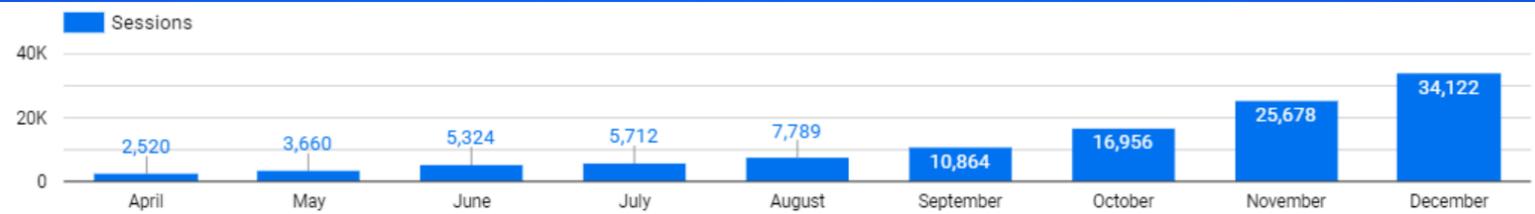# 22X growth in Organic traffic

of an EdTech brand
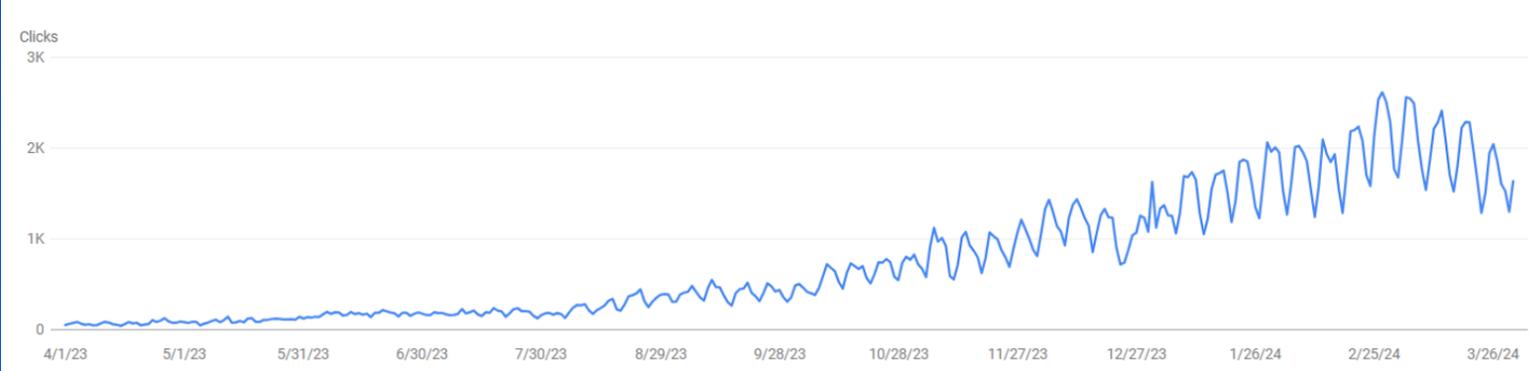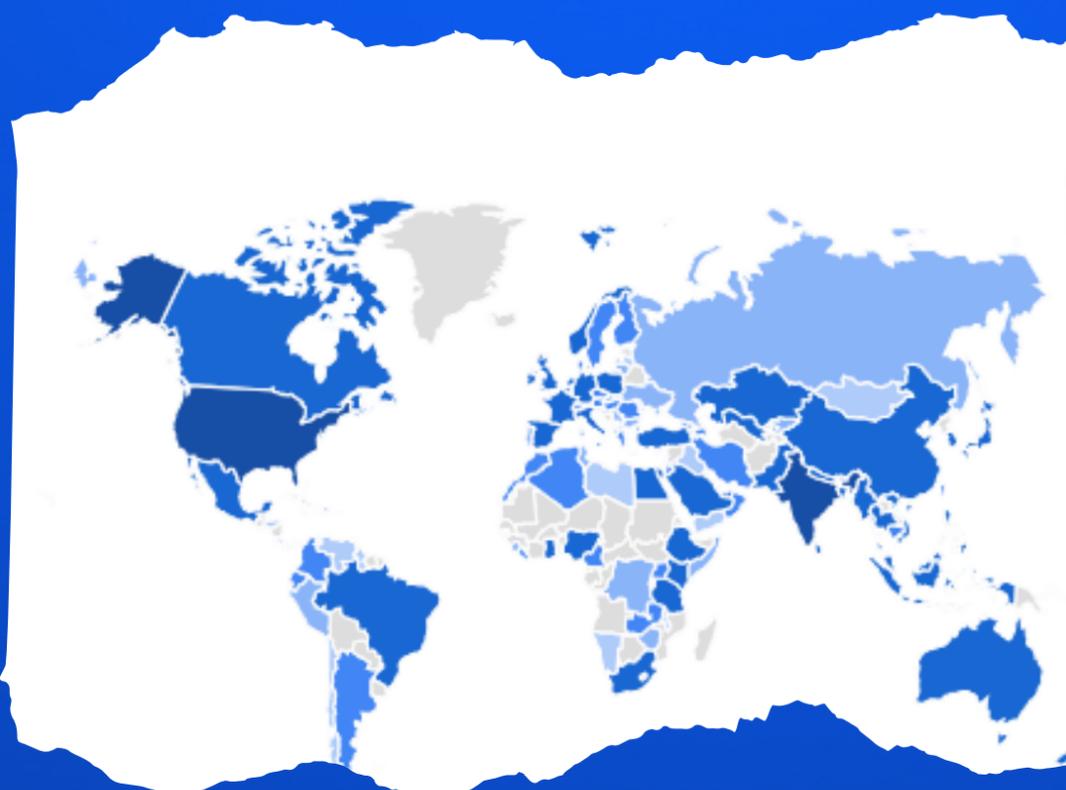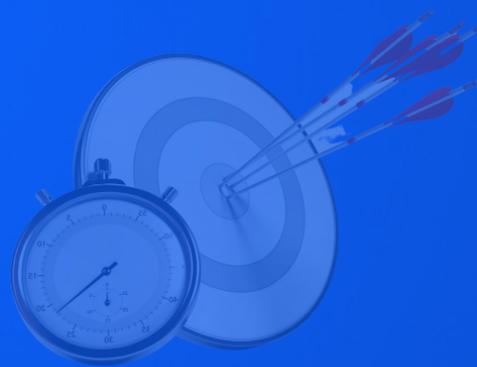
Edulyte

Growth in organic clicks (Source: Google Search Console)

Growth in organic traffic (Source: Looker studio)

Month	Sessions
April	2,520
May	3,660
June	5,324
July	5,712
August	7,789
September	10,864
October	16,956
November	25,678
December	34,122

Objective

Increase authentic traffic, boost website authority, and improve conversion rates for Edulyte, establishing it as a trusted platform for online education in Australia followed by US, UK and IN .

Challenges

- Edulyte faced the challenge of standing out in a competitive EdTech landscape to attract a genuine audience.

- Establishing a consistent flow of traffic that not only visited the platform but also engaged with the available courses and tutors.

- Edulyte sought to enhance its online credibility and visibility to establish itself as a trusted and authoritative source in the EdTech domain.

- Building a strong foundation that would not only attract users but also retain them through a compelling learning experience.

Execution

Research and Strategy Development

- Conducted comprehensive research to understand target learner demographics.

- Formulated a strategy emphasizing the creation of an A-Z glossary for English terms.
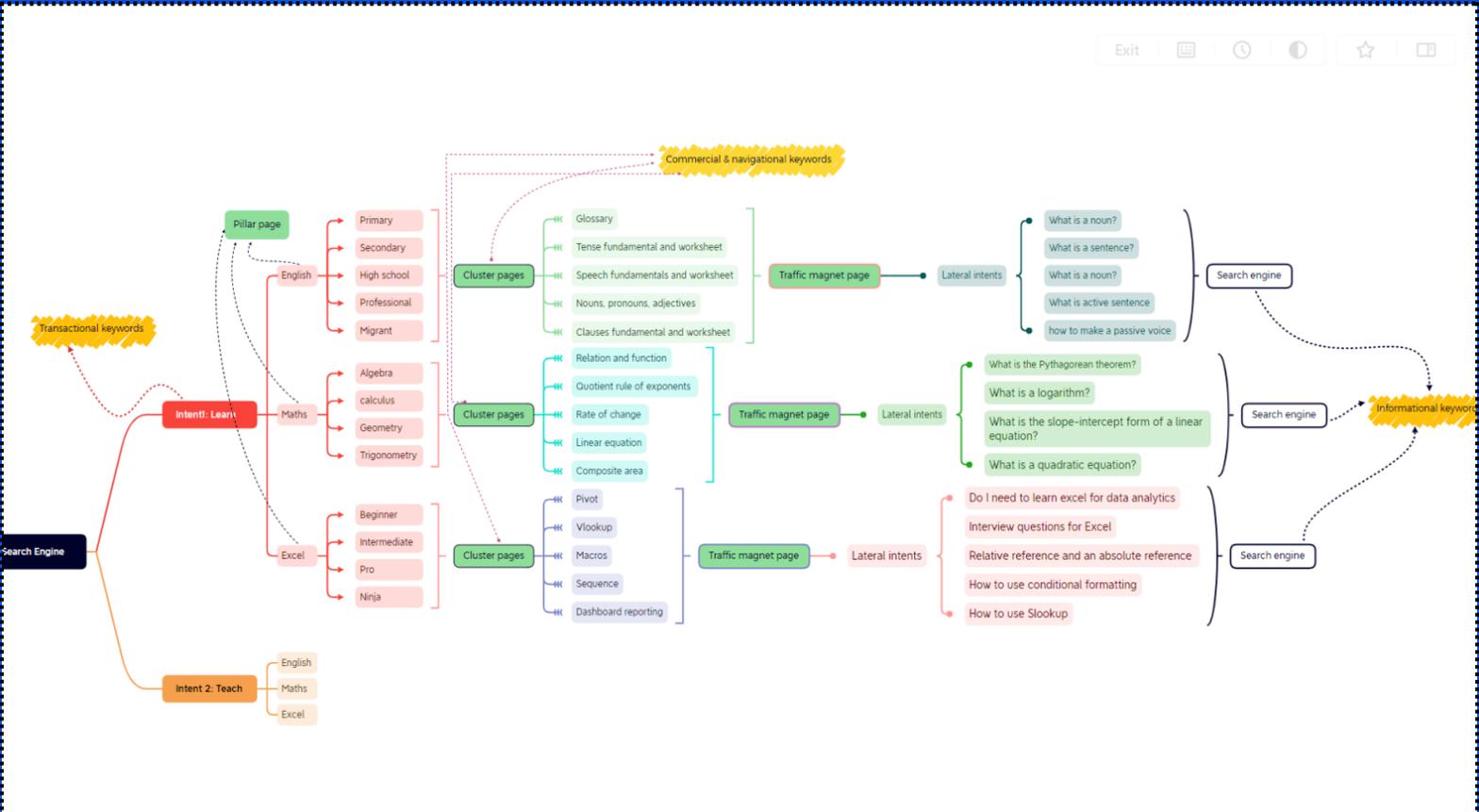
Strategy

Glossary Creation

- We discovered 250+ terms for new English pages.

- Applied the same process for Maths.

| A | B | C | D | E | F | G | H | I | L | M | N | O | P | Q | R | S | T | V | W | # |

Abbreviations	→	Active Voice	→	Adverb	→
Absolute Possessive Pronouns	→	Adjective	→	Adverb for kids	→
Abstract Noun	→	Adjective Clause	→	Adverbial Clauses	→
Accusative Case	→	Adjective for Kids	→	Adverbial Phrases	→
Acronym	→	Adjective Phrase	→	Affix	→
Active Sentence	→	Adjunct	→	Alliteration for kids	→

Glossary (Source : Edulyte's website)
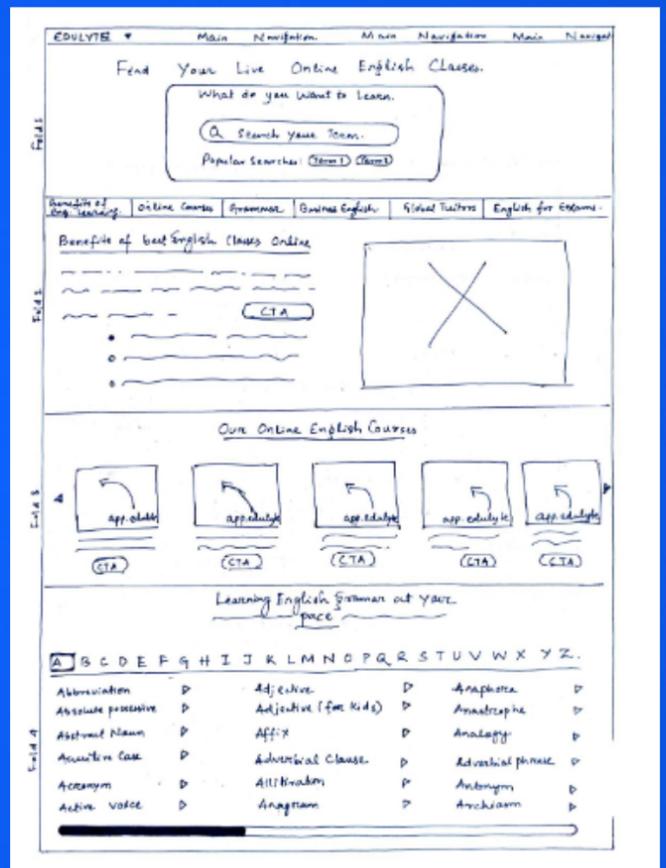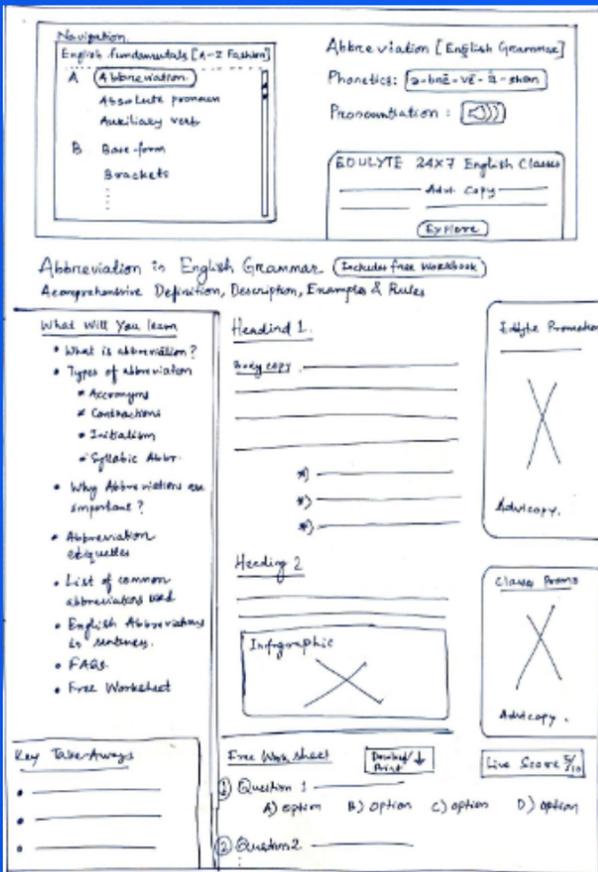
Keyword Research and Content Creation

- Conducted keyword research for new pages and optimized existing content.

- Created high-quality, optimized content based on the identified keywords.
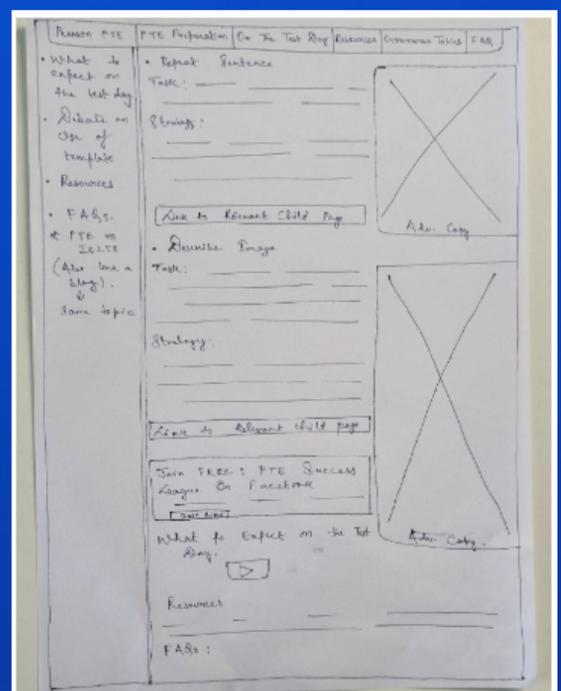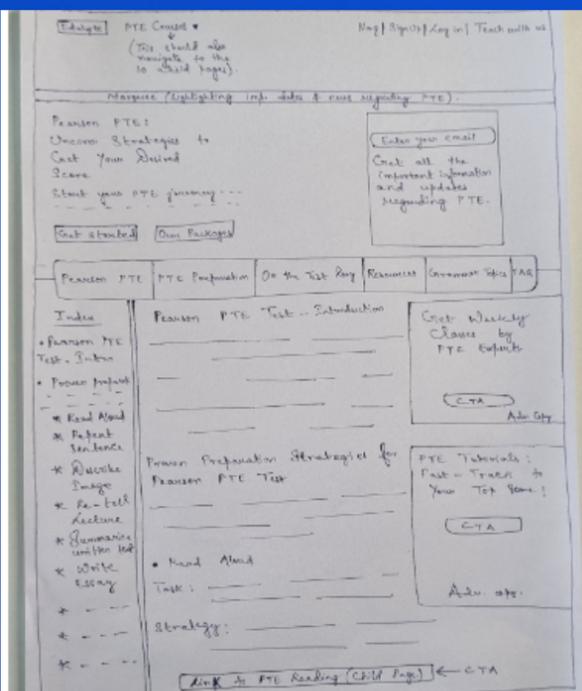
Wireframes for New Pages

- Developed wireframes for new pages, ensuring a user-friendly and intuitive design.

Wireframes for glossary pages

Blog Creation and Optimization

- Generated new blog content for the PTE section to enhance topical coverage.

- Optimized existing blogs to align with SEO best practices and current trends.

Wireframes for PTE

Meta Title and Description Optimization

- Optimized meta titles and descriptions for live pages to improve search engine visibility.
- Ensured alignment with relevant keywords for each page.

Off-Page SEO Implementation

- Executed off-page SEO strategies to enhance the overall online presence.
- Engaged in activities to strengthen the platform's authority beyond the website.

Backlinking Activities

- Conducted various backlinking activities to build website authority.
- Established external links from reputable sources to enhance credibility.
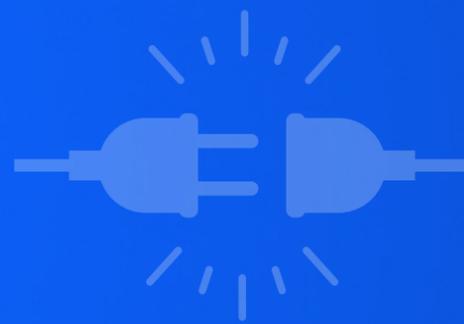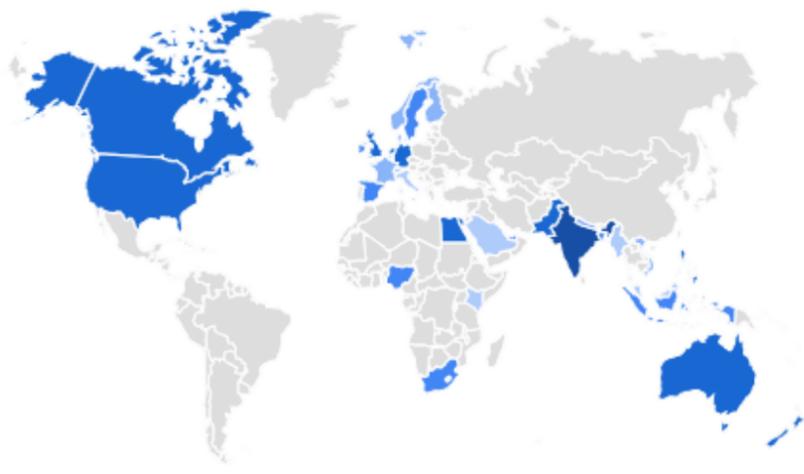
Results

22X growth in organic traffic

2500% growth in Australian traffic

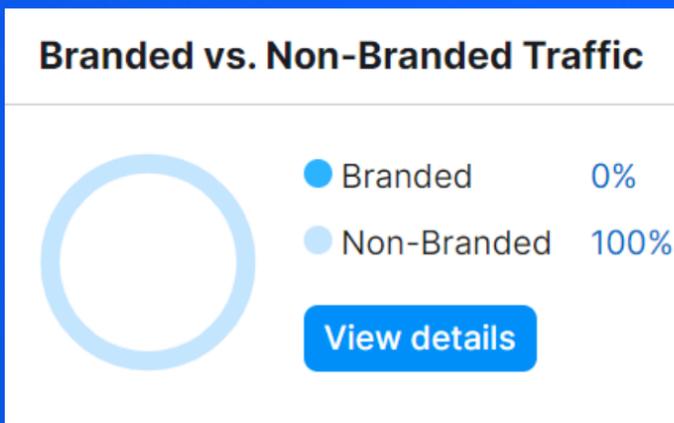**84.2%** accounts for organic search

100% non branded traffic

COUNTRY	USERS
India	6.5K
Australia	1.3K
United States	862
Philippines	626
Canada	458
New Zealand	298
Egypt	293

Traffic in Australia before Noboru entered (Source: Google Analytics)

Before vs After

Users ▾ by Country

COUNTRY	USERS
India	103K
United States	31K
Philippines	17K
Australia	15K
United Kingdom	10K
Pakistan	7.6K
Nigeria	6.8K

Traffic in Australia after SEO (Source: Google Analytics)

Branded vs. Non-Branded Traffic

Branded	0%
Non-Branded	100%

View details

100% Non-Branded traffic (Source: Semrush)

- Organic Search
- Direct
- Referral
- Organic Social
- Unassigned
- Paid Search
- Display
- Organic Shopping
- Organic Video

14.4%

82.7%
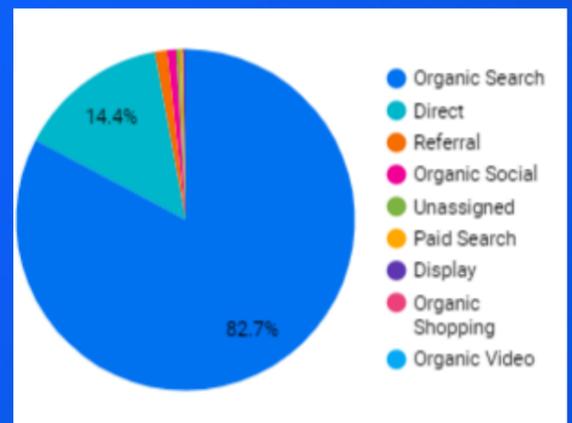
82.7% Organic Search
(Source: Looker studio)

Some top ranking pages

feminine noun	🔗	1
interrogative adverb example	🔗	1
Lexical verb example	🔗	1
nominative case example	🔗	1
lexical item	🔗	2
flat adverb	🔗	3
Lexical verb	🔗	3
nominal relative clause	🔗	3
objective personal pronoun	🔗	3
example of subjective case	🔗	3

Pages ranking on top 3 for the keywords (Source: SE Ranking)

About 1,29,00,000 results (0.46 seconds)

The primary verbs (or action words) in a sentence are known as a lexical verb. They may depict an action taken by the person or convey an emotion. Lexical Verbs example: Lexical verbs include words like "run," "laugh," "see," "think," "want," "act," "pull," "walk," "go," "make," etc.
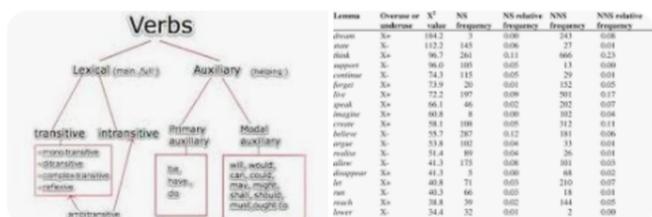
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Exploring Lexical Verbs: Definitions and Examples - Edulyte

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People also ask ⋮

What is lexical example? ⌄

What are the 10 examples of auxiliary verb? ⌄

What is modal lexical verbs? ⌄

Lexical verb ⤴

In linguistics a lexical verb or main verb is a member of an open class of verbs that includes all verbs except auxiliary verbs. Lexical verbs typically express action, state, or other predicate meaning. In contrast, auxiliary verbs express grammatical meaning. Wikipedia

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What will you learn

1. Introduction to Lexical Verbs
2. Role of Lexical Verbs in English Grammar
3. Importance of Lexical Verbs in Communication
4. Characteristics of Lexical Verbs
5. Examples of Lexical Verbs
6. Types of lexical verbs
7. Distinction Between Lexical Verbs and Auxiliary Verbs
8. Using Lexical Verbs in Sentences
9. Common Errors with Lexical Verbs
10. Key Takeaways
11. Quiz
12. Frequently Asked Questions

Introduction to Lexical Verbs

The primary verbs (or action words) in a sentence are known as a lexical verb. They may depict an action taken by the person or convey an emotion.

Lexical Verbs example:

Lexical verbs include words like "run," "laugh," "see," "think," "want," "act," "pull," "walk," "go," "make," etc.

The nighttime sky looks beautiful. The lexical verb in this sentence is "looks," which describes the subject, "the nighttime sky" as it is at the moment.

Role of Lexical Verbs in English Grammar

The primary verb in the sentence is a lexical verb. It is known as the major verb since it has a concrete and semantic meaning. All verbs, excluding auxiliary verbs, are included in lexical verbs, which are open-class verbs. The primary action that the subject is involved in is indicated by the lexical verb. While an auxiliary verb is only employed in a sentence to support a lexical verb, the sentence doesn't need to contain one. A lexical verb may be used by itself in a sentence.

Lexical verbs examples:

- You succeeded.
- He chuckled.
- They fled.
- She danced.
- He looked up the answer to my query on Google.

About 11,80,000 results (0.50 seconds)

Free morpheme examples include: **"dog," "book," "run," and "happy."** Bound Morphemes: These morphemes cannot function as independent words and need to be attached to other morphemes. Examples include prefixes like "un-" (as in "unhappy") and suffixes like "-s" (as in "dogs") and "-ing" (as in "running").

Edulyte
https://www.edulyte.com › English

1. **Understanding Free Morphemes - Edulyte**

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People also ask ⋮

What is a free morpheme word? ⌄

What are 10 examples of morphemes? ⌄

Is boy a free morpheme? ⌄

What are 5 examples of bound morphemes? ⌄

Feedback

Learn English

Abbreviations
Absolute Possessive Pronouns
Abstract Noun
Accusative Case
Acronym
Active Sentence
Active Voice
Adjective
Adjective Clause

Free Morpheme

Phonetics: friː ˈmɔːfiːm

Pronunciation: US 🔊   UK 🔊

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Beyond Boundaries: Exploring the Power of Free Morphemes

Comprehensive Definition, Description, Examples & Rules

Includes a Free Worksheet ▾