



JADE LEARNING & NATIONAL ENVIRONMENTAL TRAINERS

A CONSULTATIVE AND TECHNICAL SOLUTION



THE CHALLENGES

A thorough analysis of Jade’s website revealed problematic errors with website architecture. This included a lack of custom metadata and issues with pieces of website code on the site, preventing Google from accurately indexing the site. Their progress was also complicated by new competitors in their space.

National Environmental Trainers’s website also had technical issues with all pages indexing for “http” and “https”, which made Google’s crawl bots read them as duplicate content. In addition to correcting this, National Environmental Trainers’s site also lacked custom metadata and well-organized relevant website content.

THE RESULTS

Jade’s SEM Clickthrough Rate.....	14.63%
National Environmental Trainers’ Organic Traffic.....	29% Increase First 90 Days
.....	97% Increase Compared to Previous Year

THE SOLUTIONS

Both companies benefited from a consultative approach, which meant looking at large-scale issues while hitting granular items. This analysis and prioritization of what will make the greatest impact in the shortest amount of time helped yield the successes.

Jade Learning heavily relied on its paid search campaigns to drive traffic. Its new competitors impacted their cost per click. Though Jade’s ads performed well and boasted high marks for Quality Score, the increased competition and rising costs made focusing on organic strategies the next priority once the metadata and file issues were resolved.

National Environmental Trainers required a comprehensive content plan that could grow organic traffic the most efficiently. The strategy developed here included a 9-month content plan built around the most important keywords – once the technical SEO issues had been resolved.