

Aquatic Conservation Non-Profit SEO Case Study





Table of Contents

- 03 About the Client
- 04 Our SEO Content Strategy
- 05 A Year of Consistent Organic Search Performance Growth
- 06 Sustained SERP Success: The Value of Long-Term SEO Content



Supporting Environmental Protection Missions Through Quality SEO Content

The Sturgeon Industry Alliance of America (SIAA) is an aquatic conservation non-profit organization that needed a new website to attract more donors and increase public awareness of its mission. They came to us in October 2023 with a non-optimized site, no keyword rankings, and created SEO content.

With critical causes protecting endangered aquatic species and their ecosystems while lobbying for a more sustainable commercial seafood production industry, they needed to strengthen their online visibility for necessary funding.

Here's how our team implemented a content strategy to improve SIAA's website's SEO performance and better support its bottom line.

Our Strategy: Purpose-Driven Blogging for Aquatic Conservation



With continuous blog creation, we revamped SIAA's SEO efforts by making the website a valuable resource for quality aquatic conservation content.



Key Content Categories:

After a website redesign, we produced monthly blogs to help increase the site's rankings, visitors, and traffic. Through keyword-rich and aquatic conservation-focused content, we prioritized posts that would make their blogs stand out with solutions to their industry challenges.



Aquaculture System Analysis

Educating audiences on aquaculture systems with realistic proposals to improve end-to-end seafood production sustainably



Endangered Species & Ecosystem Highlights

Increasing public awareness of aquatic endangered species and their ecosystems to enhance conservation efforts



Environmental Legislation Trends

Staying current on changing environmental protection laws and sharing ways to take action

Climbing the Ranks: A Year of Consistent Organic Search Performance Growth



Over the course of a year, we break down how we achieved notable organic search growth for SIAA and how each quarter performed consistently better than the last.

Q1

2024

Even after a recent site launch in Q4 2023, **four blogs were in the top 10 most viewed pages**, with the blog page bringing in the second most views and entrances. **Six out of the top 10 most clicked pages were also blogs**, demonstrating traffic and engagement acquisition from quality non-profit SEO content.

Q2

2024

Strengthening organic search performance, **eight out of the top 10 most clicked pages were blogs**. Nine out of the top 10 search queries for the site were also informational keywords from blogs we optimized, with three in the top 10 positions—showing notable ranking achievements.

Q3

2024

Building progress even more, we helped SIAA's site rank **from three to nine keywords in the top 10 positions**, which were all search queries used to optimize the blogs we created.

Q4

2024

Blogs were leading in the website's top-performing pages. Eight of the top 10 pages were blogs, bringing in **almost 800 views, over 650 users, and around 2.8K entrances**. We also increased the site's **top 10 keyword rankings from nine to 25**, resulting in more blogs on Google's first page for high-value search queries.

Q1

2025

One year later, SIAA's site performed the best it's ever done in organic search:

- **100 keywords in the top 10 positions**
- **Nine out of 10 blogs in the top 10 most clicked pages**—generating 600+ clicks and 74K impressions
- **Eight blogs were in the top 10 best-performing pages**—generating 1.4K views, 1.2K users, and 5K entrances

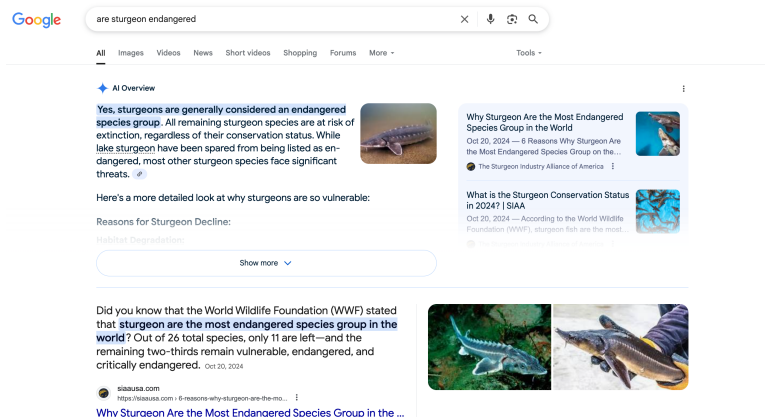
Sustained SERP Success: The Value of Long-Term SEO Content



After only a year of working together, the blogs we created still provide SIAA with long-term value today. From ranking first for high-volume non-profit keywords to several featured snippets and AI-powered overviews, we helped position SIAA as a leader in its industry and search engines.

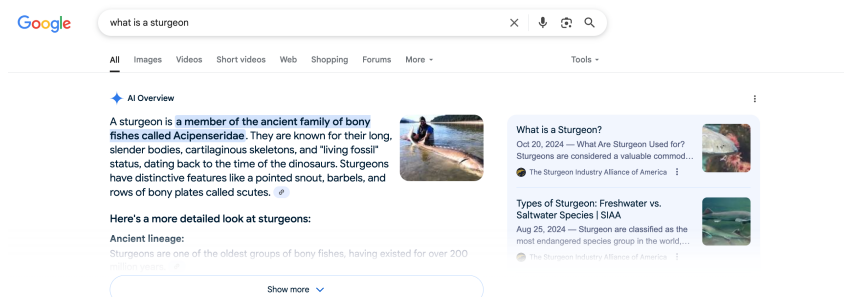
Rank #1

“are sturgeon endangered” with two blogs in the AI overview and one featured snippet:



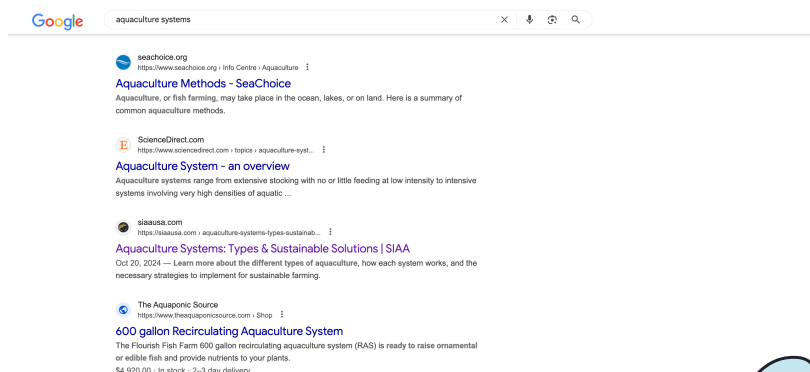
Rank #3

“what is a sturgeon” with two blogs highlighted in the AI overview:



Rank #4

“aquaculture systems” among competitive national environmental advocacy groups:





Drive More Donors with Non-Profit SEO Specialists

When your non-profit website shows up in search engines, the right people can find you and donate. SEO content is a powerful tool to grow your impact, and we can help get you there.

As a full-service digital marketing agency, we have extensive experience in all facets of SEO, including copywriters, web designers/developers, and graphic designers, to enhance your site's performance with custom marketing assets.

We also offer non-profit-focused website designs, like member account portals for donors and one-click donation features to streamline online fundraising.

Support your cause with [SEO services](#), or [connect with us](#) for help achieving your online goals today!



REACH MARKETING PRO



reachmarketingpro.com



248-568-8446



support@reachmarketingpro.com