



# **How an EdTech Company Doubled Traffic Two Years In a Row (Even During COVID-19).**

an SEO case study



# EVERFI

Digital EdTech Platform

 webmechanix

## Introduction

EVERFI is an EdTech platform that leverages scalable technology to build innovative, impactful education networks that empower people and transform communities. More than 50,000 schools and hundreds of businesses use EVERFI courses, so WebMechanix knew the product was good. However, the challenge of getting in front of their target audience of teachers and technology buyers at scale was going to take a coordinated SEO effort.

## How We Did It

EVERFI's experts kept a pulse on their industry and came up with insightful topics to write about for the blog. The problem was, no one was seeing them because the content didn't rank well on Google.

So first, WebMechanix took those topics and built out SEO recommendations for keywords and subtopics to include so that the content would rank on the first page and users would actually see all this great content.

Then, WebMechanix proactively recommended additional content

# 3,022%

increase in new users to the blog  
Oct 2018 vs Oct 2020

# 613,823

users landing on the blog organically  
Oct 2018 - Oct 2020

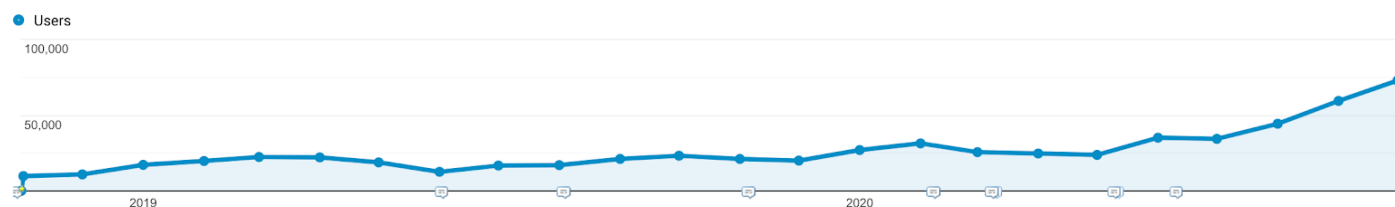
# 442

SEO optimized blogs published  
Oct 2018 - Oct 2020

based on in-depth keyword research and the user behavior seen in the market.

WebMechanix augmented these recommendations with deep competitor research to find out exactly what keywords EVERFI was losing market share on. Using the content schedule WebMechanix created, EVERFI strategically won ground from those competitors and made their rankings unshakeable.

### Blog Users Over Oct 2018-Oct 2020



## Discoveries

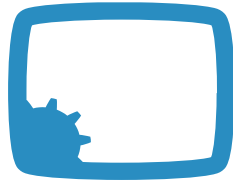
EVERFI had a wealth of in-house experts and writers that knew their stuff. But their content calendars didn't have a coordinated SEO strategy, and the content they produced didn't put into place digital marketing best practices. WebMechanix became the hub for all things digital marketing. Our agency experts created the strategy and gave the EVERFI teams exactly what they needed to execute and win big on SEO.

## The Bottom Line

With WebMechanix directing EVERFI's internal resources, EVERFI gained more with less effort. As a result, EVERFI's blog now brings in over 70,000 users each month without paying a cent on ads. This growth has continued aggressively, even during the uncertainty of COVID-19.

"Just a quick note to thank you for the incredible work and partnership this year. We appreciate your expertise and input, and I look forward to continuing our relationship in 2021."

– Christian Campagnuolo, Chief Brand Officer



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for more information