CASE STUDY
SEM Automation

Client	Industry	Specialization	Channel
Career FAQs	**Directory**	**Career resources**	**Organic Search (SEO)**

415%
Increase in revenue from SEO

472%
Increase in SEO traffic

667%
Increase in new users

Company

Starting off in 2005 by publishing 45 career guides for a myriad of industries, careers, and occupations, Career FAQs has evolved into a global careers site, with more than 12 million people using their vast pool of career resources, making Career FAQs Australia's #1 careers and course search website.

The Challenge

As expected in the career resources industry, Career FAQs was facing seemingly overwhelming competition from incumbent educational and governmental institutions, whose .edu and .gov websites are inherently better positioned in organic search results due to their high domain authority. This strong competition left Career FAQs with a monumental task of trying to grab a foothold in the market and getting meaningful organic traffic that would convert into leads.

Our Solution

By targeting long tail keywords and using LUX's unique internal link structure, Longtail UX allowed Career FAQs to circumvent strong competition and amass a tremendous amount of organic traffic that would convert into leads. Helping Career FAQs to establish itself as Australia's #1 careers and course search website, LUX was then able to begin targeting more competitive keywords to further cement Career FAQ's leading position in the career resources industry.

Book a Demo:

https://longtailux.com/book-a-demo

The Results

Through the help of LUX, Career FAQs achieved staggering numbers in organic sessions, new user sessions, conversions, and revenue. Within one year, LUX helped to increase non-brand SEO traffic by 472%, new user sessions by 667%, conversions by 412%, and SEO revenue by 415%.

Bar chart showing Sessions and New Users for LUX SEO and CFAQs - SEO
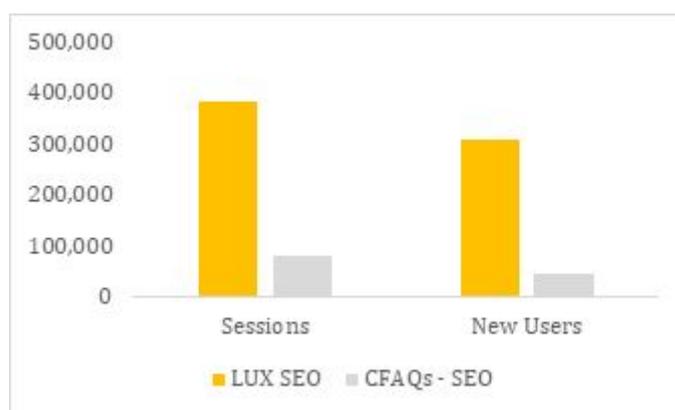
"Longtail UX delivered strong traffic and lead growth from Organic Search from day one. It now accounts for more than 30% of total lead volume and is by far our most profitable channel. Longtail UX for SEM has greatly increased the efficiency of our AdWords campaigns, boosting Conversion rates while reducing campaign management cost."

Andrea Riddell – Online Marketing Manager