

# AN SEO CONTENT STRATEGY FOR A LEADING NON-PROFIT

**Client:** Comic Relief / Red Nose Day

**Industry:** Non-profit, social & economic justice issues

[www.comicrelief.org](http://www.comicrelief.org)

[www.rednoseday.org](http://www.rednoseday.org)



## **damolade team:**

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Content Strategy & Copywriting

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## GOALS

Comic Relief started Red Nose Day in the UK, but now the fundraising campaign is operated as two separate entities on both sides of the pond. When the US-based organization met with damolade in 2018, the Digital Director, Mitch Hansen was concerned with the site's organic visibility. RedNoseDay.org wasn't ranking on the first page of search engine results. So they asked for help developing a strategy to develop the organization's On-page SEO, Technical SEO, and improving overall search engine positions and technical performance.

**"When we started, rednoseday.org only ranked for brand terms.** Meaning, people who already knew about the charity were searching for their website," said Danielle Devereux, chief SEO strategist at damolade. "Now we have a much more equitable split between branded and non-branded keywords driving traffic and goal completions on site."

## WHAT WE DID

- Developed SEO content strategy
- Enriched rich search results (structured data)
- Optimized information architecture
- On-page optimizations of existing landing pages and blog posts
- Created new pages and posts to fill content gaps
- Setup and monitored keyword position growth
- Maintained technical SEO health

## RESULTS

# 20%

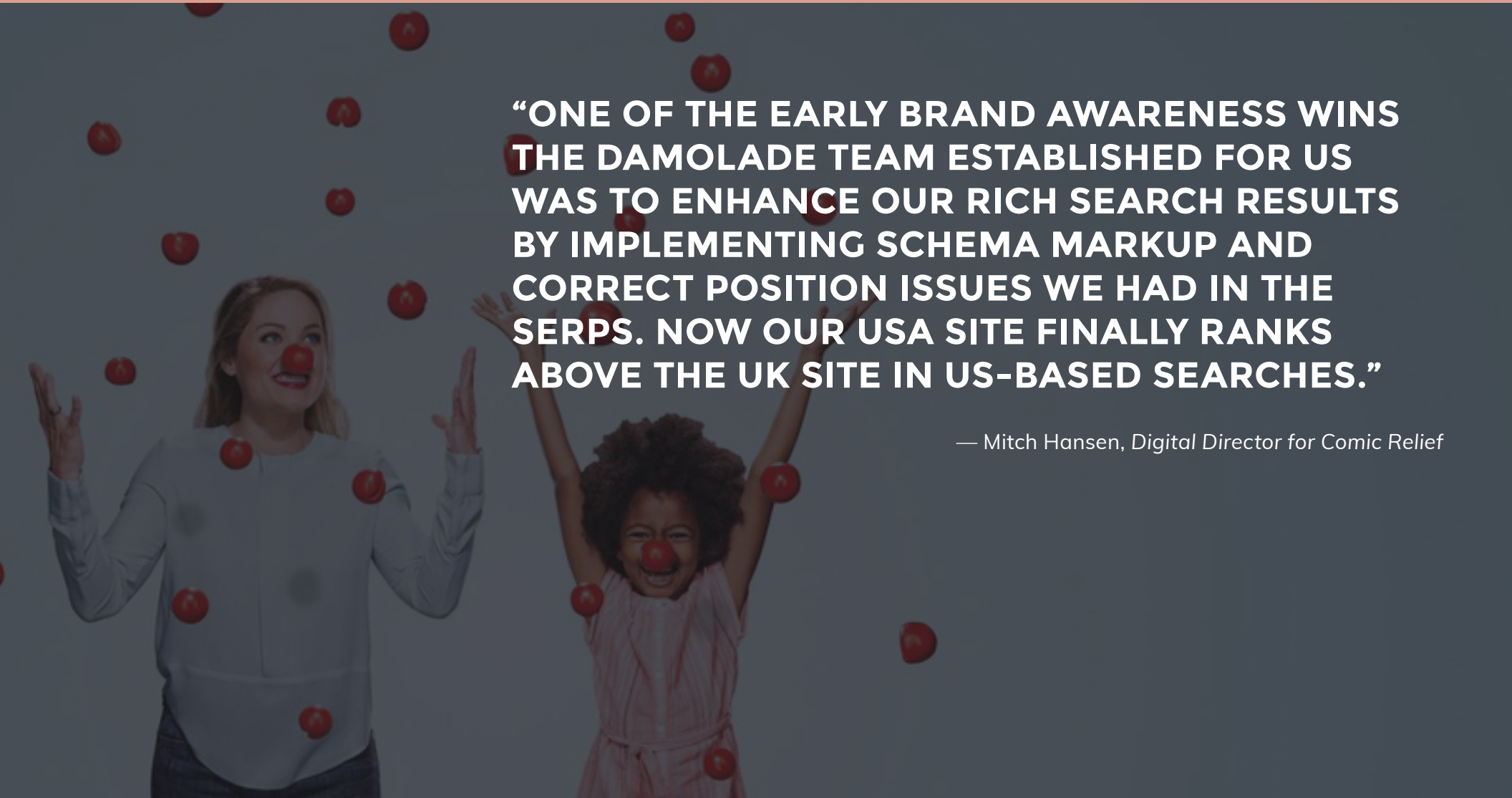
Growth in Unbranded Keywords  
Due to Increased Content Marketing

# 80%

Increase in New Users to Site  
Year Over Year

# 4%

Organic Growth of New Donor  
Contributions Year Over Year

A woman and a young girl are shown from the waist up, juggling several red tomatoes. The woman is on the left, wearing a light blue long-sleeved shirt, and the girl is on the right, wearing a pink dress. They are both smiling and looking upwards. The background is a dark grey-blue gradient with many floating red tomatoes.

**“ONE OF THE EARLY BRAND AWARENESS WINS THE DAMOLADE TEAM ESTABLISHED FOR US WAS TO ENHANCE OUR RICH SEARCH RESULTS BY IMPLEMENTING SCHEMA MARKUP AND CORRECT POSITION ISSUES WE HAD IN THE SERPS. NOW OUR USA SITE FINALLY RANKS ABOVE THE UK SITE IN US-BASED SEARCHES.”**

— Mitch Hansen, *Digital Director for Comic Relief*