

SEO Case Study: Online Marketplace Internships

Background

The client is the largest online marketplace connecting educators, employers, and students through over 40,000 internship opportunities from across the country at many of the nation's leading companies.

Challenge

When the client partnered with TSA, the company was in the process of launching its new website. While the old site ranked #1 for their main keyword, also the client's domain name, and came up in searches for a small number of related keywords, the site drew very little traffic from long-tail and geo-modified keywords. In order to increase its overall organic traffic and sign-ups, the client needed an expert to help devise new site structure and keyword optimization strategy.

Solution

Working with their TSA account team, the client introduced a number of dramatic changes to the content and architecture designed to increase the quantity and quality of organic search traffic.

- **Improve site find-ability by organizing content into primary silos-** TSA content specialists researched competitive and intent-based opportunities and recommended organizing listings into specific silos. This framework enabled the search engines to crawl deeper pages of the site and improved topic authority around highly searched, location- and industry-specific internship categories.
- **Increased relevant traffic by targeting long-tail keywords-** Beginning the rewrite process, TSA drafted new sections focused on specific, vocational college majors such as engineering, accounting, sports journalism, etc. TSA also created relevant pages of unique, keyword-focused content to target geo-modified keywords.
- **Drafted unique, keyword-optimized content-** Keyword-optimized content provides a stronger focus for each page, increasing its ranking in the search engines. The TSA account team used its proprietary Content Analysis Tool (CAT) to optimize pages to compete for targeted keywords. TSA leveraged the CAT's recommendations to create pages with optimal keyword density, readability and location-specific inclusions to ensure and reinforce keyword relevance and ranking opportunity.
- **Created unique meta data-** TSA systematically created unique title tags and meta tags across all pages of the site. Once launched, the account team then ran TSA's Architecture Diagnostic Report to ensure the new site had no duplicate content issues and that pages were being properly crawled and indexed.
- **Rewrote URLs to be clean and include keywords-** Under the previous architecture, search results pages were not being indexed because of multiple appended parameters. These URLs, for example <http://www.Websitename.com/search/post/results?company=Disney>, were problematic for search engine crawlers and were not generally user-friendly. By re-designing the URL structure to produce a cleaner result, the client improved the user experience and potential for relevant keyword ranking.
- **Developed new crawl paths direct from the home page-** Based on TSA's recommendations, the client added crawl paths to internal directly from the homepage. Additionally, TSA and the client developed a pagination strategy to enable a more efficient search bot crawl to their results' pages. This significantly increased the number of indexed pages across the search engines.
- **Established geo-centric microsites-** The client launched a number of content-based geo-targeted

microsites in order to further enhance the organic ranking of its geo-modified pages and drive additional traffic back to relevant pages on the client's main site. In turn, geo-specific microsites provide additional site authority, and Search Results' page domination, for the high-volume, high-intent keywords.

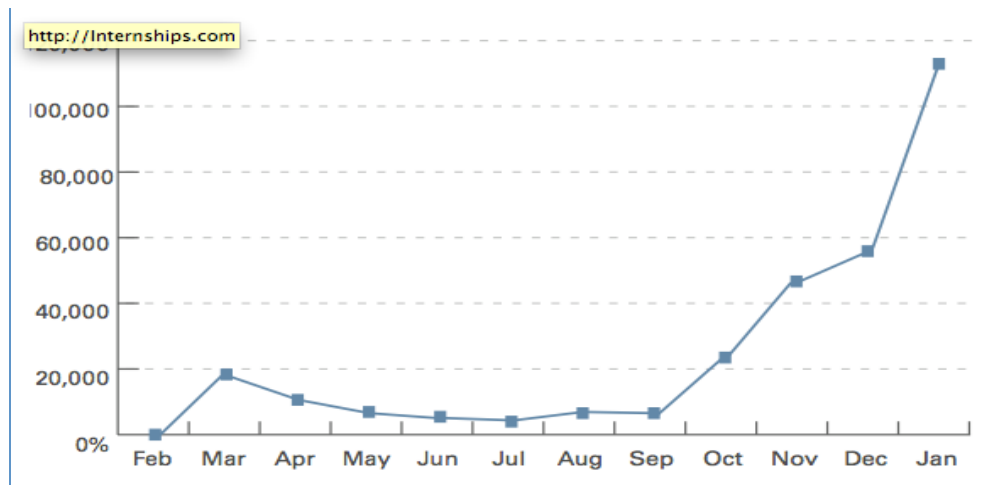
- **Launched new promotions campaigns-** TSA conducted two-fold outreach campaign focused on head terms as well as long-tail keywords.

Results

By introducing the new content silos, the client was able to dramatically increase the number of pages indexed in Google, and then by integrating valuable blog content able to gain additional visibility in Google's index. In the first 9 months of the engagement, the number of unique pages indexed by Google has gone from 2,400 in Month 1 to 24,200 by Month 8 and 109,000 by Month 12.

In the same time period, the company has enjoyed a steady increase in organic traffic – more than tripling monthly visitors by Month 8 and increasing by more than 1,300% through Month 12. More importantly, the client has found this additional long-tail traffic to be far more relevant and more likely to lead to paid registrations.

Pages Indexed by Google



Organic Visits (% Increase from Month 1)

