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**University of Houston Bauer College of Business MBA Students
Collaborate with OneSeventeen Media on SEO Project**

AUSTIN, TX – (November 19, 2020) Austin-based OneSeventeen Media recently participated in a Search Engine Optimization Mentor Project with University of Houston Bauer College of Business MBA Students. This course covered the SEO side of successful search marketing along with up-to-date and practical search marketing information which gave students a chance to practice hands-on marketing challenges with a real-life company.

The MBA course, led by Professor Danny Gavin, included teaching students the value of search engines for influencing consumers' buying decisions. Search engines have changed the way people get information and make purchase decisions. When customers search the web for products or services, will they see your company in the results? Will they click through to your website? Professor Gavin selects companies each semester who are willing to work with a team of 5-8 MBA students empowered to use what they learn from the SEO course to start driving traffic to their client company's websites immediately.

"What an honor to be selected to work with an amazing team of MBA students at Bauer College of Business. It's a great learning experience for both students and our company's

marketing team. We enjoyed helping the team create the best learning experience possible from the key SEO strategies they created for us to implement going forward,” said Beth Carls, OneSeventeen Media co-founder and CEO.

About OneSeventeen Media, PBC

reThinkIt!, brought to you by OneSeventeen Media, is a digital mental health platform using chatbot assistants, live chat counselors and an evidence-based "early detection" assessment to help kids 10-18 better process difficult emotions, understand their own behaviors, and navigate those of others – at school, home or on their own. OneSeventeen Media’s founders, Beth Carls and Amy Looper, are passionate about making kids’ lives better and easier to manage. By creating relevant mobile tools, they help them navigate their world in a respectful, responsible and confident way to become successful, productive global citizens. Learn more at www.oneseventeenmedia.com.

About The University of Houston Bauer College of Business

The C. T. [Bauer College of Business](#) at the University of Houston connects industry to academia, providing experiential learning opportunities to students and powering Houston’s workforce. Bauer College is Houston’s most comprehensive business school, offering a range of degree programs at the undergraduate, graduate and doctoral levels. With a course portfolio ranging from classes covering the business of energy to how to launch a startup, we prepare students not only to get a job, but to make an impact.

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