

THE **GRIT** GROUP



**doodlelearning**

By Discovery Education

**Case Study**

# DoodleLearning Case Study

## Affordable Learning Solutions for Parents & Schools



DoodleLearning, a **D2C brand acquired by Discovery Education** in 2022, provides affordable learning solutions for parents and schools around the world.

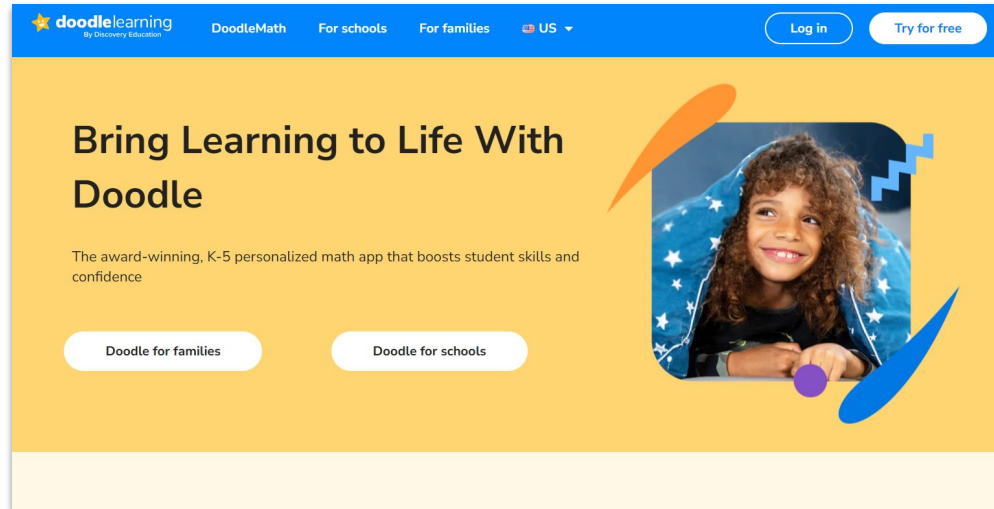
DoodleLearning creates engaging content that seamlessly fits into the home and classroom, offering **personalized learning experiences** that continually adapt to each child's strengths and weaknesses.

# Education Brand Proves the Value of SEO

DoodleLearning was established in the UK, but its **newly-launched US site needed help** growing its organic footprint

Our goal was to prove the value of SEO for the D2C business unit through:

- Organic Traffic
- Keyword Rankings



# Grit's Plan to Grow Organic Traffic in a Scalable Way



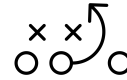
## New Content

Create new content for math and english topics that aren't covered on DoodleLearning. Target high-volume keywords DoodleLearning can realistically rank for.



## Backlink Acquisition

Create backlink acquisition targets that will naturally acquire backlinks based on the content of the article. Spread backlink authority throughout the site.



## Internal Linking

Build up internal links between pages, paying special attention to content clusters. All hub and spoke pages should link between each other.

# Sitewide Keyword Rankings

Increase in Top 10 Keyword Rankings

**2,562%**

287 → 7.5k

Increase in Total Keyword Rankings

**1,458%**

3.9k → 61.9k

## Results from Net New Content

**SEO Articles**

**70**

**Organic Search Impressions**

**3.2m**

**Organic Search Clicks**

**9k**

# Increase in Organic Search Traffic

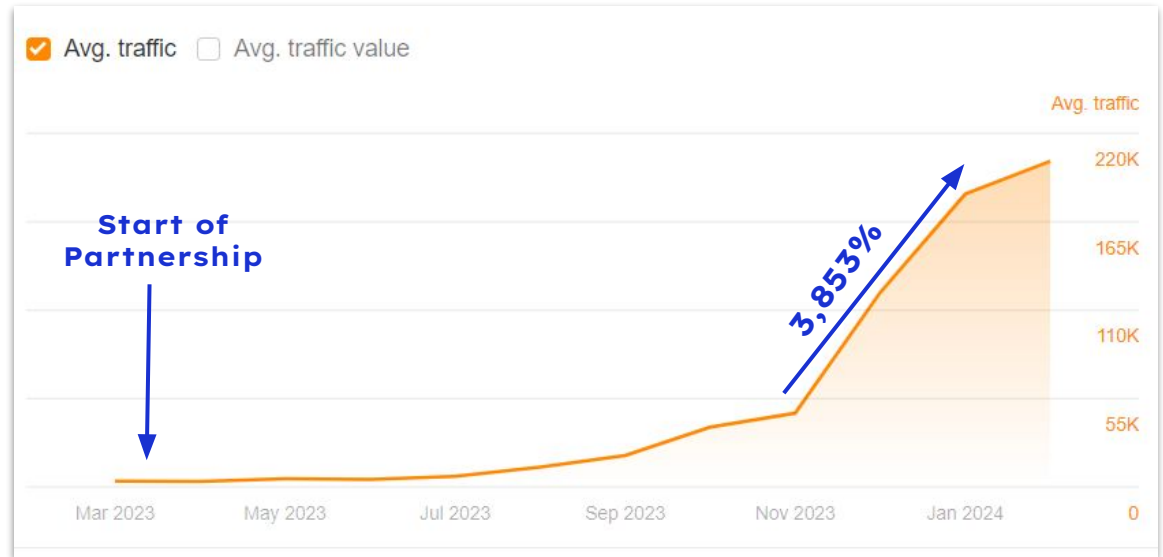
## Organic Search Traffic

Content publishing starting in June 2023 and took a few months to gain traction.

Organic search traffic increased from ~5k in May 2023 to ~202k in February 2024, achieving the sought after hockey stick graph of organic traffic.

## Total Increase

# +3,853%



Source: Ahrefs



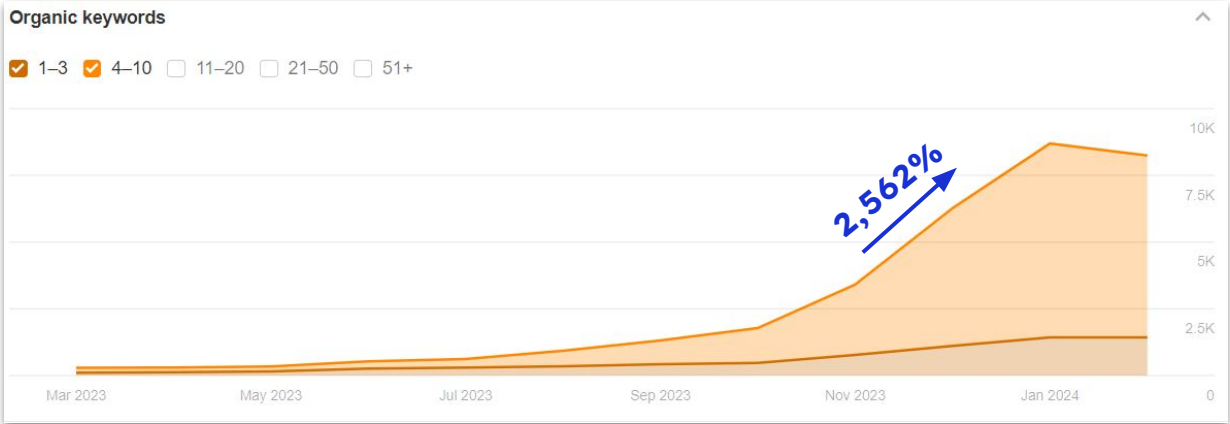
# Increase in 1st Page Rankings

## 1st Page Keyword Rankings

First page rankings increased from ~300 in May 2023 to ~7.5k in February 2024.

Total Increase

**2,562%**



Source: Ahrefs

# Increase in Referring Domains

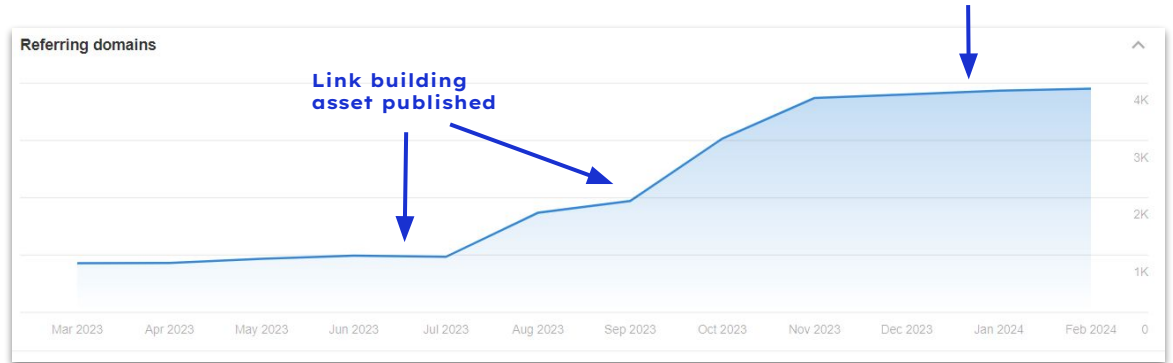
## Referring Domains

Referring domains spiked after link building assets were published in June and September of 2023. While not all of these referring domains are linking directly to the assets, it's helped push more backlinks to the site overall.

The increase in backlinks helped improve the doodlelearning.com's domain rating, an authority score measuring the strength of a website based on its backlink profile.

## Domain Rating Change

**52** → **65**



Source: Ahrefs

**Case Study**

# Content Examples & Performance

# Content: Math Puzzles for Kids

- Published 8/29/2023
- Received **2.6k clicks** and ~181k impressions since publish date
- Ranking for **~400 keywords**

**12 Fun math puzzles for kids**

Math puzzles can help challenge and inspire kids to appreciate their own math skills!

Author: Christina Levandowski

Published: August 29, 2023

### Key takeaways

- **Math puzzles help children develop life skills** – Math puzzles build confidence and critical thinking skills that help kids figure out problems in everyday life.
- **There are a variety of math puzzles available** – Whether your child loves number games or prefers to play with shapes, there's a math game to engage any child.
- **Math puzzles can make learning math fun** – Math puzzles are more engaging than tedious math problems, which makes them much more fun for kids.

### Logic math puzzles

Logic puzzles require children to use logical thinking and deduction to work out the answer. They can range from simple brain teasers to more elaborate spatial problems. However, the concept remains the same.

For example, students might be given a scenario like this:

You have 14 pairs of socks altogether but 7 pairs are in the washing basket. How many are left in your drawer?

Students would need to deduct 7 from 14 to find the answer, which is 7.

### Sequence and pattern puzzles

Sequence and pattern puzzles are brain teasers that help children learn basic math skills. The idea is for children to understand the pattern of shapes or numbers that have been provided, to find the next one in the sequence.

For example:

What shape comes next?

# Content: Math Puzzles for Kids

Ranking #4 for “math puzzles for kids” and in the image pack

Search: math puzzles for kids

**Mashup Math**  
https://www.mashupmath.com › freemathpuzzles

### Free Math Puzzles

Free **Math Puzzles** for All Grade Levels! Sharing these fun puzzles with your **kids** is a great way to get them thinking mathematically and solving problems in ...

[Free Math Puzzles For All...](#) · [Math Riddles, Puzzles, And...](#) · ['two Truths And One Lie!](#) ' ...

**Cuemath**  
https://www.cuemath.com › math-puzzles

### Fun Math Puzzles and Riddles for Kids (5 to 12 years)

Solve fun and interactive **math puzzles** and riddles by Cuemath Experts for **kids** in class 1 to 8. Build Intuition and Make Math fun with Cuemath's **Math Puzzle** ...

**Mathinenglish.com**  
https://www.mathinenglish.com › ...

### Printable math puzzles for kids

Our **math puzzles** are completely free and printable. We have puzzles in 4 different levels: level 1, level 2, level 3 and level 4.

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https://doodlelearning.com › Home › Blog homepage

### 12 Fun maths puzzles for kids

Aug 29, 2023 — 12 **Fun math puzzles for kids** · 1. Sudoku · 2. Magic square · 3. Math riddles · 4. KenKen · 5. Domino puzzle board · 6. 2048 · 7. Kakuro · 8.

[Benefits Of Math Puzzles](#) · [Shape Puzzles](#) · 4. KenKen

Search: math puzzles for kids

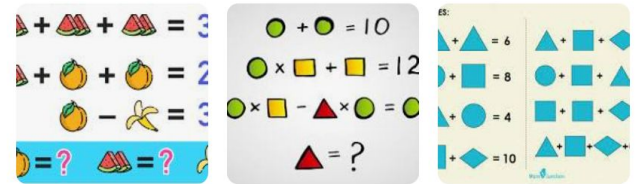
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[Benefits Of Math Puzzles](#) · [Shape Puzzles](#) · 4. KenKen

Images :



7 Super Fun Math Logic Puzz...  
Mashup Math

30 Math Puzzles for Kids  
Cuemath

27 Super Fun Maths Puzzles F...  
MomJunction

Printable math puzzles for kids  
Mathinenglish.com

Fun Math Puzzles for Kids - D...  
DoodleLearning

15 Best Math Tricks and Puzzl...  
WeAreTeachers

# Content: What is Repeated Addition?

- Published 9/1/2023
- Received **1.8k clicks** and ~197k impressions since publish date
- Ranking for **~200 keywords**

**What is repeated addition?**

Looking to lay the groundwork for multiplication? Easy – use repeated addition!

Author: Chal Emery  
Expert: Jill F.

Published: September 1, 2023

### Key takeaways

- It's the practice of adding up equal numbers together – It sounds simple, but it's a building block for important mathematical concepts.
- Repeated addition helps kids understand how multiplication works – This concept provides an excellent bridge between adding and multiplying.
- Repeated addition is also helpful for solving multiplication word problems – Rather than trying to do too many things at once, it gives students an easy way to break problems down into simple addition.

### What is repeated addition?

Repeated addition is the idea of adding multiple identical numbers or groups of numbers together that have the same value. This is a really helpful math skill to learn if you want to begin practicing multiplication, as both multiplication and repeated addition follow some of the same rules!

Think of repeated addition as a simple way to combine the same numbers to get a specific amount. It might seem a bit scary, but we promise learning repeated addition will be a great help as you begin to learn to multiply. Let's take a look at a few examples of repeated addition below.

You can break down the number 8 into pairs of two.

doodlemath  
By Doodle Math

# Content: What is Repeated Addition?


Ranking in the featured snippet for “repeated addition” and “repeated addition multiplication”

repeated addition

Images Videos Examples Worksheets Formula 2nd grade Multipl

About 856,000,000 results (0.33 seconds)

Repeated addition involves adding a number together repeatedly. We use repeated addition when ew need to find the total sum of equal groups or repeated quantities. For example,  $3 + 3 + 3$  can be expressed as repeated addition, which is 3 groups of 3, or 3 times 3. Sep 1, 2023

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[What is Repeated Addition? Definition, Examples & Formulas](#)

repeated addition multiplication



Images Videos Worksheets Calculator Examples 2nd grade Worksheets PDF

About 20,800,000 results (0.43 seconds)

Repeated addition can be used to solve multiplication problems by breaking down the multiplication into adding the same number repeatedly. For instance, to solve  $4 \times 3$ , you can use repeated addition by adding 4 three times:  $4 + 4 + 4 = 12$ . Therefore,  $4 \times 3$  is equal to 12. Sep 1, 2023

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https://doodlelearning.com › Home › Blog homepage

[What is Repeated Addition? Definition, Examples & Formulas](#)

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**Case Study**

# Link Building Assets



# Link Acquisition Target: AI in Education Survey

- Conducted a first-party survey of 1,000 parents aged 18-54 with kids in school
- Included original study results and infographics

**AI in education: Surveying Parents in 2023**

80% of parents have concerns about AI in their children's education

Author: Talor Hartley | Expert: Jill

Last updated: September 13, 2023

### Parents are concerned about AI's impact on education

While familiarity is high, so are concerns. Fifty-eight percent of respondents were "Moderately concerned" about AI's influence on their child's education, and 22% were "Very concerned."

In contrast, only 19.9% were "Not concerned at all."

The rapid advancement of technology, especially in Artificial Intelligence (AI), has permeated almost every aspect of modern life, including education. With tools like ChatGPT serving as educational aids, it's important to take a look at how parents think and feel about such technologies and the impact they will have on their students.

Studies show that teachers and students embrace [ChatGPT and AI in education](#), but rarely hear from parents.

So, we wanted to understand parents' perceptions of AI's role in their children's education.

#### What is your level of concern about the impact of AI-based technologies on your child's education?

Level of Concern	Percentage
Moderately concerned	58.1%
Very concerned	22%
Not concerned at all	19.9%

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# Link Acquisition Target: Math Coloring Pages

- Created 50 original coloring pages for all grade levels K-5
- Each coloring page is downloadable, with math problems appropriate for each grade level



The screenshot shows a website with a blue header and a light blue main content area. The header features the title '50 Free Math Coloring Pages for K-5' and a sub-header 'Make learning fun for your learner by fusing math and art together'. Below the header is a 'Key takeaways' section with three bullet points. To the right, there is a 'Kindergarten Coloring Pages' section with two entries: '1. Under the Sea' and '2. Fairy Garden'. Each entry includes a description of the coloring page and a 'Click here to download' button. The 'Under the Sea' entry features a cartoon fish and a crab, while the 'Fairy Garden' entry features a fairy and a house.

## 50 Free Math Coloring Pages for K-5

Make learning fun for your learner by fusing math and art together

Author: Christina Levandowski

### Key takeaways

- **All kids learn differently** – Blending math with art can be a powerful teaching tool for your little learner.
- **You don't have to spend a fortune on teaching tools** – Math coloring pages are an effective way to help children master certain math concepts.
- **Coloring appeals to learners of all ages** – Whether your child is 5 or in 5th grade, coloring is a fun and engaging activity.

### Kindergarten Coloring Pages

**Kindergarten** coloring pages are a great way to teach mathematics and learning basics at a young age.

#### 1. Under the Sea

This aquatic scene will help build color association and number recognition skills in your kindergarten student(s). It also covers basic single-digit subtraction and addition.

[Click here to download](#)

#### 2. Fairy Garden

Take your learner back to a magical place to practise their addition and subtraction skills.

[Click here to download](#)

# Growth Takes Grit

Ready to lead with grit and grow with confidence?

Contact [alex@thegritgroup.io](mailto:alex@thegritgroup.io) to start a conversation today!

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