



A Case Study in SEO and Targeted Advertising



PARTNER
IN PUBLISHING



A Case Study in SEO and Targeted Advertising for Ad Astra

Company Overview

Ad Astra, a leader in transforming higher education through innovative solutions for course scheduling and student success, partnered with Partner in Publishing (PIP) to elevate their digital presence and drive meaningful engagement with their target audience. Despite offering valuable tools for colleges and universities, Ad Astra faced the challenge of increasing their online visibility, expanding their reach within a competitive market, and addressing a lack of qualified leads.

Challenge

Ad Astra's digital content and advertising campaigns were not fully aligned with the search behavior of the users and audiences they could offer their services to, resulting in missed opportunities for lead generation and acquisition. The main challenge was to reposition Ad Astra on the Internet, detect and understand the behavior of their target audience and optimize their website to improve search positioning, educate the audience, ensuring that potential customers could easily find and understand their offerings.

The Process

PIP began by focusing on Ad Astra's positioning to improve their visibility and attract more qualified leads. We conducted comprehensive keyword research and made strategic changes to the website content to better align with what users were searching for. **This included optimizing on-page content and restructuring it to improve SEO performance.** Additionally, we transitioned from basic ad campaigns to highly targeted LinkedIn advertising, creating structured content and landing pages that directly addressed the needs of Ad Astra's audience.





The Solution

To address the challenge of finding new leads, PIP took a hands-on approach. We started by refining their SEO strategy, making sure that the content resonated with what their target audience was actually searching for. **We dug deep into keyword analysis to ensure everything was spot on.**

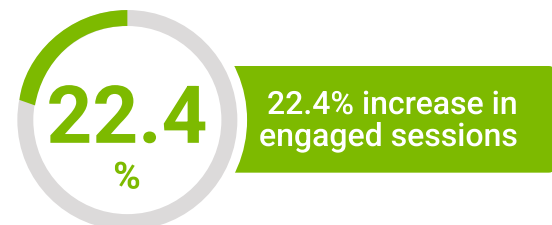
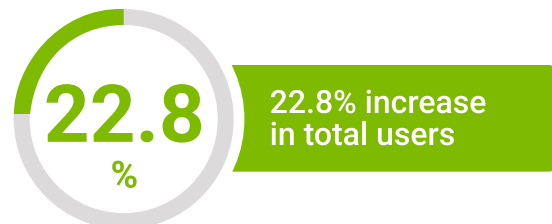
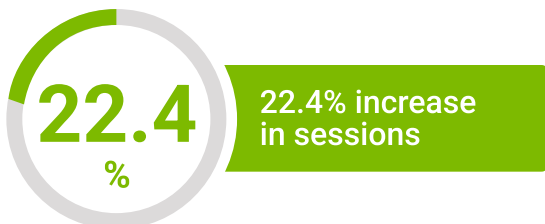
But we didn't stop there. Understanding that connecting with the right people is key, we crafted a LinkedIn advertising campaign specifically aimed at decision-makers. This strategy was shaped by the insights from our keyword research, ensuring we were speaking their language.



We also empowered our client with training, showing them how to use the right terms and structure their content effectively. This way, their services didn't just reach the right people—they grabbed their attention and encouraged them to take action.

The Result

The strategic initiatives led to a remarkable surge in both organic and paid website traffic. Notably, in the first seven months of 2024, Ad Astra's website traffic exceeded the total traffic recorded for 2023, underscoring the effectiveness of the new approach.





Project Details

SEO Enhancements: Technical audit, keyword research, content optimization, website restructuring.

LinkedIn Advertising: Targeted campaigns, content structuring, and real-time performance monitoring.

The Benefits of Partner in Publishing:

Partnering with PIP enabled Ad Astra to optimize their digital strategies, resulting in increased traffic, better lead generation, and enhanced user engagement. **Our collaborative approach ensured that Ad Astra's online presence was aligned with their business goals, driving sustainable growth.**





PARTNER
IN PUBLISHING



Ad Astra