

New Tech Network Stopped Chasing Educators. Now Educators Find Them.



New Tech Network

New Tech Network had a newly revised website and a mission worth amplifying, but their content wasn't aligned with what educators were actually searching for. They were **publishing without a strategy**, which meant the right people weren't finding them at all.

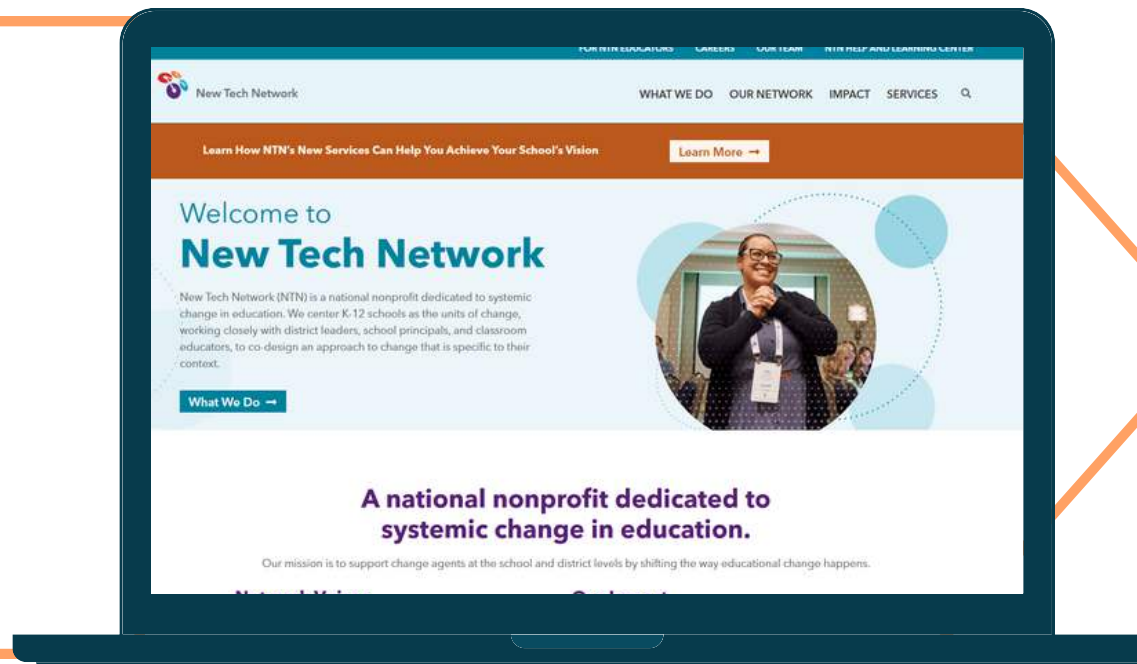
We built a content strategy around how educators actually search for resources, specifically around **project-based learning**, which turned out to be their biggest opportunity. We identified the high-value topics their audience was already Googling, restructured their existing content to align with them, and created interconnected pages that kept visitors engaged and moving deeper into the site. Regular technical audits kept the site clean and navigation-friendly.

To accelerate results, we leveraged the **Google Ad Grants program** — a free advertising resource available exclusively to nonprofits — to drive targeted traffic to their strongest pages while the organic strategy built long-term momentum.

Three years later, New Tech Network ranks at the **top of Google** for its core areas of expertise, and its website is its strongest educator acquisition tool.

How we did it:

- Content Strategy & Planning
- Keyword Research & Tracking
- AI Search Optimization
- Technical SEO Audits
- Google Ads Campaigns



"We've built a good relationship with them over these three years. They've supported us through busy seasons, staff changes, new hires, the ever-changing field of SEO, and AI gaining momentum."

KELLEY MCKAIG - DIRECTOR OF MARKETING & CONTENT ALIGNMENT | NEW TECH NETWORK

The Results

↑ **66.7%**

Increase in Newsletter Submissions

↑ **34.5%**

Increase in Organic Traffic

↑ **105.6%**

Increase in Traffic to Resource Pages