



CASE STUDY

OCEAN FOUNDATION GROWS DONATIONS WITH HUCKABUY

THE OCEAN FOUNDATION

“Huckabuy’s pro-bono service helped us create an organic search channel that attracted new donors and raised more donations for ocean conservation.”

- Jarrod Curry, Senior Marketing Manager

THE CHALLENGE

Establishing an Organic Search Channel

The Ocean Foundation is a nonprofit organization focused on reversing the trend of destruction of ocean environments around the world. Competing against nonprofits with strong brand recognition for organic search visibility proved to be a daunting challenge.

In addition, they were ranking for suboptimal keywords driving non-donor traffic, such as student researchers, to the website. Their marketing team was looking for a solution to grow the channel and increase discoverability among potential donors, but lacked additional resources to do SEO in-house.

THE SOLUTION

Huckabuy SEO Software

Huckabuy created a competitive advantage in the organic search channel for the Ocean Foundation.

It’s automated structured data software enabled new keyword associations connected to their initiatives and subsequently improved rankings.

Additionally, the customer success team made recommendations that optimized landing pages to funnel more donors to the website and increase contributions.

THE RESULT

INCREASED ENGAGEMENT AND GOAL COMPLETIONS

The Ocean Foundation implemented Huckabuy software in April 2019.

Over just 2 months, organic ranking keywords increased 75%, organic impressions increased 1632%, and organic clicks increased 802%.

Through the organic search channel during the partnership period, there was a 36% increase in completions for the core donate goal compared to the previous period.

