**A black and white logo

AI-generated content may be incorrect.**

**Individual Assessment   
SEO Research Report: Immigration Pathways**

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**Introduction**

**Objective:**

For this Business Challenge we will be working with Immigration Pathways. A startup that uses AI to help people in the U.S. to legally migrate connecting them to visa opportunities. As students from Marketing and Analytics, we will be creating an SEO campaign for the startup. By looking at other effective SEO campaigns and tools that have been proven for the U.S. market, we will make data-driven decisions to engage with the right audience and improve visibility and engagement. It is important to have a good SEO strategy as marketeers to achieve success in the long term and for Immigration Pathways to improve their search engine keywords for more traffic. (AIOSEO, 2025).

**Successful SEO Campaigns Research Phase**

1. **Flyhomes (Real Estate) – Content Expansion**

Increased traffic by 10,737% in just 3 months. Expanded from 10K pages to 425K pages. 55.5% of site traffic from cost-of-living guides.

Key Strategies:

Massive Content Expansion: Created thousands of housing-related guides and focused on cost-of-living guides to attract high-intent users.

Data-Driven Keyword Targeting: Conducted extensive keyword research to identify ranking opportunities and targeted long-tail keywords relevant to real estate queries.

Automated SEO Tools: Utilized automation for efficient content production and SEO optimization (AIOSEO, 2025)

1. **Brainly (Education) – User-Generated Content**

522% YoY growth in organic traffic, tripled keyword rankings by leveraging user-generated content, and created over 2M question landing pages indexed by search engines.

Key Strategies:

User-Generated Content (UGC) that allowed users to post questions and answers, creating valuable educational content. Each question became a unique landing page, contributing to vast content growth.

Long-Tail Keyword Targeting: Focused on long-tail, question-based keywords to drive qualified traffic and improved visibility and click-through rates by ranking in People Also Ask (PAA) boxes. (AIOSEO, 2025)

1. **ZOE (Mobile App) – Image SEO**

754% organic growth in 6 months, 72.1K image snippets displayed in Google SERPs, and improved brand visibility with image SEO.

Key Strategies:

Image SEO Optimization: Using descriptive alt text, keyword-rich file names, and informative title tags. Also, they focused on optimizing images for both users and search engines.

Enhanced SERP Features achieving image snippets next to search results, increasing click-through rates.

E-E-A-T Signals: Enhanced Expertise, Experience, Authority, and Trust by including author bios building credibility by showcasing expert contributors and nutritional coaches. (AIOSEO, 2025)

1. **GameChampions (Esports) – Blog Content Strategy**

10,015% YoY growth in organic traffic. Blog posts contributed 55.8% of all U.S. traffic and 133.3K keyword rankings achieved with optimized blog content.

Key Strategies:

Blog Content Expansion: Published high-quality, user-centric blog posts aligned with gamer interests and focused on gaming tips, tournament news, and strategy guides.

Interactive and Engaging Content: Created interactive content like quizzes and polls to engage users.

SEO-Optimized Structure: They used effective on-page SEO techniques, including keyword-rich headers, meta descriptions, and internal linking. (AIOSEO, 2025)

1. **Adecco (Workforce Solutions) – Domain Consolidation**

381% growth in organic traffic within 3 months and enhanced international visibility by unifying online presence.

Key Strategies:

Domain Consolidation: Merged country-specific domains (e.g., Canada and USA) into a global top-level domain and implemented 301 redirects to preserve SEO equity and link value.

Localized Content Strategy: Created localized landing pages to cater to regional audiences.

Technical SEO Optimization: Ensured seamless migration with no traffic loss by maintaining URL structure and internal linking. (AIOSEO, 2025)

1. **Nike – Product Pages and Keywords**

Ranked highly for competitive product-related keywords and improved visibility for non-branded search terms.

Key Strategies:

Product Page Optimization: Integrating relevant keywords into product descriptions, URLs, headings, and body copy. They used clear and descriptive product names in URLs to enhance search relevance.

Informational Content and FAQs: Created detailed FAQ sections and informational articles to support product pages and enhanced keyword targeting and improved user engagement. (SEO.com, 2024).

1. **Taylor Swift – Schema Markup**

Improved visibility in SERPs with rich snippets and enhanced user engagement with structured event information.

Key Strategies:

Schema Markup Implementation: They used Music Event markup to highlight upcoming tour stops and provided search engines with more context, leading to higher organic rankings.

Enhanced SERP Appearance: Displayed event details directly in search results, increasing click-through rates. (SEO.com, 2024).

1. **Starbucks – UX and Images**

Improved on-page SEO through optimized images and user-centric design and enhanced brand engagement and conversion rates.

Key Strategies:

User Experience Optimization: Designed a seamless and intuitive user interface for better navigation and used high-quality images with descriptive alt text for accessibility and SEO.

On-Page SEO Enhancement: Optimized images to improve page loading speed and integrated images with relevant keywords for better content relevance. (SEO.com, 2024).

1. **Nerdwallet – Backlink Acquisition**

Acquired over 5000 backlinks from 1000 unique domains and boosted domain authority and search engine rankings.

Key Strategies:

Interactive and Useful Content: Developed interactive tools like cost of living calculators to attract backlinks and created data-driven content appealing to a broad audience for shareability.

Targeted Outreach and Link Building: Engaged in strategic outreach to authoritative sites like Wikipedia, Salesforce, and Yale.Also, they secured backlinks from reputable domains, enhancing domain authority. (SEO.com, 2024).

1. **ULTA – Navigation Optimization**

Improved site navigation enhanced user experience and SEO and increased session duration and reduced bounce rates.

Key Strategies:

Seamless Navigation Design: Designed a clean navigation bar for easy access to main sections and implemented dropdown menus to organize subcategories clearly.

Breadcrumb Navigation: Utilized breadcrumb navigation to help users navigate back and forth easily and improved internal linking structure for better crawlability. (SEO.com, 2024).

1. **Canva – Programmatic SEO**

Ranked for high-volume searches like “business card template.” And scaled content creation for thousands of template-related keywords.

Key Strategies:

Programmatic Content Generation:Created dynamic content for different templates (e.g., business cards, resumes). Also, they scaled keyword targeting by generating multiple landing pages programmatically.

Technical SEO Optimization: Structured URLs and internal links for better crawlability and maintained consistency in meta tags and on-page SEO elements. (SEO.com, 2024).

**Key Success Factors**

Most of the campaigns that were successful had a few things in common like they were using high quality content. Not only when it comes to video and image quality but also you can deliver high quality content by the value of well-structured content that is concise and appealing for your specific target audience. The information needs to be delivered in a way the audience can understand it and its important to use titles and subheadings to break down the content into smaller sections. (Mohapatra, 2020).

Another thing that has been successful is the correct use of keywords in URLs, Title Tags, Meta Descriptions, and H1 Tags for enhanced search visibility. Internal linking is always helpful to improve site structure and navigation. Finally, images are engaging so must include at least one image for accessibility and SEO. Mohapatra, 2020).

To conclude, user experience is the most important tool and it needs to be directed to the right target audience by designing a mobile-friendly website with intuitive navigation and fast-loading pages focusing on clear navigation and interactive elements to improve engagement. (SEO.com, 2024).

**Analytics Tools**

Google Analytics are essential for tracking website performance and user behavior

Google Search Console provides insights into search performance and technical SEO issues

**Key SEO Best Practices for Immigration Pathways**

For Immigration Pathways, it could be a possibility that we can use tools like Screaming Frog and SEMrush Site Audit to find and fix technical issues. Some of the things we can control would be like broken links and slow site speed. It could also optimize meta descriptions, title tags, and headers to get the right keywords, while making sure the site is mobile-friendly and secure. (Fırat, n.d.).

When it comes to keyword, tools like SEMrush, Ahrefs, and Google Keyword Planner are great for finding immigration related keywords like “US visa application process”, “Work visa requirements” and “Immigration lawyer consultations.” The trick is to focus on long-tail keywords that attract highly relevant visitors who are more likely to convert. It was clear how long tail keywords helped success in some of these SEO campaigns mentioned before.

For the Content Strategy, blog posts and guides can help with common immigration questions. It’s also smart to build location-specific landing pages for states and cities where demand is high. Using topic clusters and linking relevant content internally makes the user experience smoother and keeps people on the site longer. This approach not only helps visitors find what they need but also makes the website more appealing to search engines. AIOSEO, 2025).

4. Conclusion

By analyzing successful SEO campaigns and implementing key success factors, Immigration Pathways can build a robust SEO strategy that drives organic growth and improves search engine rankings.

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