

EMG Launches Website for USC Graduate Biokinesiology Programs

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IRVINE, CA – Earthbound Media Group (EMG) announces the launch of its latest project for the Division of Biokinesiology and Physical Therapy at the University of Southern California (the Division) – a user-centric web presence promoting specifically the M.S. and Ph.D. programs in Biokinesiology offered through the Division (pt.usc.edu/biokinesiology). The new website is also the centerpiece of a targeted search engine marketing (SEM) campaign designed and managed by EMG to drive qualified prospective students to the new site and, in turn, increase enrollment for these research-oriented programs.

“With the launch of the Biokinesiology website, prospective students will no longer have to sort through the Division’s comprehensive site to locate information relating to these Biokinesiology programs,” explained EMG Director of Content Amanda Vande Brake. “By simply driving the right people to the right content, we expect to significantly increase applications and ultimately enrollment.”

With an entirely new look and feel, the website retains the Division’s overall branding while positioning the research-oriented M.S. and Ph.D. programs in Biokinesiology as independent from the Division’s more clinical or patient care-centered programs for Physical Therapy. EMG also sought to distinguish the Biokinesiology programs through a new navigational structure segmented by persona, program, facilities and faculty as well as a sleek, professional design and web inquiry submissions forms.

Post-launch, EMG will kick-off its search engine marketing (SEM) campaign to drive web traffic during the coming months. Designed to drive traffic and increase lead generation via the new site, the strategic SEM campaign is also managed by EMG and will include bid management, keyword research, geo-targeting and customized analytics reporting.

About EMG (www.earthboundmediagroup.com)

EMG is a one-of-a-kind, technology-driven strategic marketing agency. Our singular goal is to evolve the digital and visual landscapes of business for corporations, brands and non-profits worldwide.

As a leader in the marketplace, EMG has single-handedly set a benchmark for complexity, creativity and vitality in the solutions we have provided for both our partners and clients alike.

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