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# SEO CASE STUDY

EDUCATION SITE SEO:  
FROM  
5K TO 150K MONTHLY  
VISITORS

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In this case study you will learn how we increase the educational website traffic from 5k to 150k.

## Background

This site was getting almost less traffic as compare to the competitor, even though it was registered in late 2013. The owner had spent a good amount of time on this site and built out a significant amount of pages, however, it still wasn't getting hardly ANY traffic.

## The SEO Audit

The first thing we always do is audit the site to see if it has any major underlying issues. This site had no penalties, it just never ranked page 1 for the target keywords. It also had no over-optimization, they just didn't have many links..

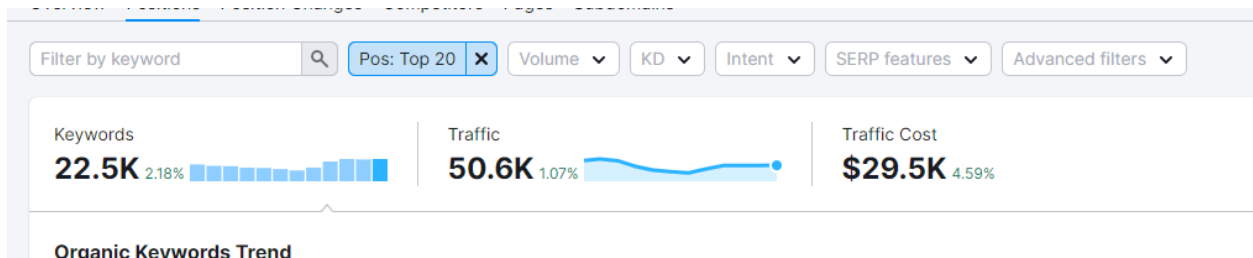
## Keyword Research

We work smarter for our clients by identifying "Long Tail" keywords.

These are keywords the website is already ranking for in positions 4–20. Since these keywords are already ranking near the top, we can focus on them for some quick traffic jumps!

Once we identify these keywords we can use them strategically to improve a client's overall ranking.

We found a total of 22.5k "long tail" keywords. Some of them had incredibly high search volumes and wouldn't take much to rank in the Top 10



## Competitive Gap Analysis

With the content gap analysis, we look for competitor keywords that the site isn't targeting yet, and this becomes the basis for our content creation. For this site, we found 37k keywords volume between 150 – 300k, with similar PPC costs to the easy wins. We worked with the client to pick out high priorities and selected some keywords based on their industry trends knowledge (This is why we work WITH the customers to understand business goals).

## Keyword Overlap

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## The SEO Strategy

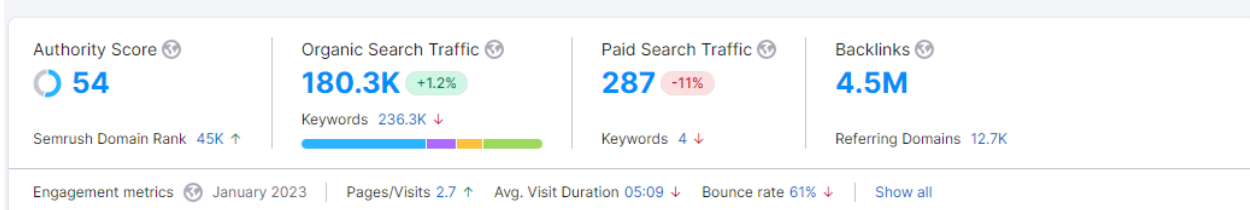
The education niche took advantage of our link-building program where they would receive contextual links from authority sites.

We paired that with other high-level links from our guest post product. High-quality guest posts are one of the most effective ways to boost your site up the SERPs.

We assured them results won't happen overnight, explaining that SEO results often take weeks or months to take effect. But once they did, they were blown away.

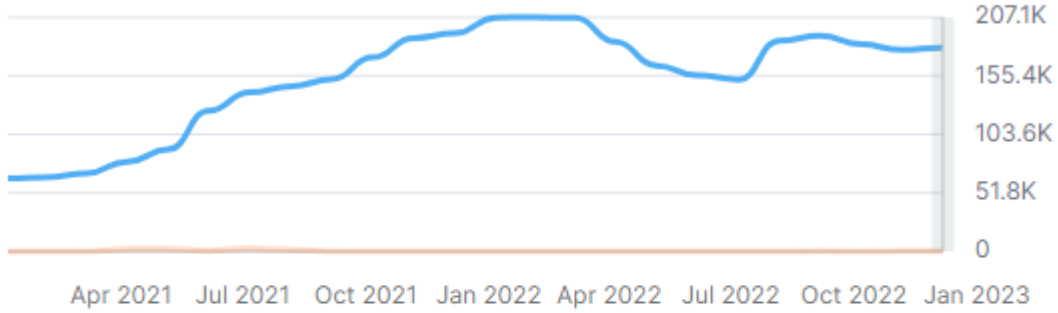
## SEO Results

Since this site had a decent amount of content already, and had so many opportunities for easy wins, we really focused on getting those easy wins up to page 1. When we were able to do this – The traffic exploded:



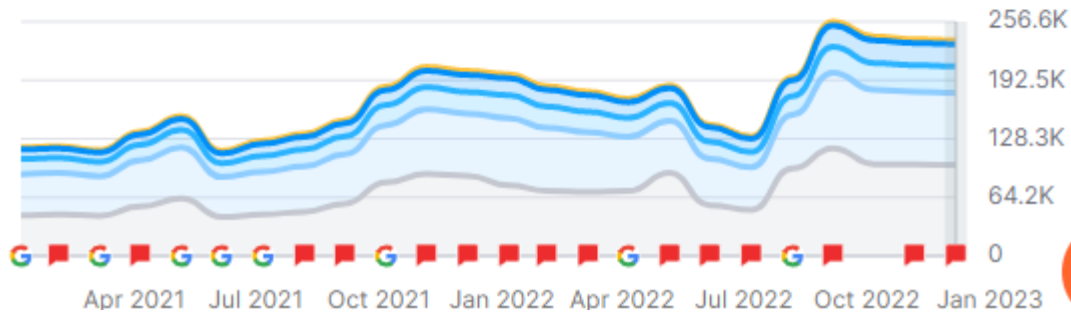
## Organic Traffic 180,322/month

Organic Traffic  Paid Traffic |  Notes



## Organic Keywords 236,344

Top 3  4-10  11-20  21-50  51-100



referring domains also increase amazingly

## Referring Domains *i*



## Takeaway

An SEO strategy can make or break your business. The right strategy can earn you thousands of new monthly visitors. Not doing anything can leave your business trapped in the status quo.

Our mission is to get to know our clients. We want to understand their business model and what goals they have for the future. That way we can partner with them to create an effective SEO strategy that will grow their business.

Many of our clients have been experiencing success thanks to our fully managed SEO service. It allows them to easily access all of our digital marketing services and put their marketing on autopilot. They can also be as hands-on or hands-off as they wish.

Schedule a call with us if you're interested in learning more.