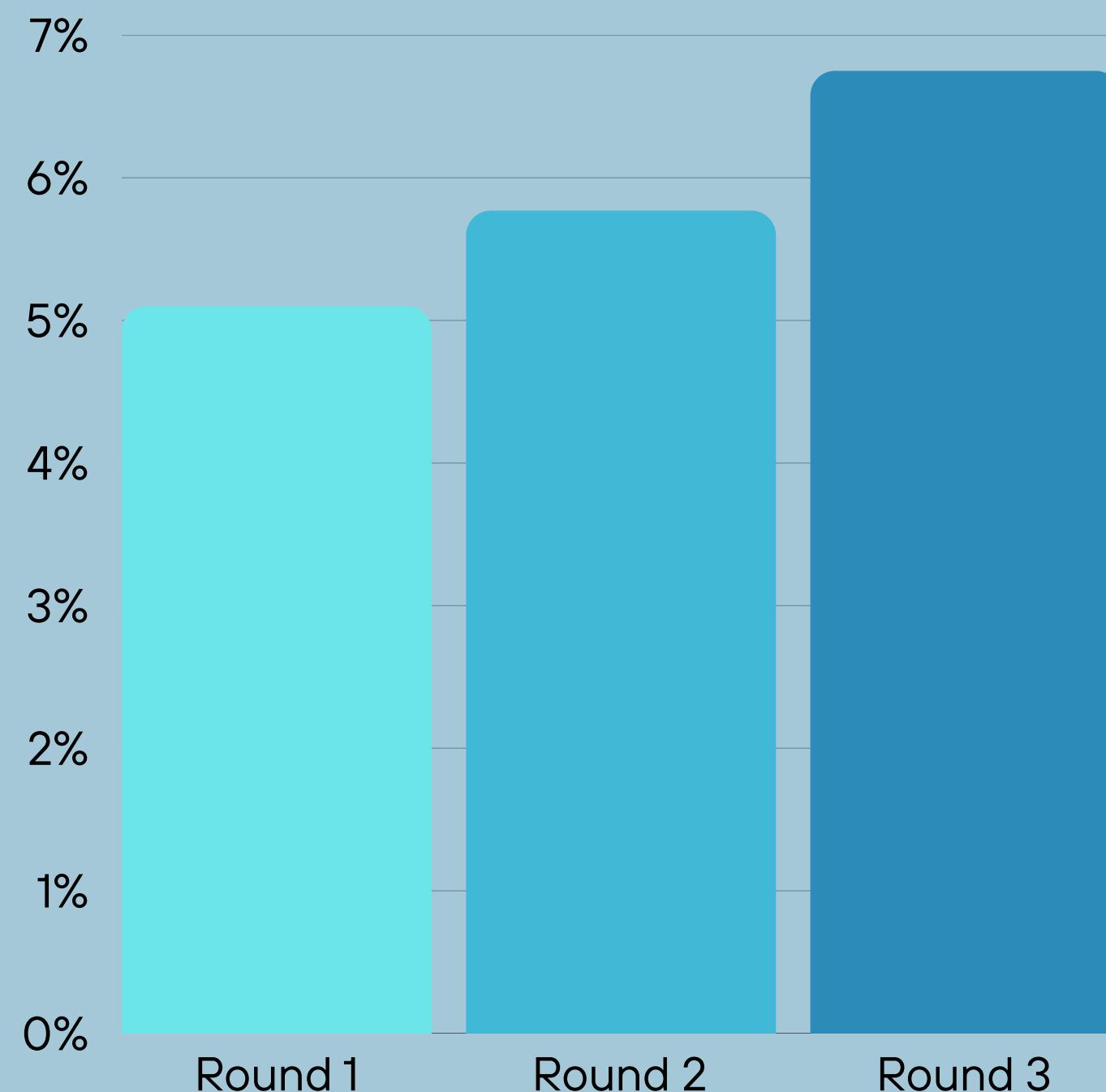


Impressions by Round

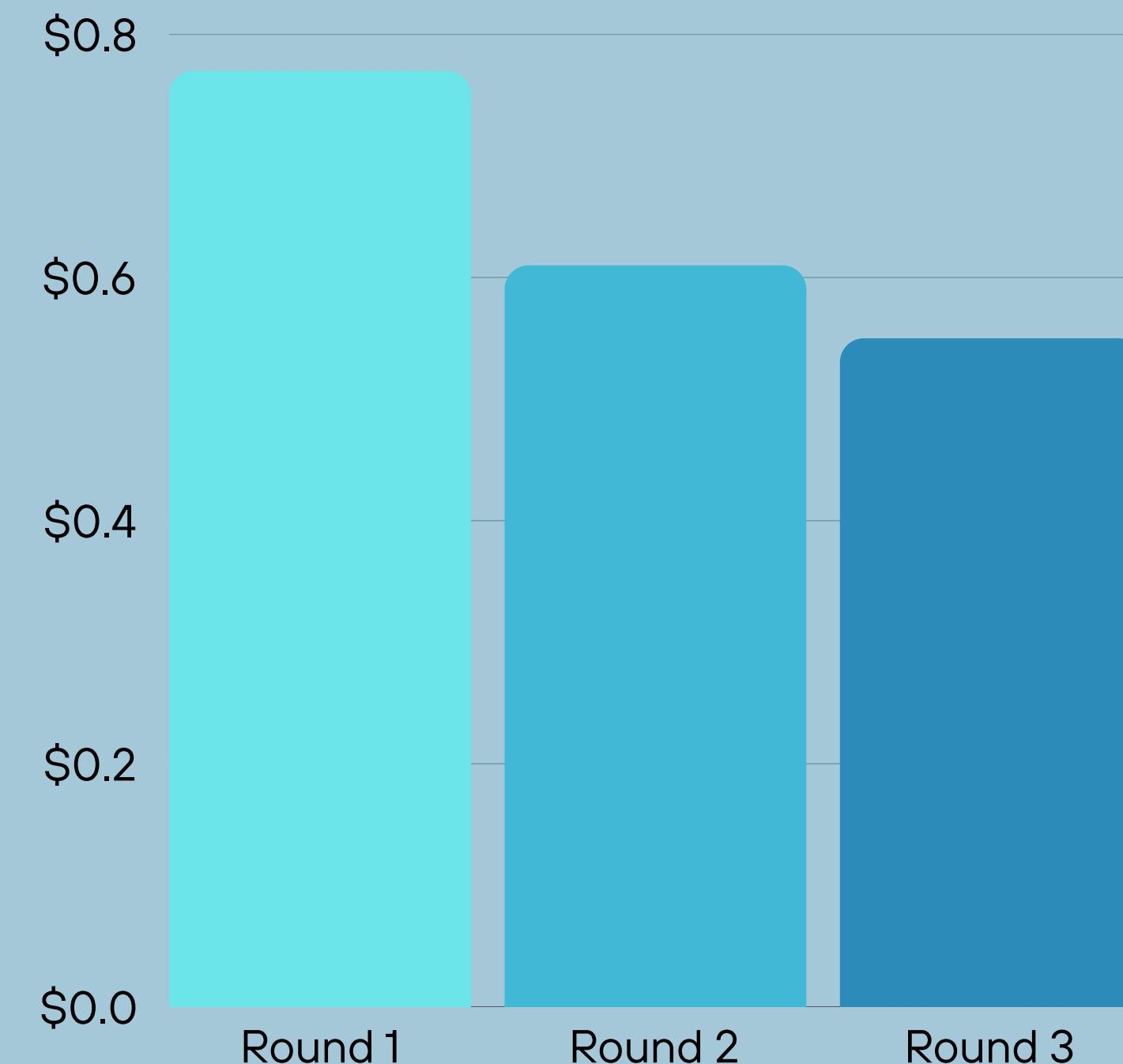


Round Comparison

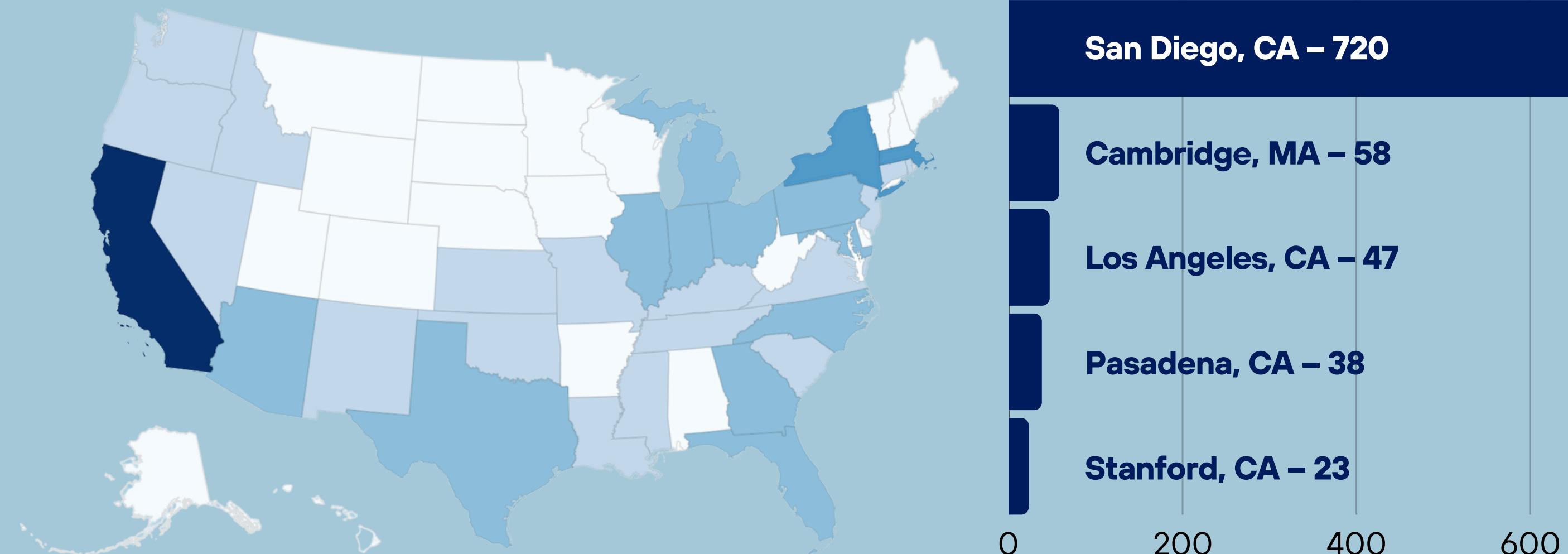
Click-Through Rate by Round



Cost-per-Click by Round



Search Locations



Recommendations

Prioritize High-Intent Keywords

Expand matches around program names, degree types, and ranking-driven queries to capture searchers already in decision-making mindsets.

Avoid Abstract Headlines in Initial Pitch

Headlines like “Not Your Average Engineer” bring strong brand messaging, but do not map to search intent; lead with program credibility and specificity.

Add Negative Matches to Limit Spend

Review terms regularly, adding negatives when irrelevant trends appear, for example, “online metallurgy degree”, which lower cost efficiency.



Thank You!