

Using SEO to Increase Sales at Outschool



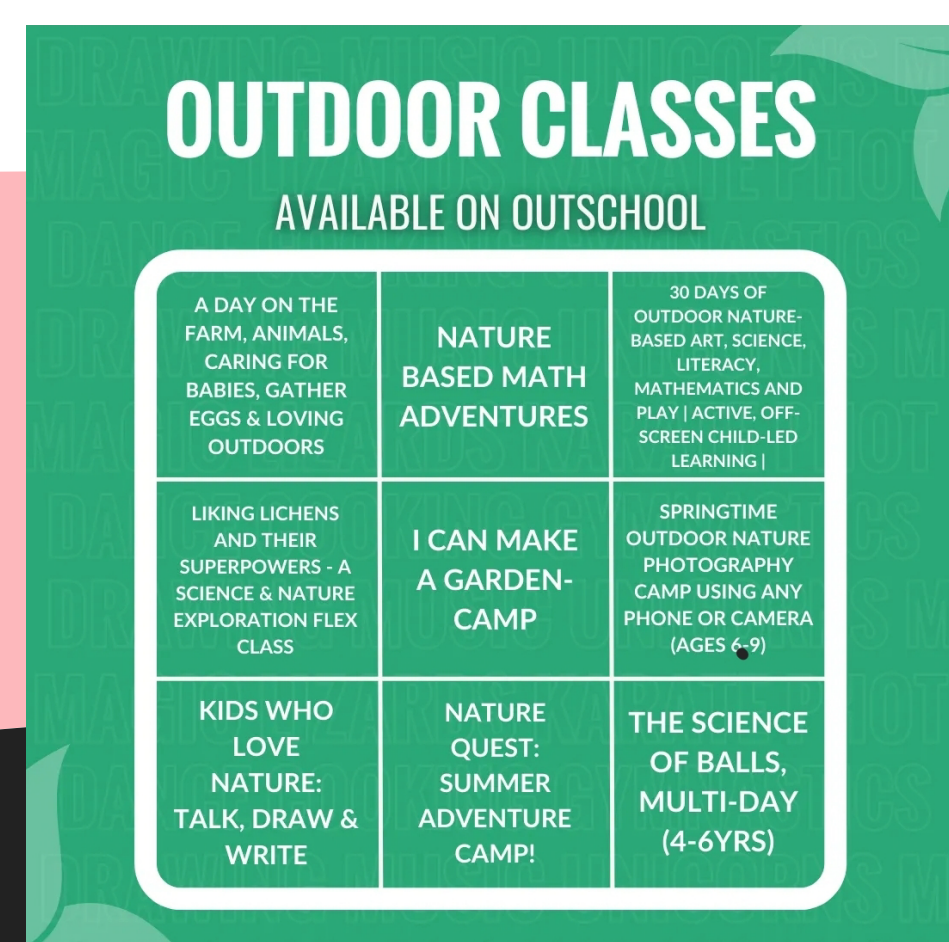
• Problem

Outschool was in the midst of a prime opportunity during the COVID-19 lockdown. As it was uncertain whether or not schools would reopen, many families were looking for alternative education solutions. Yet, Outschool was not fully capitalizing as student enrollments for summer classes were still low. Outschool needed a solution to take advantage of the current education climate.



• Solution

As a digital marketing coordinator, I was tasked with creating a marketing campaign aimed at increasing website impressions. Using Google Analytics, Google Search Console, and built in SEO tools from Squarespace, I re-searched keywords that would be the most effective in our digital campaign. With \$2,000 I designed a Facebook and Google advertisement showcasing Outschool's ability to connect children even during the pandemic. In addition, I crafted several emails using MailChimp that were sent out promoting certain classes and advertising fall listings.



Results

55%
increase in class enrollments

48%
increase in site traffic

10.8%
Click-Through Rate

Satisfied Customers
Parents were connected to classes that fit their child's needs

Ask me how I can increase traffic to your website!