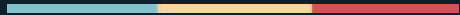


Education case studies

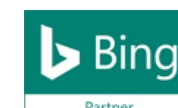


Evidence-driven search marketing

Vertical Leap is the most effective search marketing agency in the UK. We use data science and intelligent automation to analyse millions of data points, allowing us to achieve more scale than is humanly possible and make evidence-driven decisions that get results.

We are part of the Sideshow Group; an independent group of 250+ staff with eight offices across the UK.

We are a Premier Google Partner and accredited advertising partners with Facebook, Bing, eBay and Amazon.



UEA

UEA is an internationally renowned university that provides top quality academic, social and cultural facilities to over 15,000 students.

The challenge

UEA wanted to increase visibility online and drive more traffic to their website. We proposed a content-led SEO campaign to boost current content and address areas where the university had little visibility.

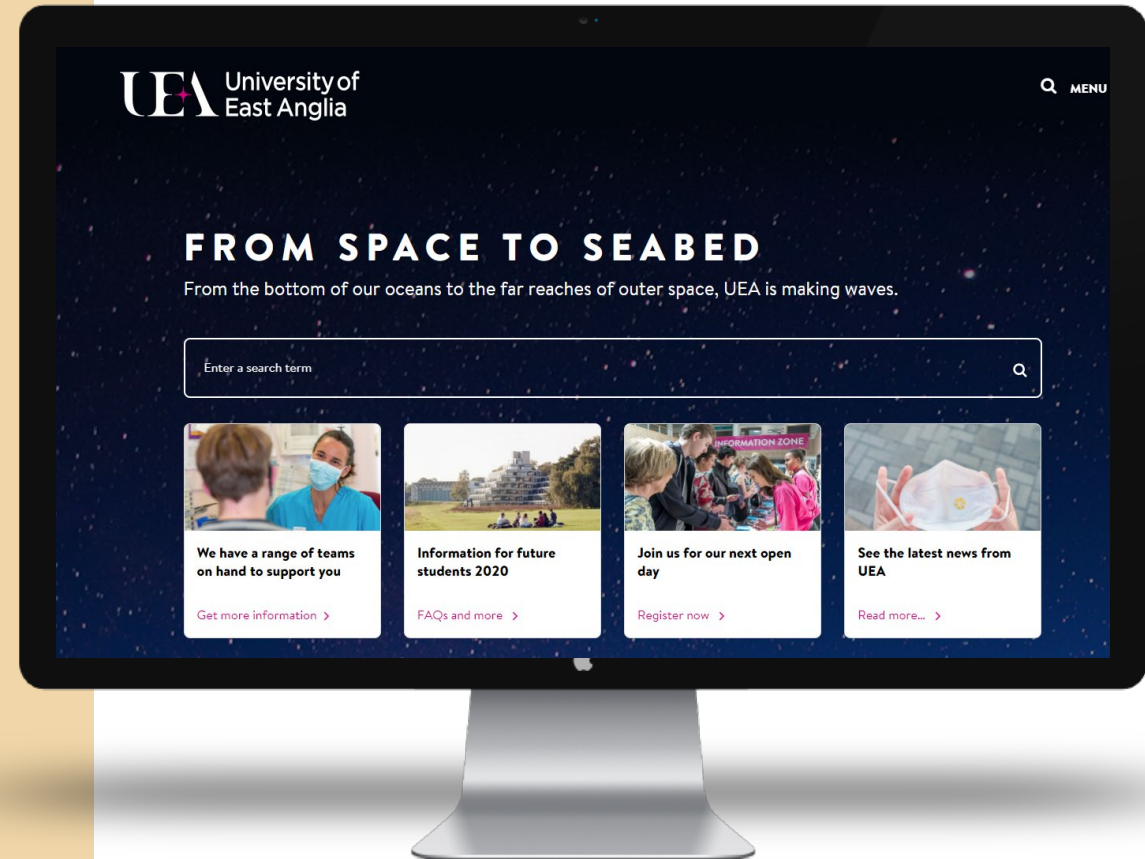
What we did

We used our software Apollo Insights to discover untapped visibility opportunities or any pages that had 'thin content'. We then created content to fill these gaps and enhance existing pages. We put together 'best practice' guides for the UEA team and educated them on effective link building approaches to ensure their efforts would continue to contribute towards SEO success in the future. We also fixed a wide range of technical issues that were preventing the site from achieving maximum visibility in Google.

Results

In the first 12 months we achieved a 48% increase in new users and a 28% increase in impressions.

48% increase in new users



UCFB

UCFB offers university degrees and executive education in the football business, sport and events industries.

The challenge

UCFB had an underperforming website that was slow, not optimised for mobile and generally in need of an overhaul. They wanted to increase visibility, traffic and conversions through the website, with a main focus on improving the visibility of the degrees and campus pages.

What we did

Ultimately, UCFB needed a brand new website. However, as an interim solution, we suggested optimising their existing site and transferring this to the new site once it was ready. We used our intelligent automation software Apollo Insights to identify a prioritised list of technical issues, improve page speed and increase visibility of their new campus page, degree pages and news section.

Result

In the first 12 months, we saw a 55% increase in traffic and an incredible 918% in organic conversions!

918%

increase in organic conversions



Chrysalis

Chrysalis is the UK's market-leading trainer in hypnotherapy and counselling courses with venues throughout the UK.

The challenge

Chrysalis wanted to increase visibility and drive traffic to their website in order to increase brochure requests for their local courses.

What we did

We proposed a content-led SEO and PPC strategy. We used Apollo Insights to discover topics and keywords where Chrysalis was getting little or no visibility, and created content to fill these gaps. Our PPC team promoted this content across Google, Facebook and Bing to drive additional bottom of funnel traffic to the website. We also optimised local landing pages to increase visibility in local searches.

The result

We achieved a 285% increase (YoY) in organic news traffic through content gap activity, a 60% increase in the number of brochure requests through Google Ads and 11,000 brochure requests through Facebook advertising.



285% increase in organic news traffic

Middlesex Uni

Middlesex University needed a more efficient way to deal with the huge increase in enquiries it faces each year during clearing.

The challenge

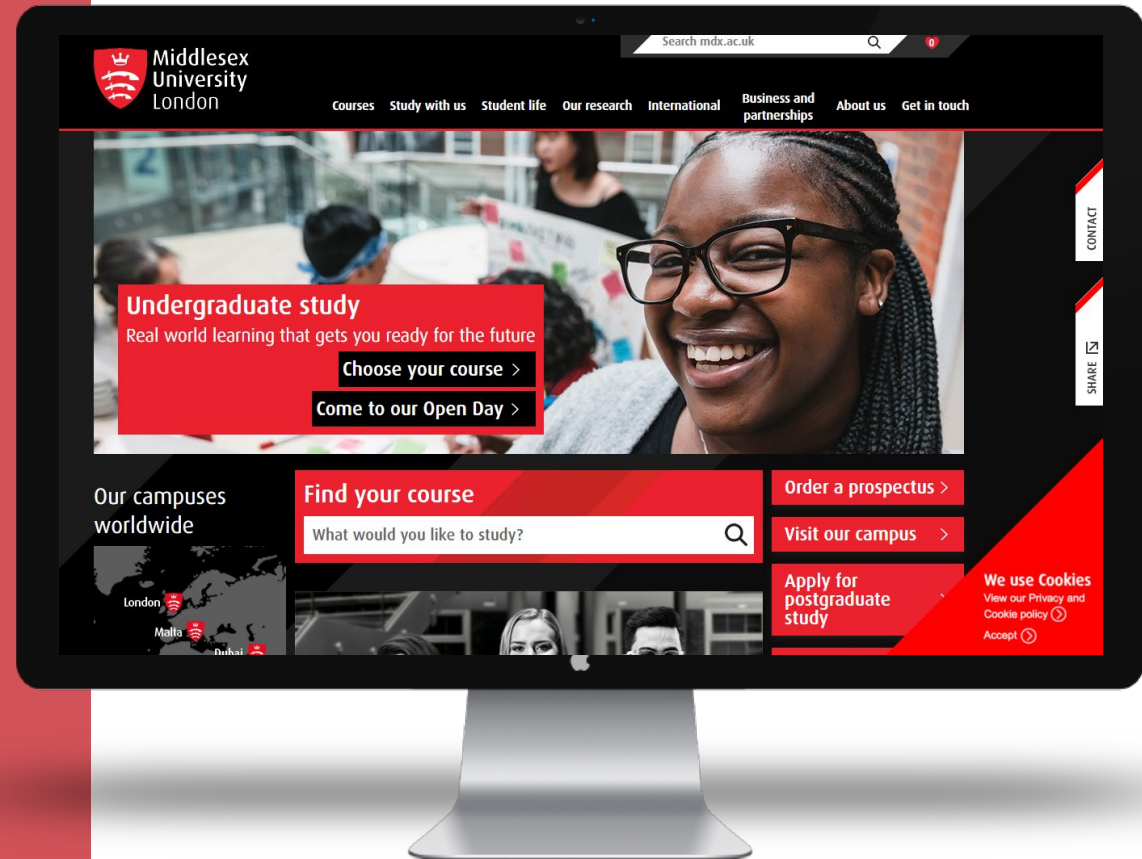
The Admissions team were struggling to keep up with the huge number of clearing applications. We suggested a chatbot, however they needed it within one week!

What we did

We drafted the user flows and, as the team wasn't sure whether or not to host the chatbot on the University Facebook account, we helped pinpoint the most suitable hosting platforms for the bot. Next was an intensive period of compatibility testing – ensuring that the bot would run smoothly across each of these platforms – and ironing out any problems we encountered.

The result

The chatbot successfully manned queries 24/7, freeing the team to tackle more demanding work. Middlesex now has a tailored chatbot it can implement on its website every year as clearing approaches, easing the administrative burden of this annual concentration of activity.



Flying Fish

Flying Fish is a maritime education provider whose website allows students to book courses directly.

The challenge

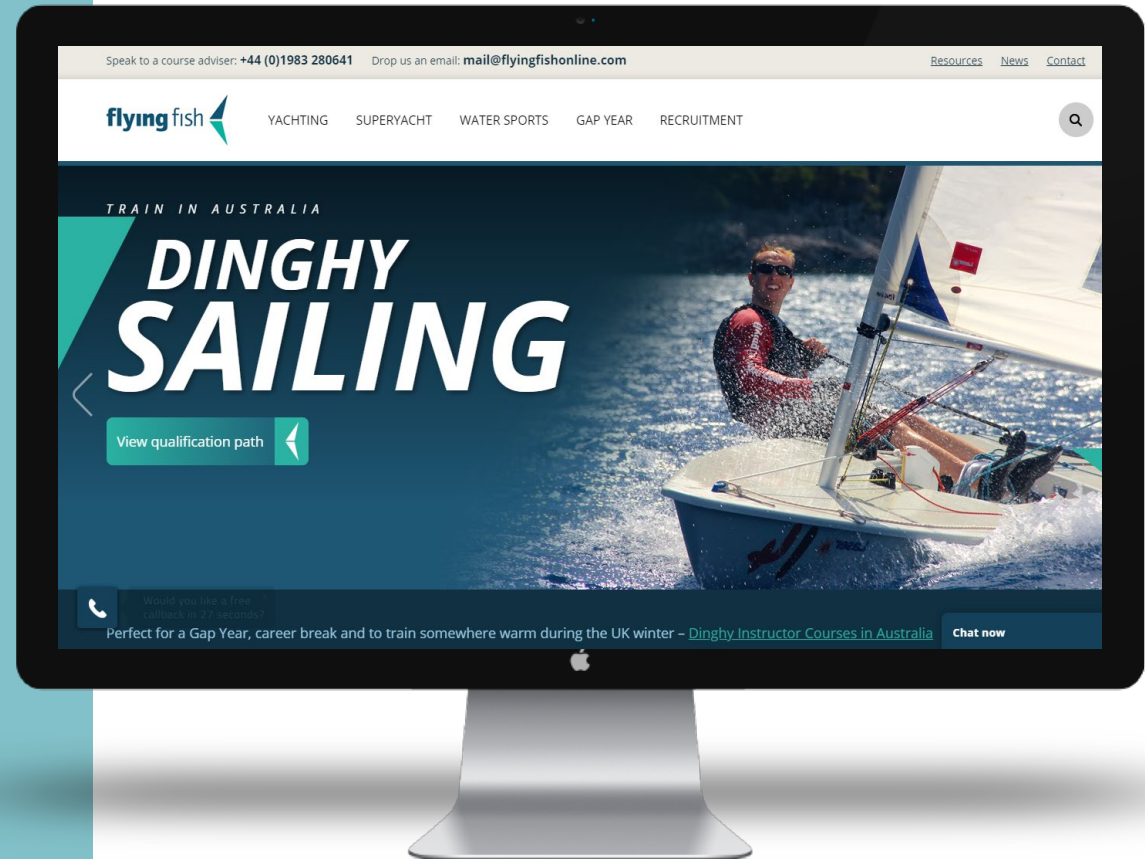
Flying Fish had an out of date and poorly maintained website that was starting to hinder new bookings. Prospective students were struggling to find what they were looking for thanks to inadequate navigation and an intermittent search function.

What we did

We delivered a multi-service action plan, including SEO, content and design. A content audit revealed that a lot of the content needed refreshing and re-organising to form new consumer paths. Meanwhile, our SEO and design teams worked on an information architecture review to identify how best to structure the new sections, producing a new site map with clearly defined user progression.

The result

Flying Fish started taking course bookings through its restructured website less than a week after it was relaunched - something it hadn't been able to do for months.



CIPP

The Chartered Institute of Payroll Professions (CIPP) has provided over forty years of resources, news and training to payroll and pensions professionals in the UK.

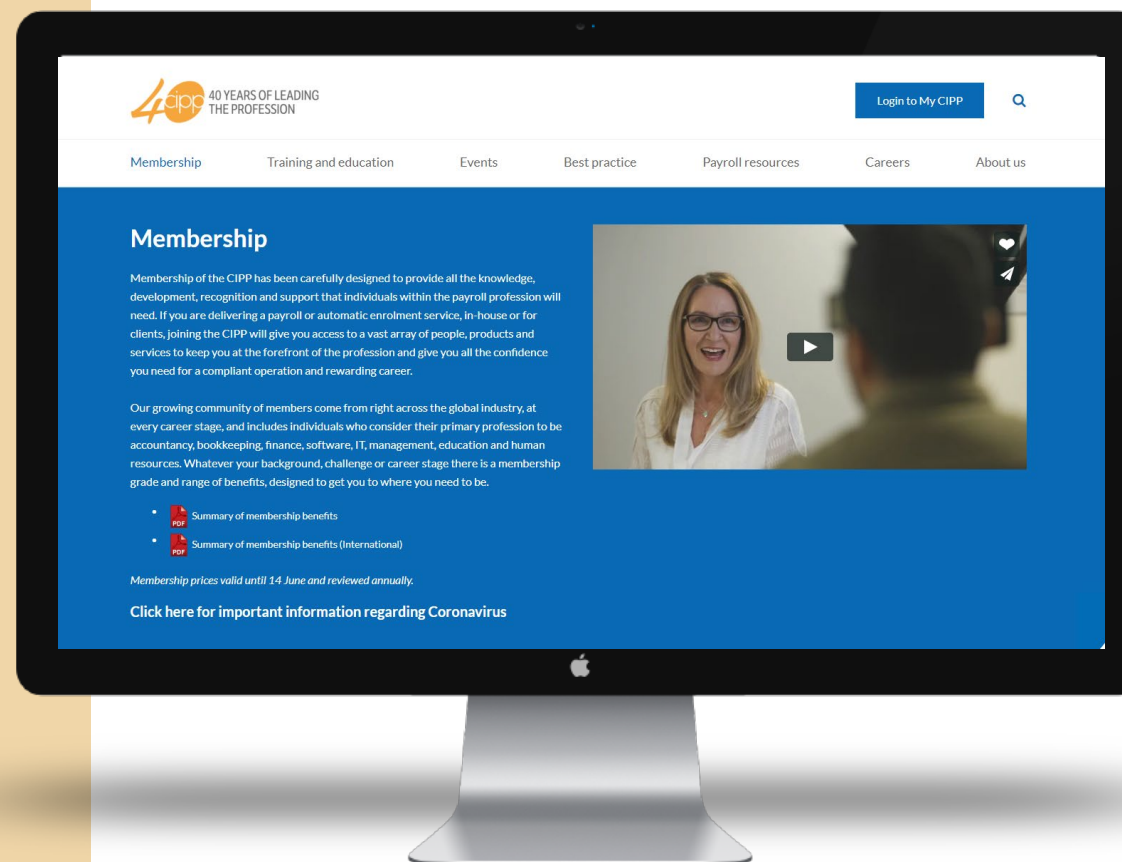
What we do

We have enjoyed a successful relationship with the CIPP for over 13 years. The objective of their SEO campaign has always been to encourage more member registrations and participants on training courses. Our strategy is to ensure the website features highly-relevant pages covering core keywords, fix technical impediments, and to create bespoke tracking to monitor when objectives have been met.

Results

Recent results comparing June 2020 vs June 2019 include an 18% increase in visibility for the keyword 'payroll courses', and a 162% increase in clicks on the 'book now' button year-on-year.

18% increase in visibility for one of their most important keywords (YoY)



A bit more info about us

The Sideshow Group



SIDESHOW

Strategy, creative and
technology with a
can-do attitude

SEARCH AND DIGITAL FROM
**VERTICAL
LEAP**
EST. 2001

Evidence-driven search
marketing powered by
intelligent automation

Bunnyfoot

UX research and strategy,
usability testing and
service design

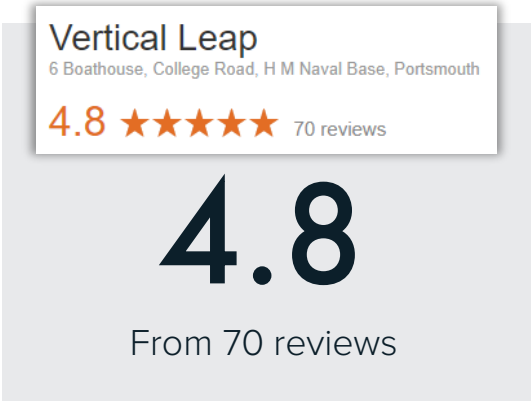
CONVERSION.

Advanced data-driven
experimentation

THINKINGJUICE

Integrated
brand marketing

Fast facts



Our core services



SEO

Operates at a scale that is 4x the capability of our nearest competitor.



PPC

Google-certified specialists using automation and data science.



Data Science

Large-scale analysis and needle-in-a-haystack insights.



CRO

Data-driven improvements to enhance your digital products.



Design & Build

Decisions powered by data and user experience.



Content Marketing

Optimised and strategic content for your target audience.

Apollo Insights

Apollo Insights is Vertical Leap's intelligent automation technology that programmatically identifies threats and opportunities in your search marketing campaigns.

It does so at a scale that would be impossible to do manually and produces actionable insights from the vast quantities of data that we harvest and refine using sophisticated algorithms and machine learning.

This liberates our specialists from thousands of hours of manual tasks, enabling them to focus more on campaign strategy and creativity.

Depth and scale beyond human capability

- 3 million websites
- 20 million words
- 120 million pages
- 1.8 million social profiles





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