

CASE STUDY

A client in the higher education niche had very little organic traffic; virtually all traffic was driven through Pay-Per-Click (PPC) advertising. The client was spending vast amounts to attain this paid search traffic, and wanted to establish an organic presence. The campaign goal was to secure links to the site and improve search visibility to converting pages, thereby increasing conversions.

The client allocated a portion of their PPC budget to explore what results could be achieved within the highly competitive organic search landscape.

Project Overview | EDUCATION NICHE

Competition Level: Very High

Project Duration: 9 Months

Project Goal(s):

Increase rankings. Increase traffic. Increase conversions. Improve efficacy of organic search campaign.

STRATEGY DEVELOPMENT



Site Assessment:

Site analysis revealed a number of issues, including thin content, improper site structure, poorly optimized title tags and meta descriptions, and a general lack of linkable assets.

Due to the lack of existing assets, we determined our best opportunity to earn links would be through a content strategy, using industry relationships and established authority.

Potential Obstacles:

After analyzing the client's website, we identified the following challenges:

- On-page, technical SEO issues
- Thin content and lack of linkable assets
- Extremely competitive niche with brand-name competition

Strategic Plan:

After assessing the client's site and weighing potential obstacles, we created the following strategic plan to achieve the client's goals:

1. Collaborate with client to implement on-page improvements, recommend specific technical SEO changes, and consult on SEO best practices site-wide.
2. Develop and implement an effective content-based strategy to acquire links.
3. Leverage client's brand name and authority for relevant links.

collaborate | develop | leverage

EXECUTION



1. Collaborate with client to implement on-page improvements, recommend specific technical SEO changes, and consult on SEO best practices site-wide.

Site analysis revealed a number of technical SEO issues with the client's website. We consulted on simple improvements and solutions to both on-page SEO and site architecture, and implemented fixes ourselves when possible.

Researched, developed, and created content for the client's site. The content was specifically designed to add value for the client's audience, resulting in evergreen, link-worthy assets. This content improved user experience and aided relationship building with relevant sites.

2. Develop and implement an effective content-based strategy to acquire links.

We established regular columns on leading industry sites, which developed our writers' portfolios across multiple subjects while cultivating relationships and authority.

These relationships allowed our writers to acquire new, high-visibility opportunities. As we published more, opportunities on more prominent sites developed.

3. Leverage client's brand and authority for relevant links.

Prospecting techniques and niche research revealed sites and communities where the client was being discussed. By focusing on adding value, we built relationships in the community, converting many of these mentions into links while creating further opportunity.

In some instances, we were able to expand the conversation, often resulting in further positive brand impact and an additional link.

KEY RESULTS

Organic Traffic Increase



Organic traffic increased by 286.45% during the first nine months of the campaign. Through a long-term, ongoing strategy we are able to ensure a steady flow of authoritative links for the client, resulting in sustained traffic growth.

Improved Site Engagement

| | | Behavior | | | Conversions | |
|--|--|---|---|---|--|--|
| % New Sessions | New Users | Bounce Rate | Pages / Session | Avg. Session Duration | Goal Conversion Rate | Goal Completions |
| 2.14% ▲ | 192.59% ▲ | 14.35% ▲ | 18.40% ▲ | 51.61% ▲ | 3.33% ▼ | 176.92% ▲ |
| 59.79% vs 58.54% | 632 vs 216 | 62.44% vs 72.90% | 1.73 vs 1.46 | 00:01:51 vs 00:01:13 | 10.22% vs 10.57% | 108 vs 39 |

Bounce rates, pages per session, and session duration all improved, lifting engagement site-wide.

KEY RESULTS

(cont'd)

Increased Conversions

A **286%** increase in organic traffic to high priority pages led to increased conversions. By month nine overall conversions improved by **300%**.

Key Takeaways

The client improved from little organic traffic to a consistent, steady increase across a nine month campaign. Results include a **286%** increase in organic traffic, a **300%** increase in conversions, and visible improvements in engagement sitewide.

The entire campaign cost a fraction of the client's monthly PPC budget, and returned results that have lifetime value beyond ad spend.