



CASE STUDY

# SEO Optimization Project 2023 - 2025



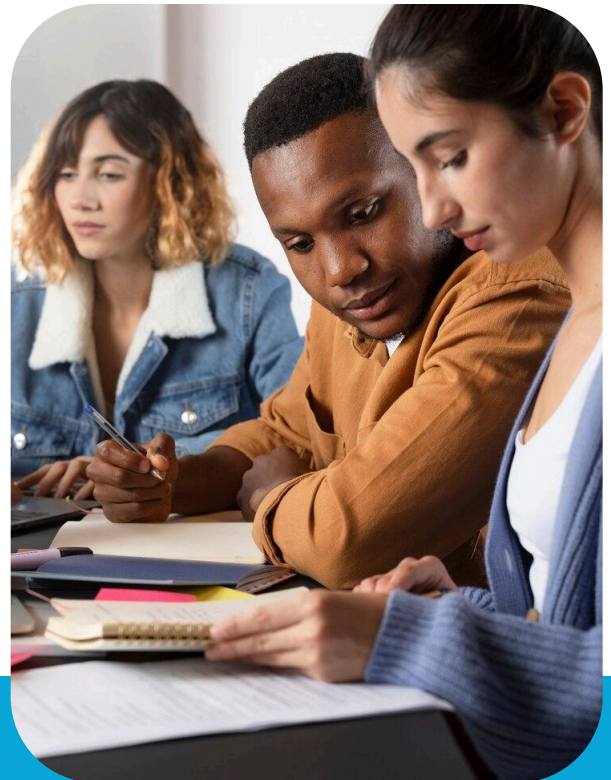
# Project Overview

The Association of College and University Educators (ACUE) is dedicated to enhancing higher education by equipping educators with evidence-based teaching practices. Through strategic partnerships with academic institutions, ACUE drives teaching excellence, leading to improved student retention and overall institutional success.

The primary objective has been to strengthen ACUE's digital presence by developing a strategic approach that clearly communicates its mission, connects with the target audience, and increases visibility, brand awareness, and engagement. To achieve this, we addressed challenges such as low organic traffic and poor keyword rankings by implementing targeted SEO strategies, optimizing content, and refining site structure—enhancing search engine performance and driving higher-quality traffic to the website.

# The Challenge

Initially, the website faced significant challenges, including misaligned content, poor keyword performance, and low user engagement— all of which hindered its ability to support core business objectives and drive sales conversions. These issues led to low organic traffic and poor search engine visibility, highlighting the need for a strategic overhaul to better align its digital presence with the organization's mission and effectively engage the target audience.





# The Process

To strengthen ACUE's digital presence and improve search engine performance, we took a strategic, data-driven approach. This began with a comprehensive audit to identify key challenges and opportunities, followed by in-depth competitor analysis, targeted keyword research, and a structured plan for both on-page and technical optimizations.



## INITIAL SEO AUDIT

- Gained a deep understanding of ACUE's business, needs, and project scope.
- Identified technical issues, including slow site speed and duplicate content.
- Uncovered on-page SEO gaps such as missing or duplicated meta titles, meta descriptions, and H1 tags.
- Found that key pages lacked a clear content hierarchy and were not optimized for conversions.
- Identified outdated, low-value, or missing content that negatively impacted user experience and site authority.

## COMPETITOR ANALYSIS

- Analyzed and identified direct competitors in the higher education industry, such as Lumen Learning, which dominated traffic share by targeting keywords aligned with ACUE's core business and positioning themselves as industry leaders. As of October 2023, ACUE.org remained a niche player with lower search visibility.
- Identified high-performing keywords and primary URLs driving competitor traffic. This analysis informed a strategic approach to integrating competitive keywords alongside ACUE's existing rankings to improve visibility.
- Gained insights into competitors' approaches to usability, content, and user search intent, helping refine ACUE's strategy to attract more relevant traffic.



## KEYWORD RESEARCH

- Identified relevant keywords related to higher education, teaching excellence, and faculty development to guide content strategy.
- Ensured each main URL focused on a distinct topic aligned with user search intent for better search visibility.
- Analyzed search volume, impressions, click-through rates (CTR), and average keyword rankings, prioritizing those in positions 10–30 for optimization.
- Strategically integrated high-impact keywords into content to improve search rankings and drive user engagement.



## ON-PAGE SEO STRATEGY

- Optimized existing content by integrating targeted keywords identified through keyword research to improve relevance and visibility.
- Enhanced meta titles, meta descriptions, and H1 tags to better align with user search intent and strengthen search engine rankings.
- Refined content hierarchy and internal linking to improve site structure, enhance user navigation, and provide search engines with clearer contextual information.
- Streamlined URLs by removing non-essential pages, improving search engine crawling efficiency, and ensuring content remains focused on the target audience.



## TECHNICAL SEO STRATEGY

- Increased site speed by optimizing images and enabling browser caching for faster load times.
- Enhanced mobile responsiveness to ensure a seamless user experience across all devices.
- Resolved duplicate content issues, repaired broken links, and eliminated 4XX errors to improve overall site health and search engine performance.
- Minimized JavaScript and CSS files to reduce load times and enhance page efficiency.





# The Solution

To tackle ACUE’s digital challenges head-on, we deployed a comprehensive, results-driven SEO strategy designed to elevate their online presence, boost organic traffic, and maximize user engagement. Our approach began with an in-depth SEO audit, uncovering critical roadblocks such as slow site speed, duplicate content, and gaps in on-page optimization. Leveraging a detailed competitor analysis, we identified high-performing keywords and strategic opportunities to position ACUE for greater visibility and long-term success.

Our multi-faceted strategy focused on optimizing every aspect of ACUE’s digital presence. We enhanced existing content with targeted keywords, refined meta tags, and improved content structure to drive conversions. At the same time, we tackled technical challenges by increasing site speed, resolving critical issues, and ensuring seamless mobile performance—all designed to enhance user experience and strengthen search engine rankings.

# The Results

The SEO strategy implemented for ACUE delivered impressive results, significantly strengthening their online presence and driving higher levels of user engagement.

## TRAFFIC GROWTH

The campaign drove a significant increase in organic traffic:

Sessions rose by  
**40.8%**  
jumping from  
**51,858**  
(Jan 31 – Oct 31, 2023)  
to **73,036**  
(Nov 1, 2023 – July 31,  
2024)

Total users grew by  
**8.6%**  
from **31,186** to  
**33,875** over the  
same period,  
reflecting a broader  
and more engaged  
audience.

## KEYWORD RANKINGS

By refining the keyword strategy to target 13,369 highly relevant keywords aligned with ACUE’s core business topics, we strengthened the site’s relevance and authority. This strategic shift led to:

**24.4%** increase in clicks

**35.1%** boost in CTR

**11.1%** improvement in average keyword rankings

These improvements enabled ACUE to attract a more qualified and engaged audience, driving higher-value traffic and directly contributing to their business growth.



## USER ENGAGEMENT METRICS

Our SEO efforts drove a significant boost in user engagement metrics, demonstrating their effectiveness:



Average session duration rose by **72.1%**, increasing from 3:35 to 6:11 minutes, indicating deeper user engagement with the content.



Engaged sessions nearly doubled, surging **92.3%** from 32,894 to 63,271.



Total views grew by **96.3%**, climbing from 102,876 to 201,953.



Views per user jumped **81.3%**, rising from 3.32 to 6.01.



Bounce rate saw the most dramatic improvement, dropping **63%**, from 36.57% to 13.37%, showing that users found the content more relevant and engaging.

These results not only drove higher traffic to the ACUE website but also significantly improved user engagement, strengthening brand visibility and authority in the higher education sector.



## Benefits of Partnering with PIP

Partnering with PIP provided ACUE with the strategic expertise and technical precision necessary to overcome critical digital challenges. Facing low organic traffic, poor keyword rankings, and content misalignment, ACUE required a specialized approach to enhance visibility and engagement in the higher education sector. PIP's data-driven SEO methodology delivered a structured, results-oriented solution.

Through a comprehensive SEO audit, PIP identified and addressed foundational issues such as slow site speed and duplicate content, creating a stronger framework for long-term search performance. Targeted keyword optimization and strategic content enhancements not only increased website traffic but also attracted a more qualified audience, reinforcing ACUE's position as a thought leader in higher education. With a long-term, research-backed strategy, PIP enabled ACUE to surpass its digital marketing objectives and establish a sustainable model for continued growth and impact.



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