CASE STUDY

FOX Marketeer
Your marketing technology partner

EduTech

Unlocking the Magic of SEO

How We Drove a **50%** Surge in **Organic Traffic** for an EduTech Company



ABOUT CLIENT

A Leading EduTech Company, Specialised in DMIT Test & Career Counselling

In the competitive realm of Edu Tech, our client, a leading institution, excelled in offering premium educational resources and services. However, despite their well-structured website and high-quality content, they were grappling with obscurity in the digital domain.

Their exceptional offerings remained concealed, limiting their reach and impact. Determined to unlock their full potential, they entrusted FoxMarketeer, a distinguished digital marketing consultancy, with the task of rejuvenating their online presence.



CHALLENGES

To significantly boost organic traffic, enhance online visibility & scale the ranks of search engines.

Client's Challenges:

- Intense Industry Competition
- Limited Online Visibility
- Trust and Authority Deficit
- Poor Search Engine Rankings
- Lack of Comprehensive SEO Strategy
- Keyword Targeting and Content Quality
- Technical SEO Hurdles



SOLUTIONS

The Methodology

In the intricate world of SEO, we embarked on an expedition that delved deep into the core of their digital infrastructure. Our approach was multifaceted, encompassing both on-page optimizations and technical SEO enhancements. Here's a detailed breakdown of our methodology:

01
PHASE

Crawl Budget Optimization

We fine-tuned technical SEO, focusing on crawl budget to prioritize essential pages in search rankings.

02
PHASE

Content Repurposing

Identified and revitalized existing content, improving website quality and catering to evolving audience needs while saving resources.

03
PHASE

Website Speed Optimization

Enhanced loading times using techniques like image compression and browser caching, improving user experience and search rankings.

04
PHASE

Internal Link Building

Created a strategic internal link network for easier navigation, increased page authority, and improved overall site structure for better user experience.

RESULTS

The Transformation



50% Organic Traffic Increase

Our efforts in crawl budget, content, speed, and links led to a substantial boost in organic traffic for students and educators.

110% More Impressions

Structural improvements and content optimization resulted in a remarkable increase in search engine impressions, expanding our client's reach.

Average Position Improved to 10

Careful keyword selection and ranking monitoring raised our client's search position from 12 to a competitive 10, enhancing their online presence in the EduTech industry.



Conclusion

Results That Matter



FoxMarketeer, through a comprehensive and strategic approach, transformed our Edu Tech client's online presence. The synergy of crawl budget optimization, content repurposing, website speed optimization, and internal link building brought about a resounding success.

With a 50% surge in organic traffic, a remarkable 110% increase in impressions, and an enhanced average position from 12 to 10, our client now enjoys a prominent and influential



Work with us !

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