

Case Study: E-learning Provider



Services Provided

- Keyword Warehouse
- Keyword Analysis
- BI Visualization
- Strategic Business Insights
- Monthly KPI Reporting
- Competitive Analysis
- On-Demand Analyst Services

“The Cruz Street team delivered as promised.”

– Director of Strategy

Business Challenge

An online provider of test preparation courses needed to improve its organic search performance. While some SEO reporting was in place, it was not easy for the content teams to discern meaningful courses of action. The signal-to-noise ratio was weak. Branded terms and other high-volume but low-impact traffic was mixed in with the key trends that were really impacting the business.

Solution

The first order of business was to understand, in a very granular way, the keywords being gained and lost month-over-month. To help build an accurate picture of organic performance, Cruz Street used [DashProphet](#) to build a Keyword Warehouse. Once all the data was in place, cleaning and analysis was conducted to build a much more accurate picture of overall organic performance. Keywords were grouped by product line, branded terms filtered out and competitor performance tracked, so that a more accurate assessment true SEO-drivers could be made and content-planning directed much more strategically.

Results

Organic growth has returned. After honing a list of buyer keywords and prioritizing a few terms for immediate focus, new content pages were created and optimized for those terms. Internal-linking was improved and a supporting external backlink strategy developed. In all four of the main product categories organic traffic that had been declining for two years began to improve.

About Cruz Street

Cruz Street aspires to simplify data science and make it actionable for organizations, no matter their size or current journey. We wish to enable businesses to take advantage of business intelligence for making smart, future thinking decisions about the way they transact and engage customers.

Data Science for All

Data science should not be available only to those at the top of industry. Cruz Street wishes to accelerate the business world's implementation of data science to better understand their customers, solve challenges, and driving better customer experiences through predicting customer preferences.