

Case Study: learndirect

dgm SearchLab facilitated the top ranking positions for learndirect across its key search terms, raising brand awareness and generating new customers

- learndirect is the largest government supported e-learning network in the world.
- learndirect courses are available to individual adults looking to improve existing skills or learn new ones, and to employers looking to invest in their workforce.

Campaign Objectives

- learndirect had identified that it needed to generate greater awareness of its online learning resource. It needed to ensure that the widest possible audience understood what learndirect had to offer.
- Particular emphasis was put on acquiring new customers, as well as targeting the existing customer base with specific customers.
- Key objectives:
 - Define, improve and optimise the ranking of learndirect on search engines
 - Raise brand awareness
 - Drive qualified traffic through search engines
 - Increase market visibility
 - Retain and cross-sell to brand loyal customers
 - Drive new customer acquisition



Industry issues

Broad scope of offering. Target users not necessarily web savvy, and with varying target demographics

Solution

dgm SearchLab adopted a natural search engine optimisation strategy to deliver learndirect's objectives. Keyword strategies focused on:

- Brand led keyphrases to fulfil a retention role. Keywords drive visitors already familiar with the learndirect brand to sites.
- Generic keyphrases to grow brand and product awareness. Search terms drive non-brand loyal and new customers to learndirect in preference to competitor sites
- Product led keyphrases to promote specific product awareness and drive customer acquisition.

Results

- Over 450,000 clicks delivered
- Over 1,200 orders delivered
- An increase in number 1 positions on search engines from 0 to 33 was achieved within 3 months.
- An increase in top ten positions from 0 to 119 was achieved after campaign initiation
- Volume of positions has been maintained.

About dgm

dgm is a leading online advertising & marketing company pioneering and delivering cutting-edge solutions across digital media-marketing. We work with advertisers, agencies and media owners, to help them achieve their online marketing and e-business objectives – whether that's more sales or leads, increased traffic, brand awareness or additional revenue. **Our heritage is in performance-based marketing. We believe that return, not spend is what really matters, and everything we do is designed to help you generate more return.**

Problem

Driving targeted users online to learndirect's website.

Solution

SEO campaign to increase natural search presence for all key terms, as well as targeting key search results pages with relevant PPC keywords.

Results

- High visibility on key search terms which generated a demonstrable increase in learndirect's online sales volume.
- Top ranking website across key search terms within the first 3 months of campaign going live.
- Volume of positions has been maintained over-time.

Client Testimonial

"dgm SearchLab has proved to be highly responsive and pro active... providing considerable results in a relatively short period of time."

Dougal Scaife
UFI/learndirect