

SEO Case Studies

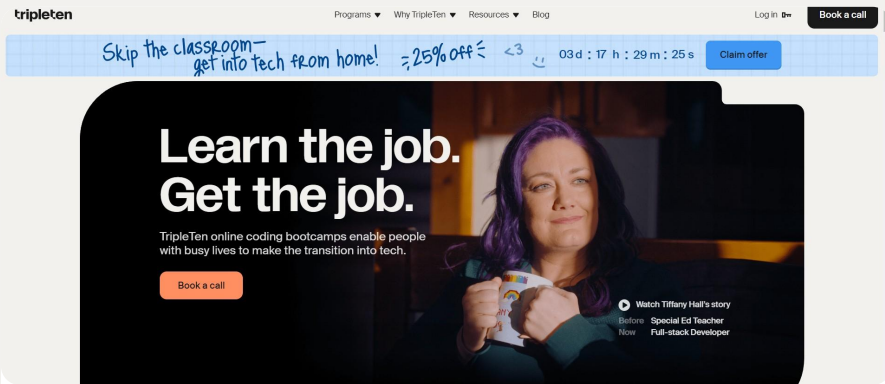
by Kristina Kuznetsova

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I. TripleTen



2k → 14k

non-branded sessions

x9

non-branded purchases

Project Overview:

TripleTen is an **online tech bootcamp** that guarantees job placement after programs in software engineering, data science, QA, cybersecurity, UX/UI design, and BI.

Location: USA

Period: Oct 23 - Aug 24

Goal: Increase **non-branded traffic** from search engines and **non-branded purchases**

Actions Taken

Technical Audits

Identified and resolved all technical issues on the website (sitemap.xml, robots.txt, 3xx, 4xx, schema.org, page indexing analysis, hreflangs, and more)

Page Speed

Implemented a set of measures to improve page load speed (optimized first contentful paint, parallel loading of GTM scripts, deferred video loading, and more)

Backlink Analysis

Analyzed the website's and competitors' backlinks, and developed a backlink strategy

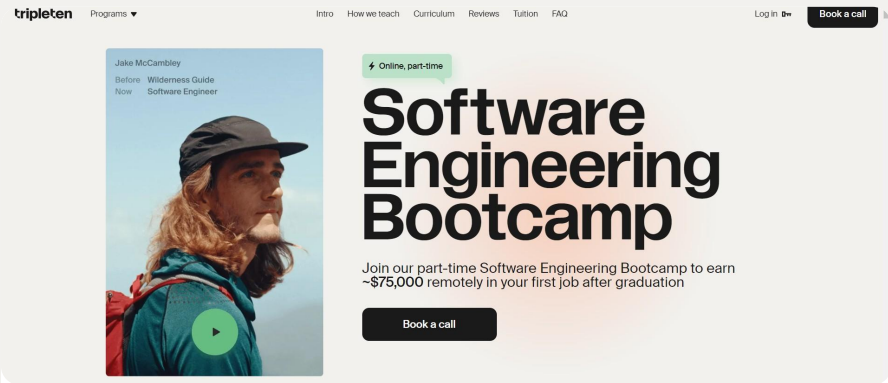
Competitor Audit

Compared key metrics (traffic volume, backlinks, time in market, number of programs, blog articles, etc.), analyzed their SEO strategy, and evaluated traffic potential for each bootcamp program

E-E-A-T Audit

Evaluated Google My Business profile, contact page, pricing information, about us page, reviews page, FAQ page, privacy policies, etc. to enhance trustworthiness and authority

Commercial pages



1,6k → 6,3k

non-branded sessions

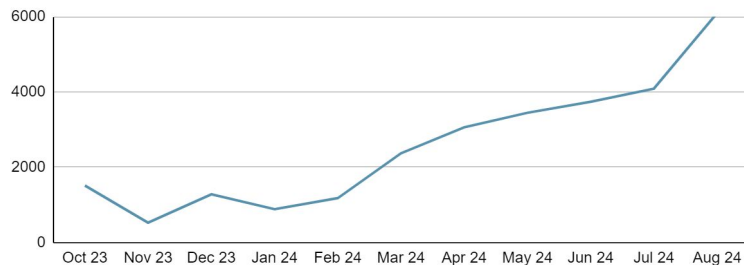
x7,5

non-branded purchases

Actions Taken:

- Conducted keyword research
- Performed competitor analysis
- Created briefs for content and layout
- Collaborated with copywriters, designers, developers, and analysts to update pages in line with all SEO requirements

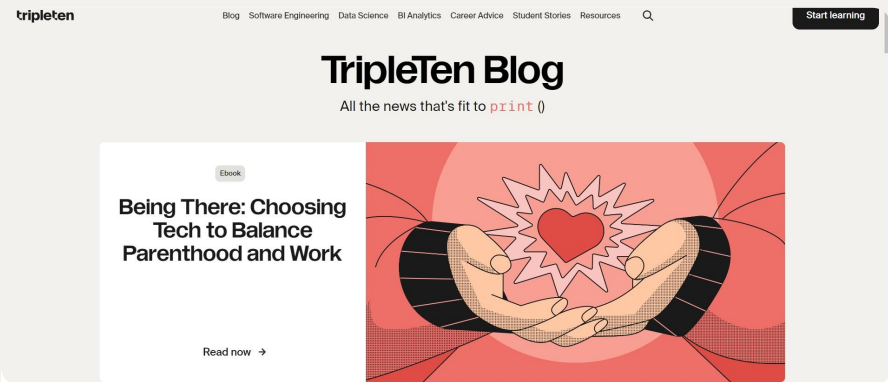
non-branded sessions



Position Dynamics

Keyword	Before	Now	URL
tech bootcamp	27	1	https://tripleten.com/
coding bootcamp online	32	9	https://tripleten.com/
business intelligence bootcamp	3	1	https://tripleten.com/bi/
cyber security bootcamp	101	4	https://tripleten.com/cybersecurity/
data science bootcamp	34	3	https://tripleten.com/data-science/
qa engineer bootcamp	3	1	https://tripleten.com/qa-engineer/
qa bootcamp	5	1	https://tripleten.com/qa-engineer/
software engineer bootcamp	35	3	https://tripleten.com/software-engineer/
software engineering bootcamp	36	3	https://tripleten.com/software-engineer/

Blog



400 → 7,8k
non-branded sessions

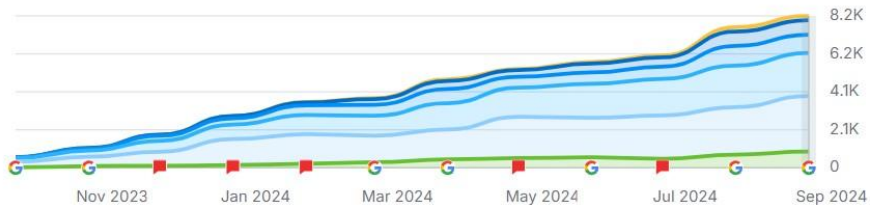
20 → 350
non-branded leads

Actions Taken:

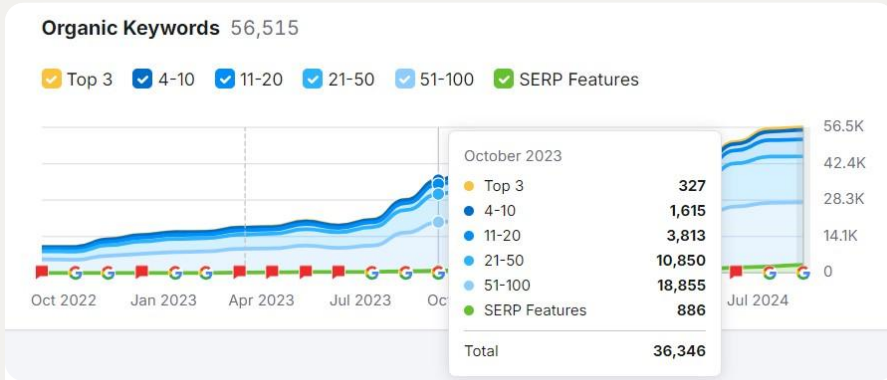
- Conducted keyword research
- Performed competitor analysis
- Created briefs for content team

Organic Keywords 8,209

Top 3
 4-10
 11-20
 21-50
 51-100
 SERP Features



2. Branding agency in New York



6k → 16k

non-branded
sessions

NDA

Project Overview:

Location: USA

Period: Apr 22 - Oct 23 (8 months)

Goal: Improve rankings and **non-branded traffic** from search engines

Actions Taken:

- All types of SEO audits
- Updated commercial pages
- Developed a content strategy and wrote articles based on it
- Improved internal linking

Thank you!