

Delta Education Increases Organic Traffic by 230% in 4 Months with Compelling Customer Journey Mapping



BRIGHTEDGE
CASE STUDY

BACKGROUND

Founded in 1998, Delta is an educational services company that is comprised of several Career Colleges with campuses across the United States. Delta offers degree and diploma programs in some of today's fastest-growing fields, including Business, Legal & Protective Services, Healthcare, Skilled Trades, Beauty & Wellness, Technology, Design & Education, and Commercial Driving License or CDL. Delta's passion is evident in every classroom and department. The faculty and staff of Delta's schools provide students with support throughout their entire educational journeys, with a focus on hands-on learning, small class sizes and ongoing academic support.

THE SOLUTION

Unkel believes in mapping the right content to the right stage in the customer journey. First, she used the BrightEdge Data Cube to identify attractive keyword opportunities and segment the visitors they represent, based on the intent that each keyword represents. Then she developed content for the topics by considering a few factors.

1. The first was what content type is ranking on the top of SERP? Data Cube's Content Strategies gave her clear insights to segment keywords into different content types, like the Quick Answer box and Local 3-Pack.
2. The second factor was what stage of the buyer's' journey is this topic? If the topic is more suited for the awareness stage, the content was written in a more informational style, such as including details about "what is...", or "how do I become CDL certified?"
3. The last factor was CTA (call-to-action). Unkel made sure to include a primary CTA for each new page to guide site visitors towards taking the next step, like "Request Information," for those ready to apply.

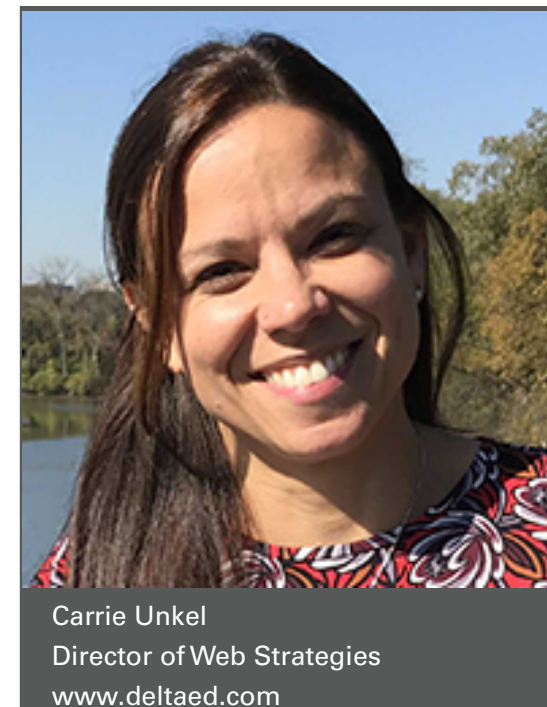
To make this content creation process scalable, Unkel used StoryBuilder to organize these new content topics along her buyers' journeys. Unkel combines the power of SEO and content to elevate the business impact from organic channel.

THE RESULTS

Indexed organic keywords have increased by 330% while organic traffic to CDL.com organic traffic increased by 230%.



BrightEdge helps us identify valuable topics to build content mapped to our customer journey.



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