



OFF-SITE SEO

ADROIT CASE STUDY

CLIENT: AFFILIATE LEAD GEN SERVICE

RESULTS



RESULTS OVERVIEW

WEBSITE #1

ORGANIC TRAFFIC

46,632

↑231%

WEBSITE #2

ORGANIC TRAFFIC

9,372

↑247%

SITE 1 KEYWORD CLUSTERS

ESOL

Clicks

7,886

↑ 230.9%

Impressions

493,527

↑ 289.5%

Avg Rank

16.04

↓ -9.0%

ESL

Clicks

31,778

↑ 201.8%

Impressions

2,281,909

↑ 306.2%

Avg Rank

8.93

↓ -3.4%

Teach

Clicks

21,619

↑ 293.1%

Impressions

1,823,985

↑ 265.9%

Avg Rank

28.19

↓ -5.5%



SITE 2 KEYWORD CLUSTERS

APRN

Clicks

4,621

↑ 141.7%

Impressions

776,894

↑ 211.6%

Avg Rank

7.94

↓ 1.9%

Midwife

Clicks

3,685

↑ 465.2%

Impressions

348,768

↑ 194.0%

Avg Rank

31.48

↓ -10.4%

CNM

Clicks

1,134

↑ 651.0%

Impressions

89,255

↑ 276.7%

Avg Rank

14.06

↓ -20.5%



THE CLIENT



THE CLIENT

Our client provided lead generation for higher education institutions, which they accomplished through creating high-quality, educational content. They hired Adroit for two of their websites that were underperforming, one for ESL certification and the other for Graduate Nursing and Midwifery.



While the client already had strong website fundamentals and great content, they were still failing to outrank the competition. They had been investing significantly into on-site SEO with other agencies and still could not increase their organic traffic.

Additionally, a Google algorithm update removed much of the progress they had been able to make.

THE PROBLEM



THE SOLUTION



LINK BUILDING

KEYWORD RESEARCH

With on-site SEO efforts failing to deliver results, Adroit developed an off-site SEO strategy, also known as link building. We first started with keyword research, where we combined keywords already earning impressions and keyword suggestions from multiple sources.

With those massive lists of keywords created, a score was generated based on 1) search volume, 2) difficulty score, 3) current position of Client's website, and 4) user intent.

This score allowed us to weigh the most valuable keywords against the keywords that could generate results quickly to find a strategy that could create almost immediate results.



By grouping these top keywords into clusters, we were able to develop a link building strategy that could simultaneously improve the search visibility for dozens of keywords at once, rather than solely focusing on a single high-value keyword. Adroit narrowed the keywords down to their top 3 clusters per site.

LINK BUILDING KEYWORD CLUSTERS



LINK BUILDING OUTREACH

With the target keywords identified, Adroit began writing copy relevant to those keywords. With the web content in hand, Adroit then reached out to relevant websites with high domain authority. Within 6 months, Adroit had generated 63 backlinks to these websites, all from websites with 5k+ monthly readers.



OUTCOME



FINAL OUTCOME

Within 6 months, our client had achieved all of their traffic goals for these websites. The client was then able to shift their marketing efforts to their other websites and stopped investing in these websites. The results, however, did not go away.

The long-term value of link building proved extremely valuable, as the websites saw 3-4x the organic traffic for the year following the launch of their off-site SEO campaign.





ADROIT