



NOWSPEED

**Digital Advertising
Competitive Insight
for Private Schools**

Introduction

The top private schools have learned how to win in digital advertising. Newspeed has uncovered the secrets to their success as presented in this detailed report.

Newspeed conducted extensive research on the AdWords campaigns of the top private schools in all 50 states in the USA and identified:

- The best keywords used to get traffic and leads
- The maximum you should spend on keywords in your state
- The actual cost/click of Google Ad campaigns
- The most effective ad copy and key messages

This report is a must-read for any private school who is using, or plans to use, Google AdWords to drive new business, and the [associated interactive website](#) provides detailed data for your state.

Read the full report to get started on the path to digital advertising success.

Summary: Digital Advertising Analysis of Top Private Schools

- Top private schools are promoting their brand on Google AdWords.
- Sitelinks are used to promote multiple landing pages in a single ad.
- Messaging focuses on parent concerns as well as school offerings.
- Landing pages address frequently asked questions by potential candidates.
- Landing pages are designed to capture contact information with clear calls to action.

Top Keywords in the Private Education Industry

An effective Google AdWords campaign starts with detailed keyword research. When structuring your campaigns, it is vital to focus on keywords that are highly relevant and searched often. Below you will find the industry keywords that have the highest monthly search volume. By targeting these keywords that are searched the most, you have an opportunity to serve your ads to many users who are actively searching about your industry on Google.

The private education keywords with the highest search volume are “private schools near me”, “secondary school”, and “continuing education”, which are searched between 18,100 and 27,100 times monthly. These specific keywords and variations of these keywords should be included in your AdWords campaign to generate the most traffic & visibility for your ads. Other top keywords include “primary school” and “alternative school”. Since users are searching on these terms, it makes sense to structure your ads and landing pages to target their search queries.

It is important to not only bid on these top keywords, but to include them in your Google AdWords ad copy as well. When you include the keywords that you are bidding on in your ad copy, you are more likely to attain a favorable Quality Score. Google’s Quality Score is a ranking system that determines the best ads to show with each search. Ads with a strong Quality Score will be shown more often, in higher positions, and at a lower cost. Including the keywords you bid on in your landing pages, as well as in your ad copy, will also help to increase your Quality Score. By focusing on the top keywords in your industry, and including them in your bidding, ad copy, and landing page strategies, you will have a strong foundation for a successful AdWords campaign.

Top Private School Keywords Ranked by Monthly Search Volume

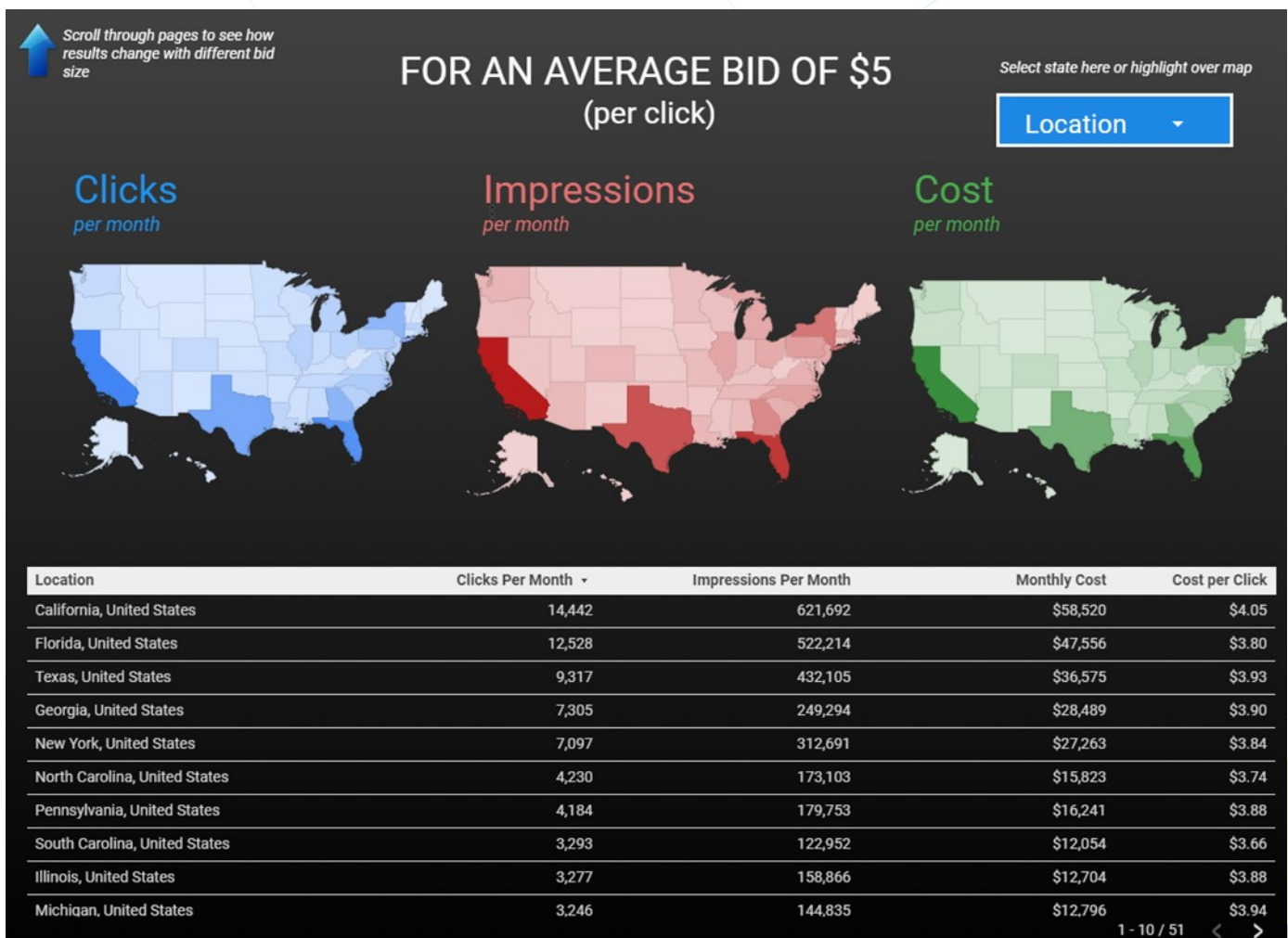
Keyword	Monthly Searches	Keyword	Monthly Searches	Keyword	Monthly Searches
private schools near me	27100	education services	1600	best private schools in america	880
secondary school	27100	military high schools	1600	christian private school	880
continuing education	18100	what is a boarding school	1600	all girls boarding school	720
catholic school	18100	girls boarding schools	1300	best boarding schools in the world	720
special education	14800	residential schools	1300	india school	720
christian school	12100	schools for troubled teens	1300	boarding school cost	720
higher education	12100	military boarding schools	1300	boarding schools for troubled teens	720
primary school	9900	prep academy	1300	free boarding schools	720
alternative school	8100	private school uniforms	1300	boys school	720
christian academy	8100	top school	1300	private high school rankings	720
private high schools near me	5400	education statistics	1300	school search	720
private high school	5400	college preparatory program	1300	agape boarding school	720
military school for girls	4400	top boarding schools	1000	school education	720
education reform	4400	private kindergarten	1000	independent high school	720
independent schools	3600	best private high schools	1000	religious education	720
private elementary schools near me	3600	best private schools	1000	find school	720
private elementary schools	3600	child education	1000	local schools	720
best high schools in america	3600	personal student loans	1000	boys boarding school	590
all girls school	2900	christian education	1000	private kindergarten near me	590
reform school	2400	education issues	1000	boarding school rankings	590
boarding schools near me	2400	science education	1000	best prep schools	590
christian high school	2400	boarding school review	1000	college prep high school	590
indian boarding schools	1900	international education	1000	prep high school	590
private middle schools near me	1900	alternative education	1000	boarding schools in england	590
college preparatory school	1900	fairmont private schools	1000	christian boarding schools	590
private school jobs	1900	private christian schools	1000	private school scholarships	590
vocational education	1900	private school review	1000	best private schools in usa	590
college education	1900	church school	1000	high school boarding schools	480
indian school	1900	private middle school	880	top private high schools	480
best boarding schools	1600	private school loans	880	private school for kindergarten	110
native american boarding schools	1600	private education loans	880	private elementary	110
therapeutic boarding schools	1600	best boarding schools in the us	880	boarding schools for native american	90
private preschool	1600	mathematics education	880		
montessori education	1600	private school rankings	880		

Google Budget Estimates: Ad Spend by State

Google's Budget Estimate tool provides data to help you anticipate the costs of your campaigns. You will be able to spend different amounts depending on how much you bid per click on each keyword. The interactive model below will show you the monthly cost of targeting the top industry keywords at different bid levels in each state. A higher keyword bid will cost you more per click, but your ads will show at a higher position on the search results page, providing better visibility. See how much you could be spending on the top keywords in your industry below.

[View the interactive data model here](#)

Use the interactive Data Studio model to project the maximum cost of targeting the top industry keywords in each state.



Digital Advertising Analysis of Top Private Schools Lakeside School



Lakeside School - Feeling Hopeless For Your Son?

www.boysteenchallenge.com/

Get Help For Your Troubled Boy. Learn About Lakeside Academy Today.

Accredited Academics · Affordable · No Application Fee · Year-Round · Safe Environment

[About Lakeside Academy](#) · [Academic Information](#) · [The Lakeside Experience](#) · [Substance Abuse](#)

Lakeside School is running a search campaign to promote their offerings and generate leads. The headline of their ad copy includes a question, which is unconventional. Headlines should be clear about what the offering is. People often tend to skip over advertisements with question marks because it obscures what they are reading. This strategy however, can be effective if used correctly. Some services are marketed better from an authoritative position while others benefit from an emotional connection approach. Lakeside School's advertisement is targeted specifically for parents of troubled children. Thus, they can relate directly with their target audience by striking a question.

Lakeside's general strategy in their search ad is to catch the attention of their target audience through a relatable question, and then explain why their service can help the user solve their problem. When a user clicks the advertisement, they are directed to the school's homepage that includes a Contact Us form CTA. Lakeside School also provides several information based sitelinks to help potential customers get what they're looking for in just one click.

World Academy

NH's Best Private School - From Cradle to Careers

 www.worldacademynh.com/Private-School/World-Academy ▼

Personalized learning plans for each Students Success. Schedule a Tour Today!

Small Class Sizes · Individual Student Plans · 21st Century Education

[Schedule a Tour](#) · [Find a Program](#) · [Our Philosophy](#) · [News and Events](#)

📍 138 Spit Brook Rd, Nashua, NH



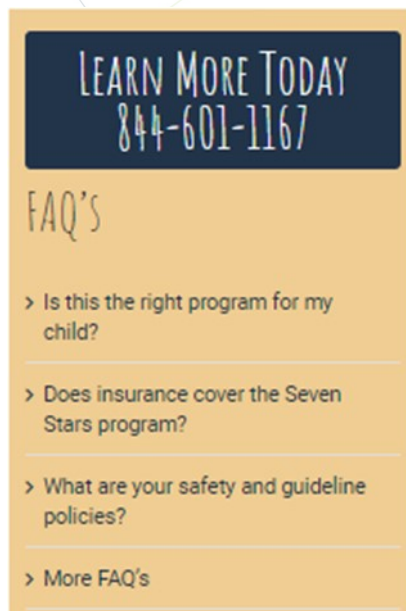
World Academy is running a search campaign to increase traffic and generate new leads. The advertisement is informational and simple (top left). It focuses on their core competencies of personalized learning, small class sizes, and individual student plans. The potential customer is directed to a page called “From Cradle to Careers” which explains a child’s “roadmap” to success and discusses child development at an early age. This landing page includes a scroll triggered CTA (top right), in which the option to learn more about available spaces pops up in the middle of the screen when a user begins to scroll through the page.

Seven Stars

[Autism Boarding School - School For Struggling Teens](#)

Ad www.discoversevenstars.com/autism ☐(844) 601-1167

We Can Help Your Teen Find Academic & Social Success. Learn More Today.



LEARN MORE TODAY
844-601-1167

FAQ'S

- > Is this the right program for my child?
- > Does insurance cover the Seven Stars program?
- > What are your safety and guideline policies?
- > More FAQ's



CONTACT US

First Name

Last Name

Phone

Email

Street Address:

State/Province:

City:

Zip Code:

Comments:

Seven Stars is running a search network advertising campaign targeted towards parents of autistic children. The selling point of the advertisement is that the school can help autistic children become self-sufficient. If potential customers are interested in this they can click the link that directs them to a landing page specifically for the Seven Stars autism school. On the left side of this landing page they answer frequently asked questions and as the potential customer continues to scroll through the page they will see a Contact Us form that generates leads for Seven Stars.

Conclusion

Top Keywords:

- Most searched keywords are “private schools near me”, “secondary school”, and “continuing education”.
- Bid on these keywords as well as the others listed.
- Include top keywords in your ad copy.
- Include top keywords in your landing page copy.
- Use different keyword match types to capitalize on keyword variations.

Ad Spend by State:

- Bidding \$3.00 on top keywords will yield up to 5,014 clicks with a maximum monthly cost of \$11,329 depending on state.
- Bidding \$5.00 on top keywords will yield up to 6,655 clicks with a maximum monthly cost of \$22,643 depending on state.
- Bidding \$7.00 on top keywords will yield up to 7,149 clicks with a maximum monthly cost of \$29,979 depending on state.
- Bidding \$10.00 on top keywords will yield up to 7,316 clicks with a maximum monthly cost of \$34,918 depending on state.
- Higher keyword bids result in higher average ad position on Google’s search results page, resulting in higher click-through and conversion rates.
- These budgets reflect maximum potential spend. Advertisers can limit their spend to the amount suitable for their budget.

Top 100 Private Schools Reviewed for this Report

Phillips Academy

Ransom Everglades School

University School of Nashville

Phillips Exeter Academy

Milton Academy

The Blake School

The Lawrenceville School

University of Chicago Laboratory Schools

Holton-Arms School

Harvard-Westlake School

Cate School

The Loomis Chaffee School

St. Paul's School

Crystal Springs Uplands School

Oregon Episcopal School

Horace Mann School

Lake Forest Academy

Mary Institute & St. Louis Country Day School

The College Preparatory School

The Hockaday

Francis W. Parker School

The Harker School

Menlo School

Greenwich Academy

Lakeside School

Lick-Wilmerding High School

Cistercian Preparatory School

Stanford Online High School

The Taft School

The Kinkaid

Trinity School

Buckingham Browne & Nichols School

Albuquerque Academy

Polytechnic School

The Roxbury Latin School

Francis Parker School

The Hotchkiss School

John Burroughs School

Head-Royce School

Sidwell Friends School

St. Stephen's Episcopal School

Sacred Heart Schools Atherton

Choate Rosemary Hall

The Bishop's School

Delbarton School

Winsor School

Newark Academy

Commonwealth School

Castilleja School

San Francisco University High School

Brunswick School

St. Mark's School of Texas

Marlborough School

The Episcopal Academy

The Thacher School

St. Luke's School

Hopkins School

The Overlake School

Greenhills School

Collegiate School

The Chapin School

Wheeler School

Detroit Country Day School

Hackley School



Top 100 Private Schools Reviewed for this Report

Windward School

Regis High School

Peddie School

Riverstone International School

Middlesex School

Packer Collegiate Institute

Keystone School

Riverdale Country School

The Latin School of Chicago

Phoenix Country Day School

Westridge School

Cranbrook School

St. Andrew's School

Pine Crest School

St. John's School

Noble & Greenough School

Brentwood School

National Cathedral School

Greenhill School

Chadwick School

Deerfield Academy

The Pingry School

Princeton Day School

The Branson School

St. Albans School

Poly Preparatory Country Day School

Flintridge Preparatory School

North Shore Country Day School