

# Nighthawk Marketing Press Release

**FOR IMMEDIATE RELEASE**

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## **The University of Minnesota's Humphrey School of Public Affairs Hires Nighthawk Marketing as their SEO Agency**

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**Minneapolis, MN, July 19, 2012** – The University of Minnesota's Humphrey School of Public Affairs hired Nighthawk Marketing as their SEO agency.

The Humphrey School ranks among the top graduate schools of public affairs at public universities in the country. The Humphrey School offers five graduate degrees as well as several graduate certificates. They rank high from a perception and academic performance level, yet rank low in web visibility.

Nighthawk Marketing was retained to put the Humphrey School "on the Internet radar" of more well-qualified prospective students by making the Humphrey School easier to find online for key search terms and by strengthening its web presence.

"For this project, we will provide both strategic direction and tactical implementation to achieve the Humphrey School's objective," says Andrea Douglas, founder and CEO of Nighthawk Marketing. "Our team will implement SEO best practices to optimize the pages of the graduate degree and certificate programs so they rank on the first page of Google for relevant search phrases. We also redesign the home page and create testimonial videos to maximize site user experience and drive qualified leads to Admissions."

The project is scheduled to start by the end of the month.

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### About Nighthawk Marketing

Founded in 2001, Nighthawk Marketing is an innovative Minneapolis web design and digital marketing agency located in downtown Minneapolis, Minnesota. Our services cover web design, web development, search engine optimization, PPC advertising, social media marketing, video production, content development, and graphic design. To learn more about our agency, call 952-322-4794, email [info@nighthawkmarketing.com](mailto:info@nighthawkmarketing.com), or visit [NighthawkMarketing.com](http://NighthawkMarketing.com).