

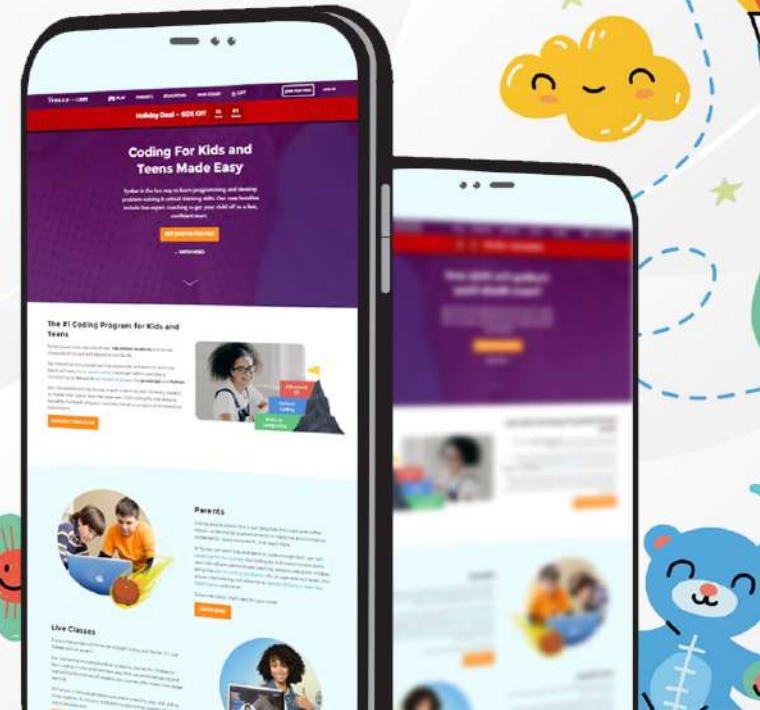
# FIND OUT HOW WE INCREASED TRAFFIC BY 2X FOR TYNKER

the world's leading K-12 creative coding platform.

Hit by the Google algorithm change in November 2022, Tynker needed to get back on track and enhance search visibility, drive traffic and boost engagement on its website.

AdLift's tailored SEO strategy identified 5 key areas that needed to be optimized for a coding platform.

[Find out more](#)



# THE ADLIFT STRATEGY

Armed with the data of an SEO technical audit, the team conducted robust keyword research across the entire website and continued with technical SEO Optimization and on-page content creation, including blogs.

## RESULTS



**58% Clicks**  
increased



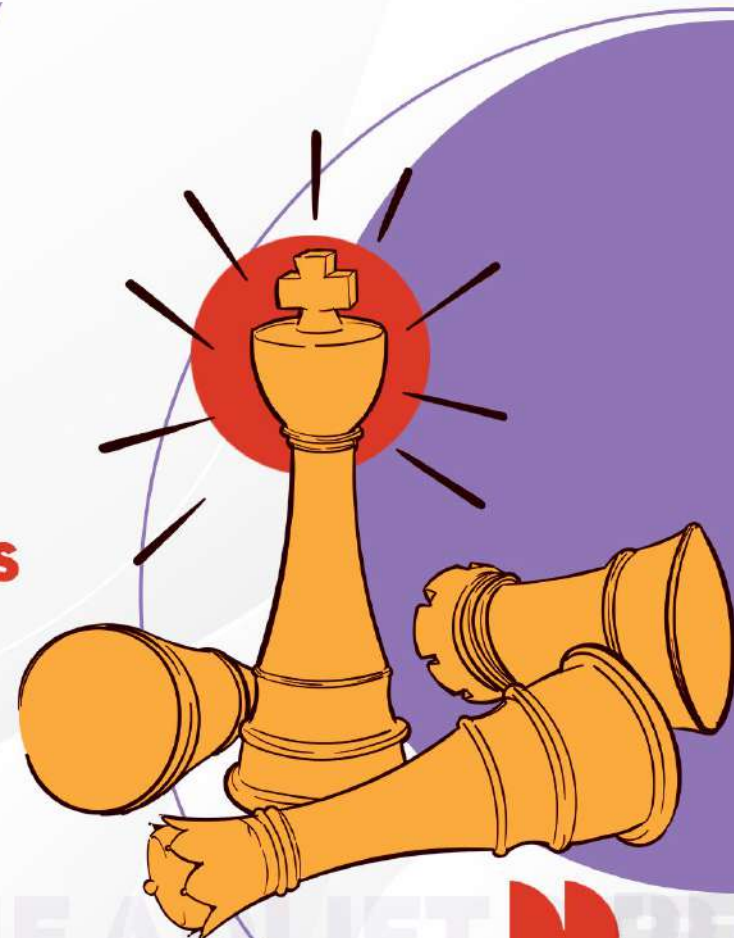
**13% Impressions**  
increased



**47% Traffic**  
improvement



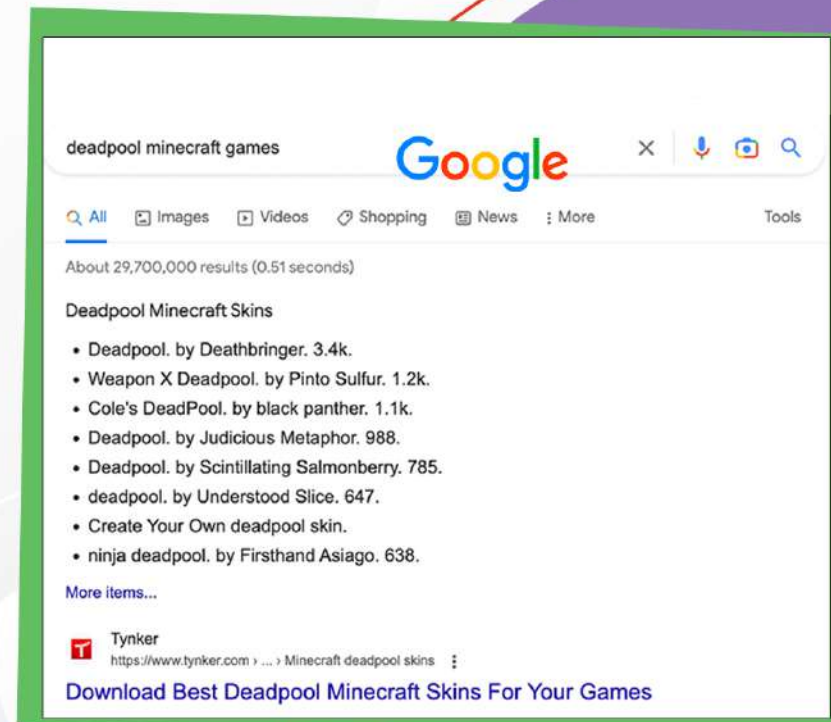
**36% User**  
improvement





# #1 PEOPLE ALSO ASK (PAA)

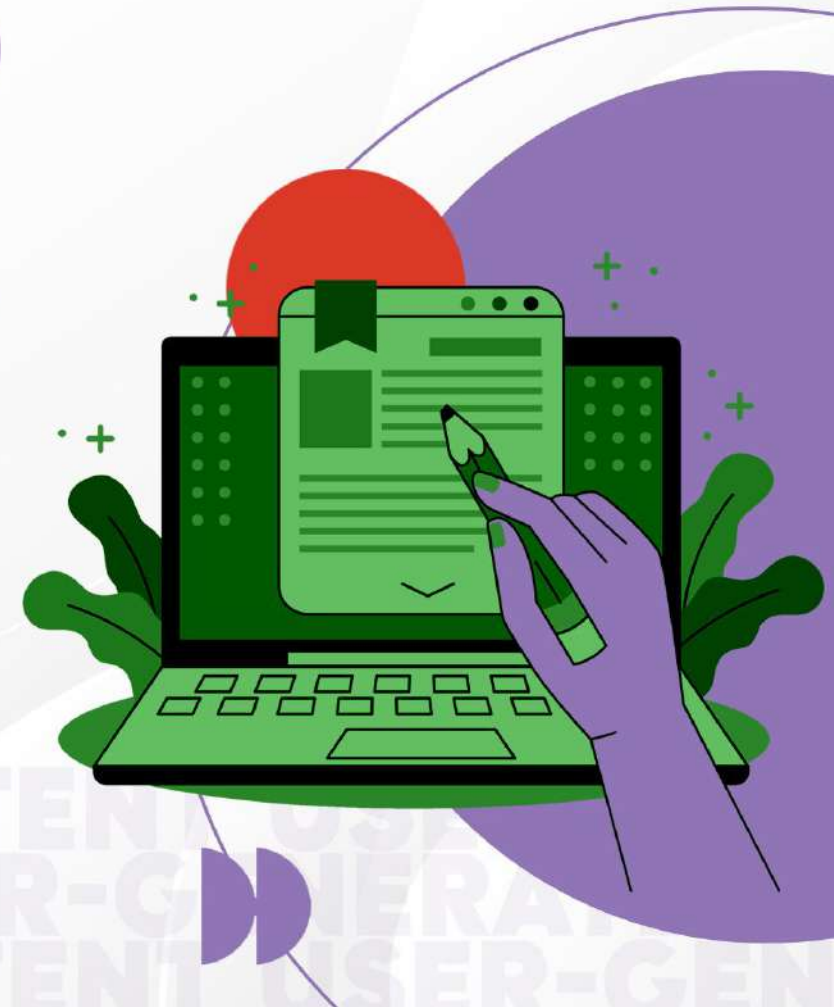
The People Also Ask (PAA) feature is a goldmine for enhancing your website's SEO. We optimised for PAA to drive long-tail traffic. After meticulously analysing and addressing the questions posed by users, we crafted targeted content that significantly enhanced organic search visibility. We incorporated relevant keywords and provided comprehensive answers to PAA queries, thereby elevating SEO rankings and attracting qualified traffic.



PEOPLE ALSO ASK (PAA)  
ALSO ASK PEOPLE ALSO ASK  
PEOPLE ALSO ASK PEOPLE ALSO ASK

## #2 USER-GENERATED CONTENT (UGC)

In this era of social proof, user-generated content emerges as an invaluable tool. By actively encouraging customers to leave reviews, provide feedback, and share their experiences, we amplified brand credibility, fostered engagement, and boosted SEO performance. We implemented creative strategies such as contests, social media campaigns, and incentivized reviews, we inspired users to generate valuable content that invited new customers and drove down acquisition costs.

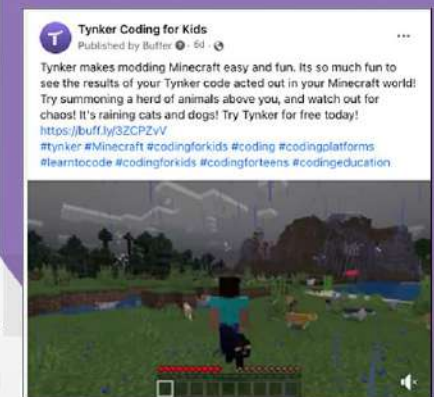


USER-GENERATED CONTENT  
GENERATED CONTENT USER-GENERATED  
USER-GENERATED CONTENT USER-GEN



## #3 DIGITAL PR

Digital PR is the secret sauce for enhancing your brand's E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness). We leveraged guest blogs, interviews, and share-worthy content and strengthened Tynker's brand authority.



## #4 SYNERGIZING PAID MEDIA & SEO

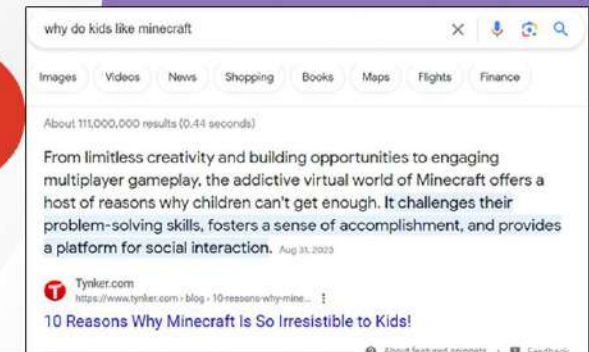
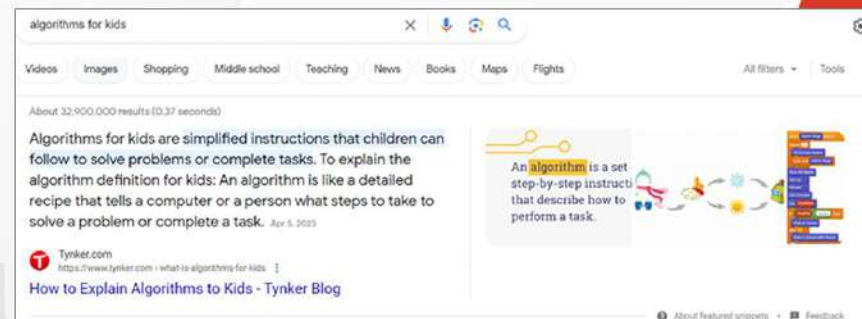
We launched a powerhouse move by Integrating paid media and SEO. This was a game changer to improve Tynker's comprehensive online presence. A Paid Media + SEO Combination ensured that the brand was visible across various channels, maximizing customer acquisition in a cost-effective manner.



SYNERGIZE PAID MEDIA & SEO  
PAID MEDIA & SEOSYNERGIZE PAID MED

# #5 FEATURED SNIPPETS

Being featured in snippets is like winning the information lottery. We optimized Tynker's content to appear in these coveted spots. This not only increased brand visibility but also established Tynker as a trusted source of information. We crafted content that succinctly answered common queries, making it easy for both users and search engines to recognize brand expertise.





# BOOST GROWTH WITH ADL↑FT

We can help you uphold a people-centric approach to foster sustainable growth. Our experts can assist you in delving deeper into SEO, and curating content that converts. We can propel your growth, economize spend, and engage your desired market.

CONTACT US TODAY

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