SEO

Driving Organic Traffic through Blog Content

Background

Thought leadership and the availability of relevant content are key components in driving organic searches. This channel represents a significant portion of all traffic to the Digital Marketing Institute website. The ability to drive the largest portion of traffic to the website from search for free is infinitely beneficial given that search is an intent-based action and searchers are more likely to convert or take action than any other channel source.

As an education Institute within the digital space with a keen focus on professional/career development, establishing the brand as a thought leader is a goal that has helped increase visibility within the organic results on the SERP (Search Engine Results Page). This case study explores how creating in-demand blog content grew organic blog traffic by 48% and 46% of all traffic to the website as a whole.

Business Goal

Increase organic traffic to website by growing blog visits

Audience Insight

Digital marketing career tips and advice on interviews, CVs and other professional topics are the most engaging and sought-after content by existing and prospective students of the Digital Marketing Institute.

Strategy

In order to build an organic presence for career based searches we knew we would need to write content pieces around the most widely searched phrases. To help us choose topics for the blog posts we reviewed a list of search terms derived from the root keyword "*digital marketing careers*" in the AdWords keyword planner.

From this list we categorized high volume search phrases into themed groups and began to develop content around these.

As part of the content creation process we used third party statistics and research from credible sources across the web. By noting the keywords within the paragraphs and body of the research and the associated website tags, we were able ensure that our keyword density and synonym variations were of an acceptable level to ensure rankings for our content wasn't affected by search engine algorithm updates.

By increasing frequency of long form content (c 1,200+ words) production to weekly publication we would be able to adhere to search engine algorithm best practice and increase organic visibility for digital marketing career searches by regularly producing in-demand fresh content. This would then lead to an increase in overall traffic to our website by increasing the number of blog visits.

In order to plan into the future and keep topics close to what's trending online, we periodically reviewed Google Trends and also produced 'year in review pieces', e.g. salary guides for the digital industry, and how these have grown over the period. This type of content delivers significant repeat visitors and exposes searchers to the brand, establishing us as a thought leader in the space.

On a technical level, adding structured data and micro formats to our onsite SEO allowed for more effective crawling by bots, meaning that the blog content could feature as a result in more search queries. Coupled with strategic meta data and headline writing, this improved the overall searchability of our blog in 5-10 months.

In addition to content creation best practice and onsite SEO optimization, we began an outreach strategy which involved publishing guest blog pieces from key industry influencers with a significant social media

following. This tactic had a halo effect on organic search performance as each guest blog would adhere to previously mentioned best practices for driving organic searches but also generated a high volume of traffic from the followers of the guest writer too.

By combining content creation best practices, onsite SEO optimization and outreach strategies, we were able to maximize organic performance over a 15-month period an drive more organic search traffic to our website via the blog.

Results

Organic blog traffic grew 48% (accounting for 46% of all blog traffic in Jan 2015 to 64% in April 2016)

Blog Traffic as a % of all website traffic grew 48% (from 13% of all traffic in Jan 2015 to 19% in April 2016)

Month	% Organic traffic to Blog	Blog Traffic as % All Site Traffic
Jan-15	43.06%	12.88%
Feb-15	53.66%	14.06%
Mar-15	57.83%	12.11%
Apr-15	59.96%	12.01%
May-15	62.12%	13.24%
Jun-15	64.93%	13.32%
Jul-15	65.56%	11.79%
Aug-15	60.95%	10.79%
Sep-15	61.33%	13.48%
Oct-15	65.08%	13.21%
Nov-15	65.11%	11.26%
Dec-15	61.52%	13.02%
Jan-16	65.47%	11.35%
Feb-16	57.96%	13.77%
Mar-16	64.69%	17.81%
Apr-16	64.36%	19.03%