

Educational Theatre Association's Open Online Community Boosts SEO

EdTA's online community is open to the public, which positions it as both a key member benefit and an invaluable content-generating machine to improve their search engine optimization (SEO).

OPPORTUNITY

Before launching its Higher Logic community in 2014, the Educational Theatre Association (EdTA), a professional association for theatre educators, wasn't ranking highly in search results, limiting its digital exposure as a thought leader to existing and prospective members.

RESULT

When it launched, EdTA opened the Theatre Education Community to its members and anyone who wanted to join or visit. Doing this not only created a buzzing, invaluable environment for educators, but boosted organic search traffic enormously. Out of 13K active community members, 7K are not members of EdTA. The amount of quality of user-generated content, all of which is indexed and ranked in Google, has increased the number of organic keywords schooltheatre.org ranks for, boosted monthly clicks, and improved the site's position in search results.

"One of my goals is to expand our audience and bring more traffic to our website, and the community is a really critical tool in helping us do that, in a way that no amount of marketing can do."

ALLISON DOLAN
Chief Content Officer, EdTA



KEY STATS

- ➔ **+1400%** organic keywords
- ➔ **+309%** monthly SEO clicks
- ➔ **+900%** increase in ranking

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AMS: Euclid - ClearVantage
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DID YOU KNOW?

If you search for a "musical with female leads," a discussion from the Theatre Education Community pops up as a top result.

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Now, EdTA's engaged membership, combined with its open community, has boosted the association in search, vastly increasing traffic and establishing it as a key leader in the theatre field.

➔ **WATCH THE VIDEO**