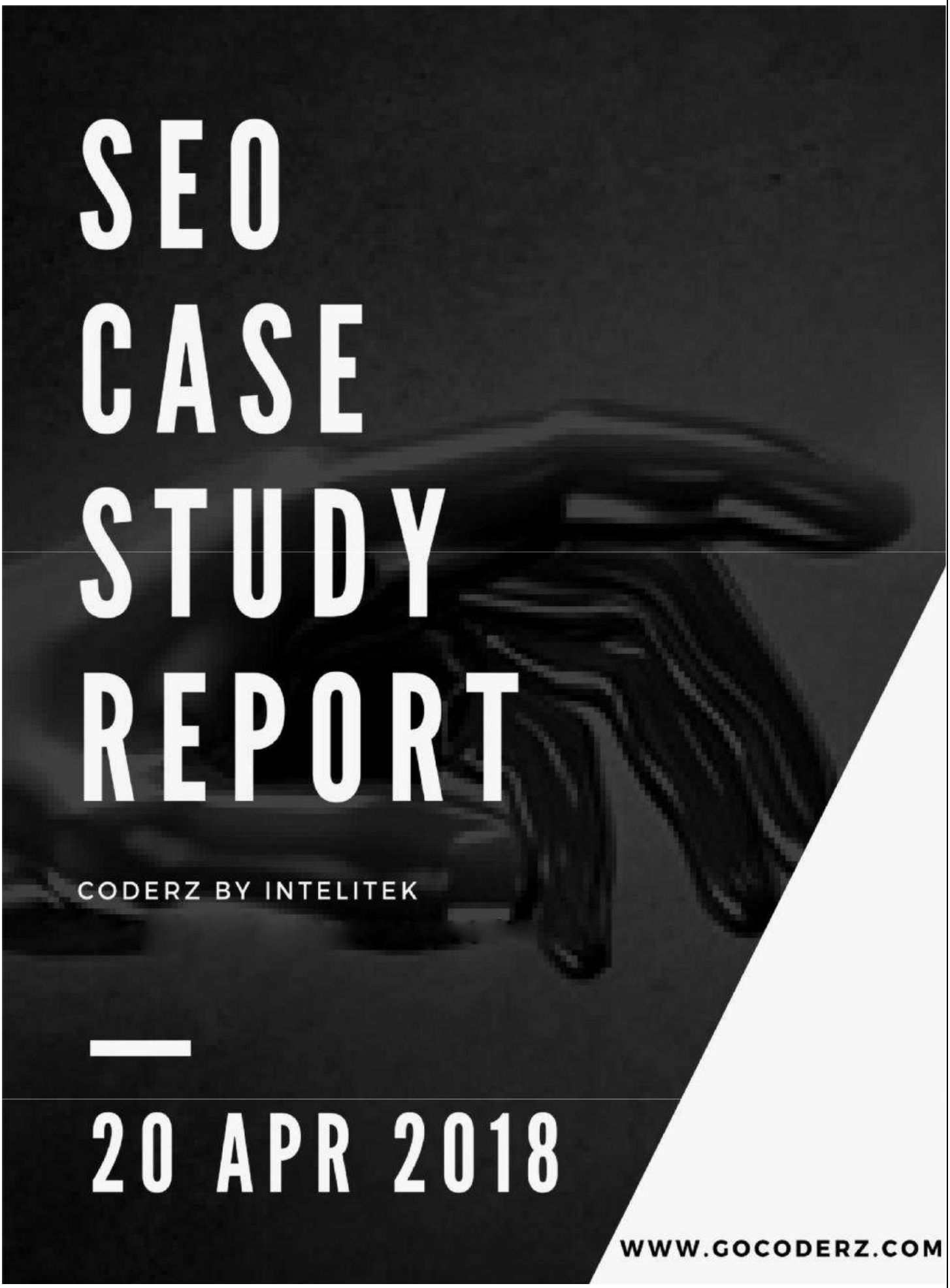
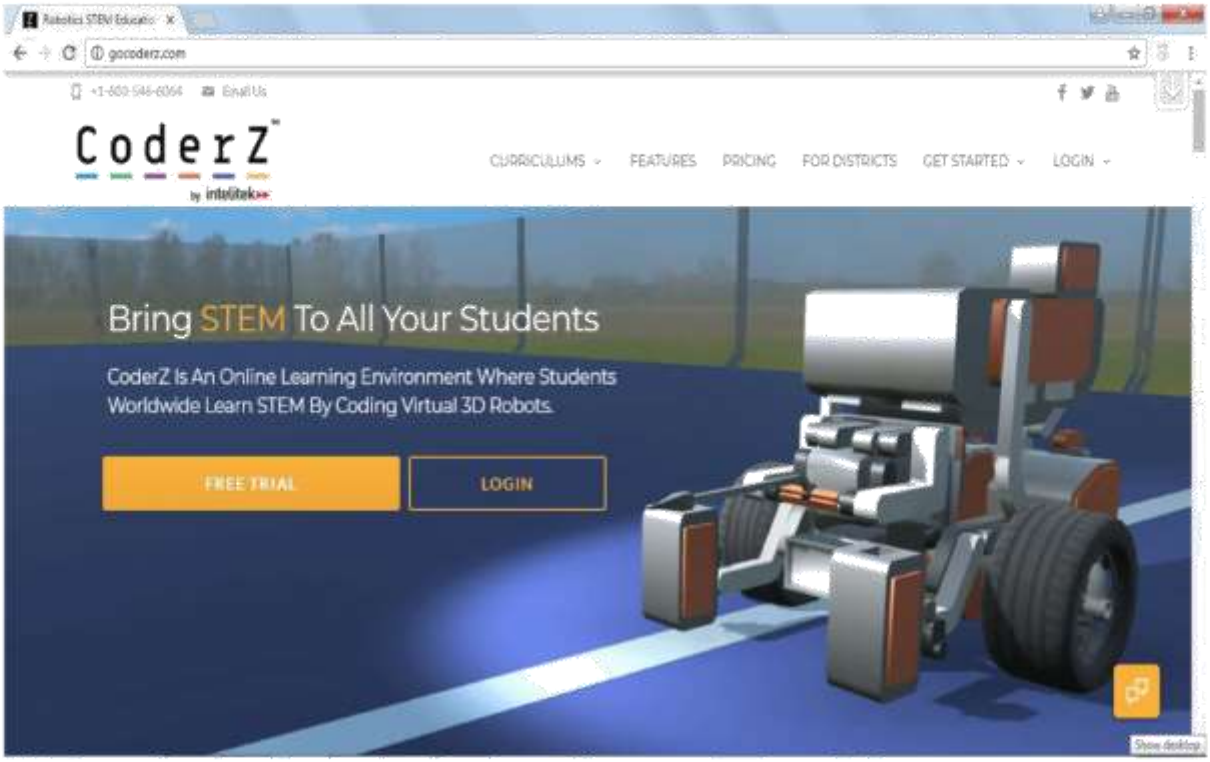

SEO
CASE
STUDY
REPORT
CODERZ BY INTELITEK
20 APR 2018
WWW.GOCODERZ.COM

Campaign Type	SEO
Client	Michael Horwitz
Website	www.gocoderz.com
Time Period	October, 2017 to March, 2018



"ABOUT"

CoderZ is an Online Learning Environment where Students Worldwide Learn STEM By Coding Virtual 3D Robots.

Objective

When the CoderZ got associated with us in **September 2017**, its main goal was to optimize the existing blog content to boost organic traffic, as well as to improve SERP rankings in terms with the number of impressions & clicks.

Challenges

Before joining hands with our professionals, CoderZ didn't have a proper visibility on the keywords that would produce substantial organic traffic.

Strategy

The first action plan was to do an in-depth analysis of the site's current performance & drawbacks. The ultimate goal was to accumulate positive signals & interactions of the website. To achieve that milestone, we performed the strategy to captivate the interest of the audience which is as follows:

- Repurposed the blog post into infographic and shared on various visual content promoting sites such as visual.ly, deviant art, Pinterest.
- Proactive with the audience present on social sites such as Reddit & Quora.
- Promotion of website via forums, engaging in discussions and sharing comments on similar blogs.

Table of Contents

Chapter I **Traffic Growth** 4

a) Overall Traffic Growth 4

b) Organic Traffic Growth 6

c) Impressions & Clicks 8

Chapter II **SEO Metrics Status** 9

Chapter III **Top 10 Keywords Ranking** 9

Results

The strategy paid off & Google organic traffic begins to increase. Below are some of the key highlights.

Traffic Growth

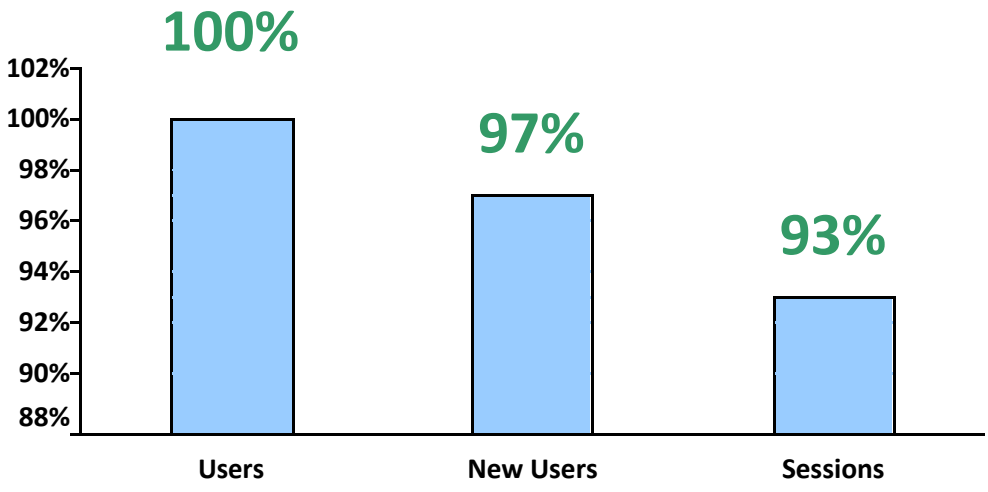
Six Months Overall Traffic Growth

The analysis shown below gives the comparison of the SEO campaign from March 2017 till August 2017 & from October 2017 till March 2018.

Metrics	Mar 17 – Aug 17	Oct 17 – Mar 18
Users	36313	72770
New Users	36048	71041
Sessions	51234	98938

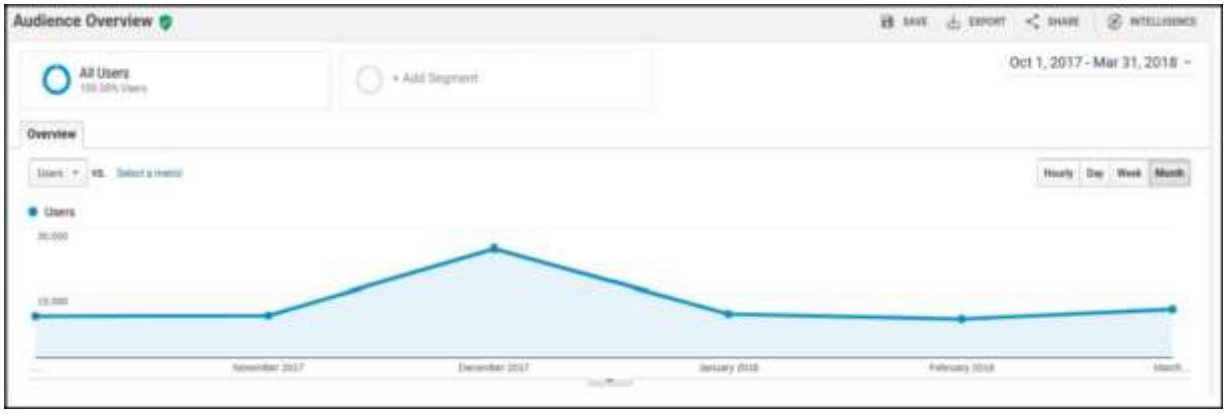
Graphical Representation

The below graph shows the percentage growth of Overall Traffic



Audience Overview Graph

Time Period – Oct 17 to Mar 18

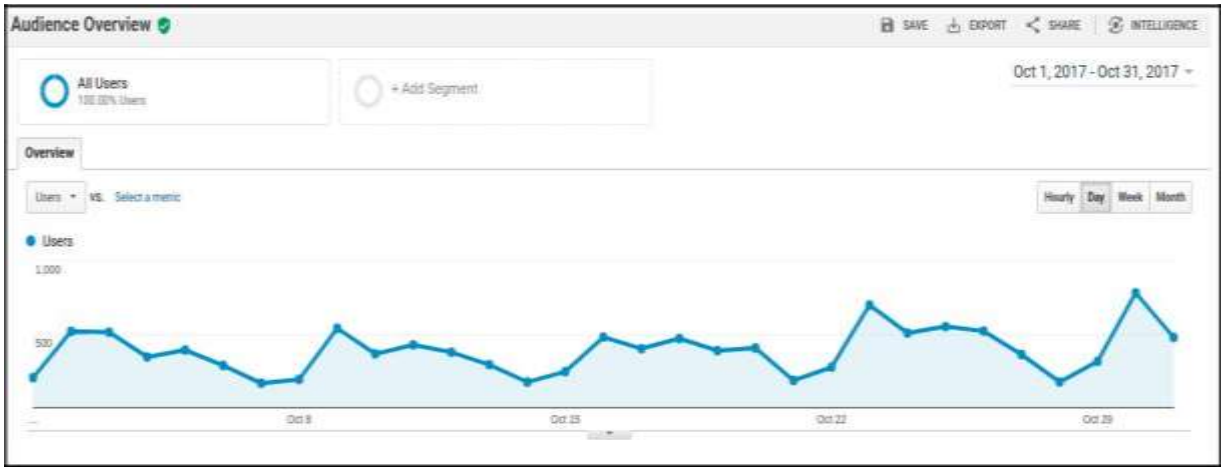


Three Months Division Traffic Growth

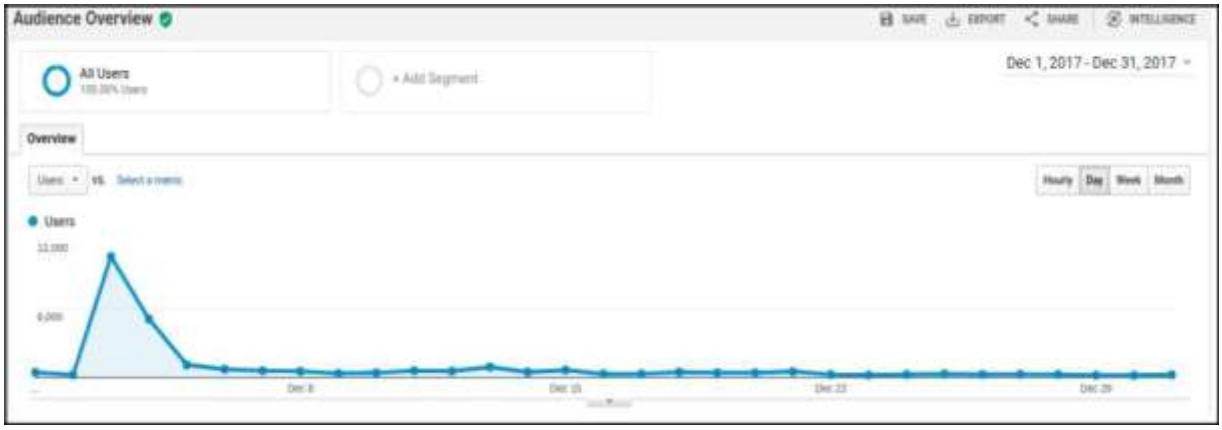
Metrics	Oct 17	Dec 17	Mar 18
Users	9669	25437	11305
New Users	9017	24552	10628
Sessions	14025	29872	14818

Audience Overview Graph

Time Period – October 2017



Time Period – December 2017

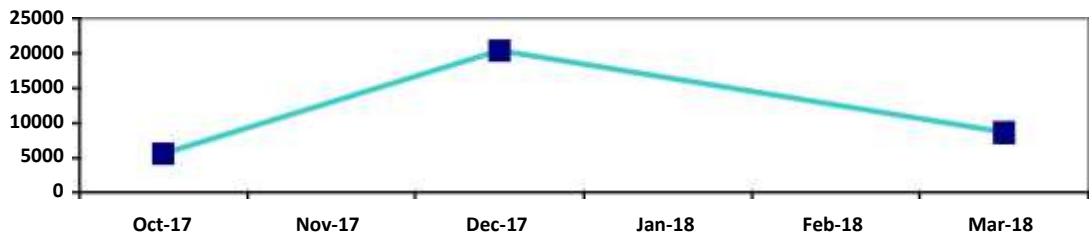


Time Period – March 2018

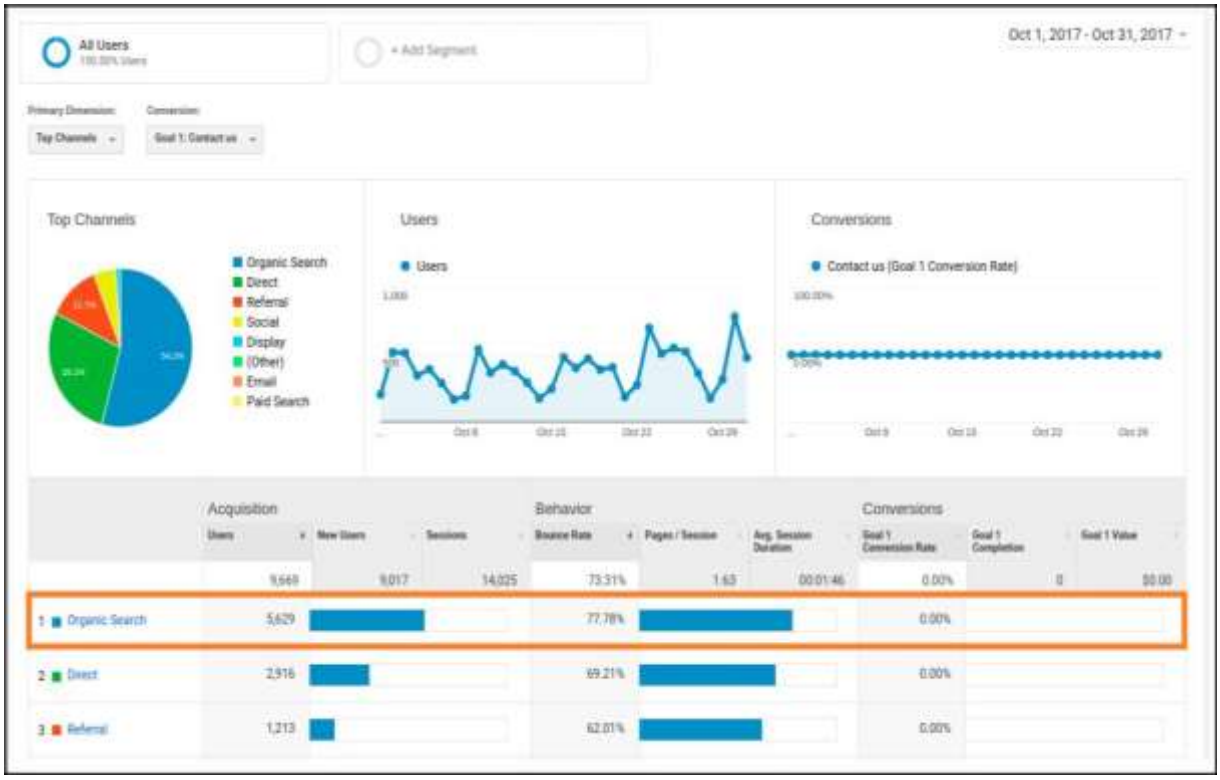
Organic Traffic Growth

The organic traffic hike shows the success of the SEO campaign. Results are shown below:

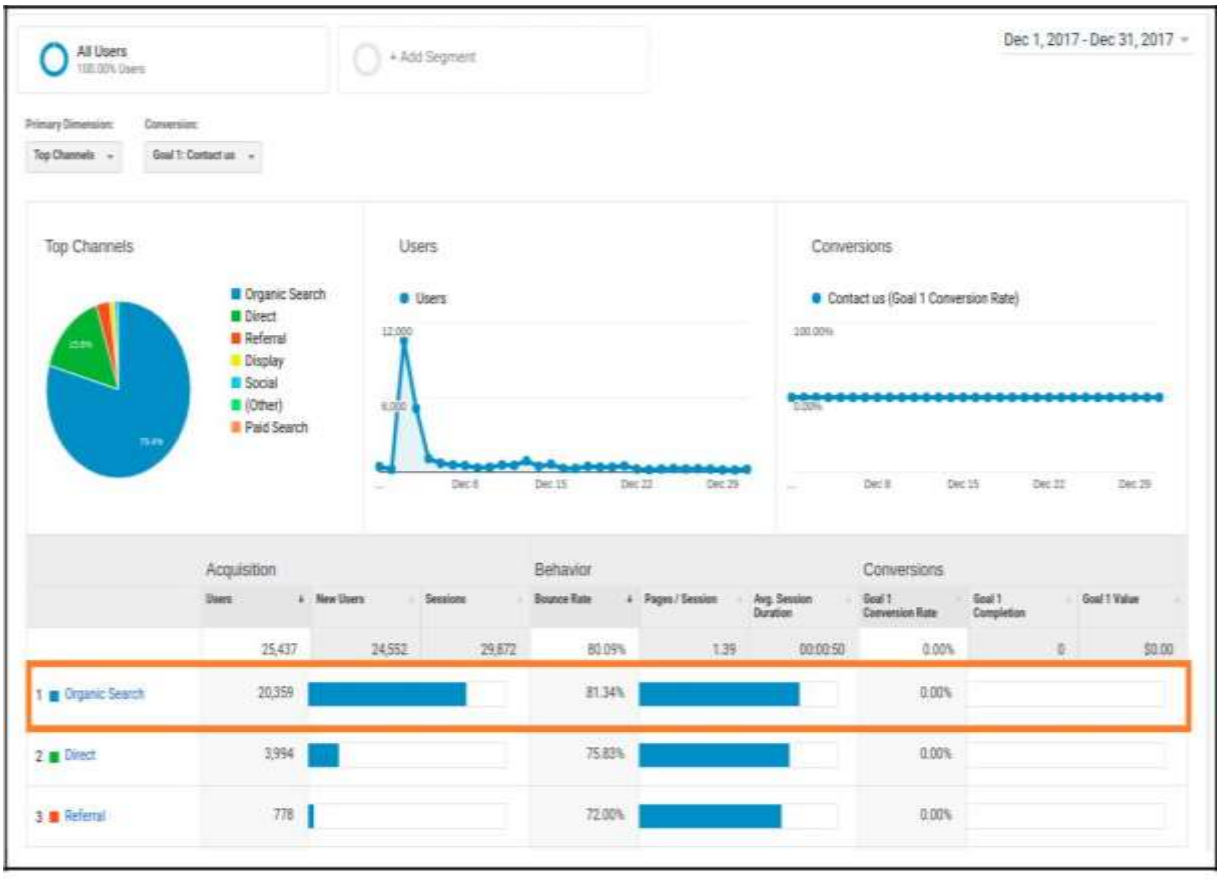
Metrics	Oct 17	Dec 17	Mar 18
Organic Search	5629	20359	8644



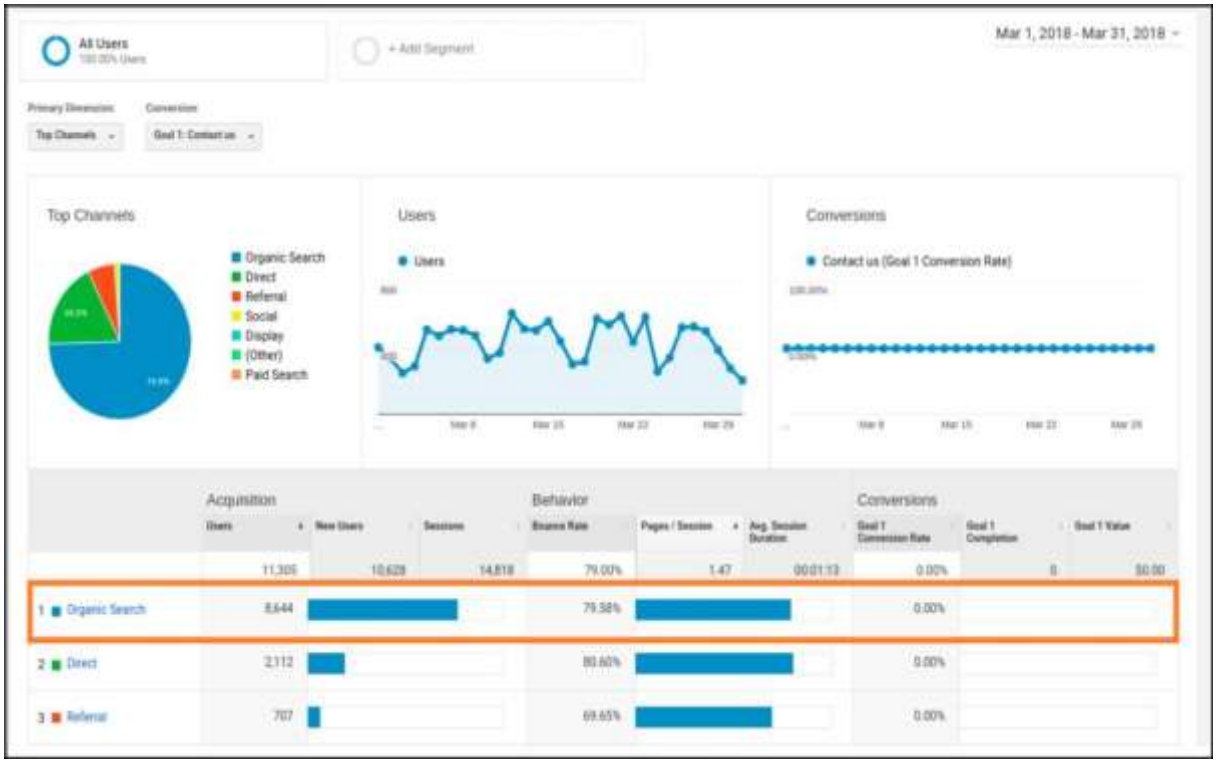
Time Period – October 2017



Time Period – December 2017

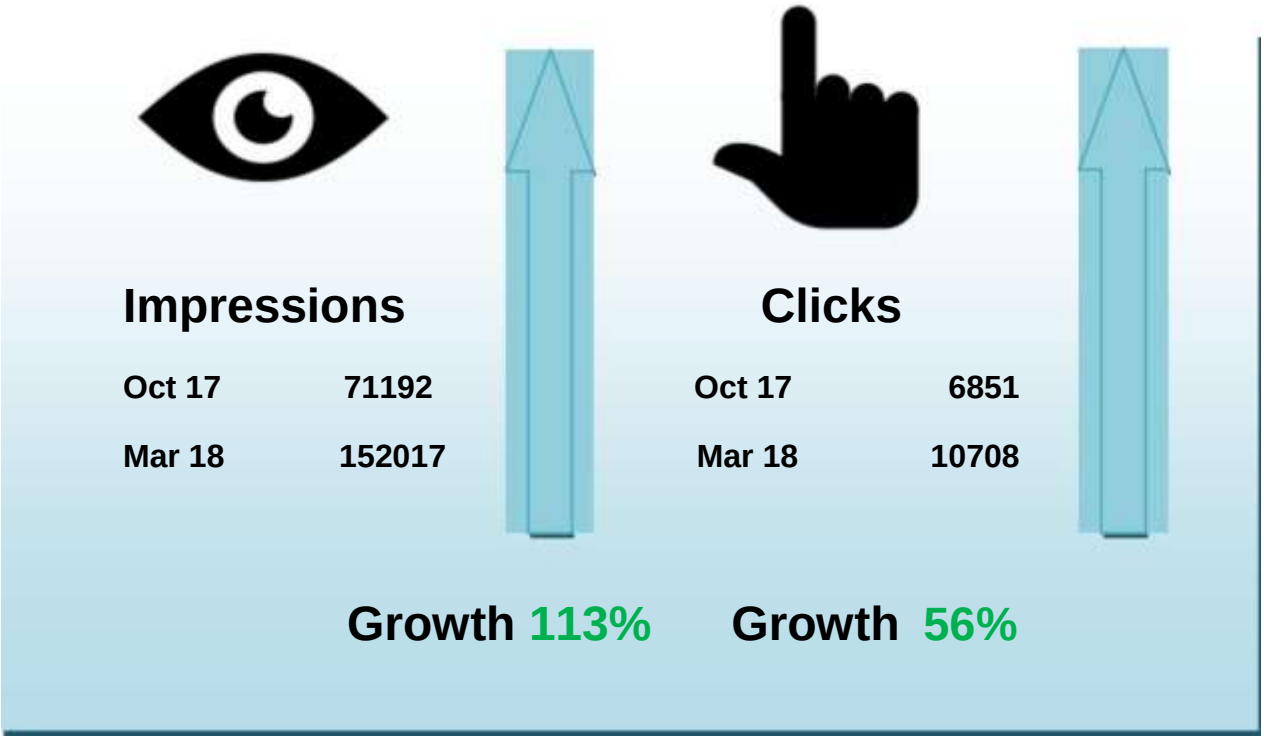


Time Period – March 2018



Impressions & Clicks

Below are the results of the increase in Impressions & Clicks data:



SEO Metrics Status

Success Measurement Metrics

Soon, the fruits of our labour began to show. Not only did Google Organic traffic, clicks & impressions begin to increase, but the authority level of the website was also impressive.

Metrics	Oct 17	Mar 18
DA	29	37
PA	37	46
Moz	3.81	5

Top 10 Keywords Ranking

Keywords	Initial Ranking	Ranking in March
Cyber robotics	104	1
Cyber-robotics	90	1
lego mindstorms ev3 projects ideas	33	2
programming kids	NA	4
raspberry pi kids	25	4
raspberry pi projects for kids	53	5
ev3 robots	96	10
stem teaching tools	NA	10
programming for kids	71	11
learn programming kids	51	12