

# SEO Case Study

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StratX Simulations provides online learning experiences for students around the globe.

The CEO, Jean-Claude Larréché, is the creator of their core product 'Markstrat' which is a business simulation software used by business students who want to experience real life company situations from a computer.

Our goal was to increase organic traffic YoY to help raise awareness for their services.



# Our Approach

We researched and planned a keyword based content strategy based around target customer personas provided to us by StratX.

Content was then created by our in house team, optimised by our SEO experts and published to the blog over the period of a year.

Once the articles were published and crawled by Google they began to rank for keywords related to our product offering, and drive the right type of traffic to the website.

The content we published continues to rank 6 months later and draws in a steady stream of leads from around the world for the StratX team to offer their services too.

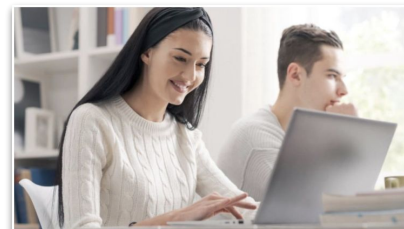


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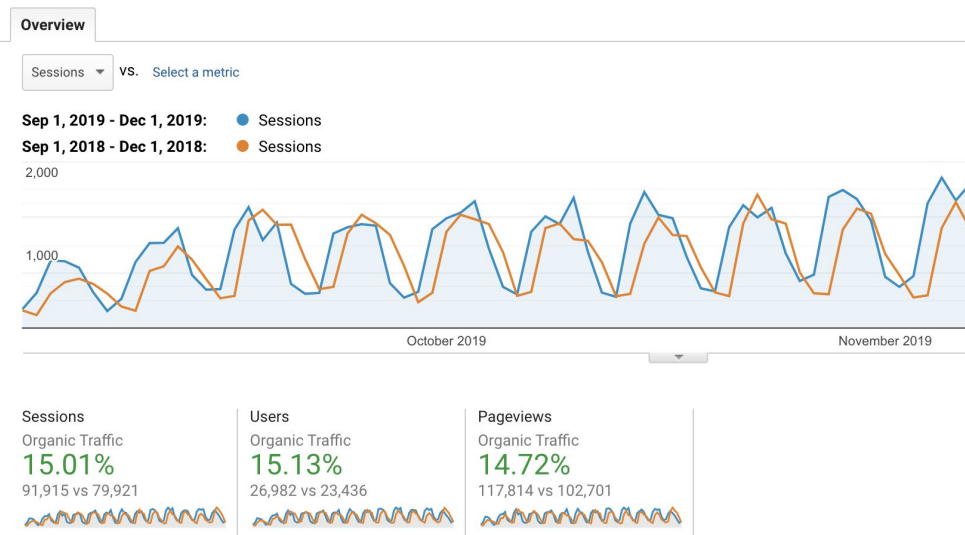
*Example of some posts from the blog section of the website*



# Results

Results taken from Q4 2019 and compared Year on Year.

- **15.01% increase** in organic sessions ( 91,915 vs 79,921)
- **15.13% increase** in organic users (26,982 vs 23,436)
- **14.72% increase** in organic page views ( 117,814 vs 102,701)
- **24.85 % increase** in organic time spend on site (00:01:23 vs 00:01:07)



**256,331**

Total amount of organic  
visitors in 2019