

OnDeck Capital Achieves a 231% Increase in Quick Answers with Technical SEO Using BrightEdge ContentIQ and Data Cube



BRIGHTEDGE CASE STUDY

BACKGROUND

OnDeck's mission: To create and promote informative, educational and inspirational content for the purposes of acquisition, brand awareness, and customer retention. Created to support and empower small businesses, OnDeck is 100% committed to serving its customers with the smartest financing solutions and world-class service. The company offers small business loans, issuing over \$10 billion dollars in financing, providing business loans, lines of credit, and equipment financing. Its thought leadership content was available within the Small Business Blog Resource Center; however, it was not performing as expected. OnDeck had bypassed the first pillar of SEO success – establishing the technical foundation for OnDeck.com.

THE SOLUTION

OnDeck used BrightEdge ContentIQ to audit the site and identify areas to address. The audit found the following opportunities:

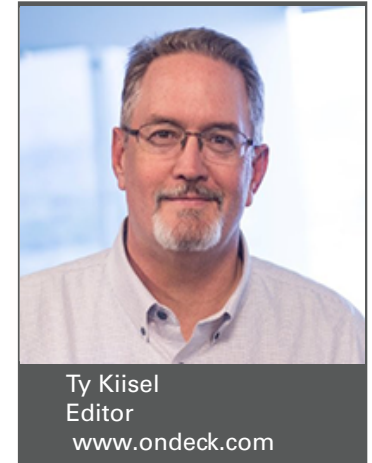
1. Resolve technical language issues, like hreflang
2. Improve page load speed
3. Resolve 404 and other redirect errors
4. Make sure our technical SEO will support our content efforts
5. Improve on-page elements
6. Optimize our landing pages to increase engagement
7. Implement measurement capability for RC pages (current Google Analytics efforts)
8. Once completed, continue to scale

They confirmed what they saw in ContentIQ with another tool and subsequently created an action plan to resolve those issues.

RESULTS

Improvements from January to July 2018:

- 970% decrease in minor errors
- 82% decrease in moderate errors
- 79% decrease in severe errors
- 231% increase in Quick Answers (13 in Jan vs. 43 in July)



It's incredible that since the technical elements are resolved the amount of growth the domain is seeing.