

Case Study

1Huddle



Driving Digital Success: How Digital Rhetoric Transformed 1Huddle's Google Ranking



1Huddle

Industry: coaching & development platform
Location: Built in Brick City, Newark, NJ,US

Company Bio:

1Huddle, a leader in innovative employee training solutions, partnered with Digital Rhetoric, a digital marketing agency, to enhance its online visibility and drive organic growth. Through strategic collaboration and data-driven strategies, the partnership aimed to improve 1Huddle's presence in search engine results, ultimately boosting website traffic and engagement.

Overview:

1Huddle is a workforce training platform that uses game-based learning to engage employees and improve their skills. The platform converts traditional training content into interactive, competitive games designed to make learning more engaging and effective.

Challenges:

- **Low Organic Visibility:** 1Huddle's website struggled to rank prominently in Google search results, limiting its visibility to potential customers.
- **Competitor Dominance:** The workforce training industry is highly competitive, with established players dominating search engine rankings.
- **Limited Online Reach:** Despite offering innovative solutions, 1Huddle's online reach was restricted, hindering its ability to attract and convert leads.

Our solution:

- We implemented a comprehensive digital marketing strategy to address 1Huddle's challenges.
- The team conducted in-depth keyword research to identify high-value keywords relevant to 1Huddle's offerings.
- We optimized the website's content, and meta tags to align with these keywords, improving its search engine ranking.
- We also focused on off-page optimization, building high-quality backlinks from reputable websites to enhance 1Huddle's authority and credibility.
- Additionally, we help them with content marketing strategies and provide them with engaging and informative blog topics to attract and retain a targeted audience.
- Our team conducted a thorough technical SEO audit to identify and rectify issues affecting website performance and search visibility.

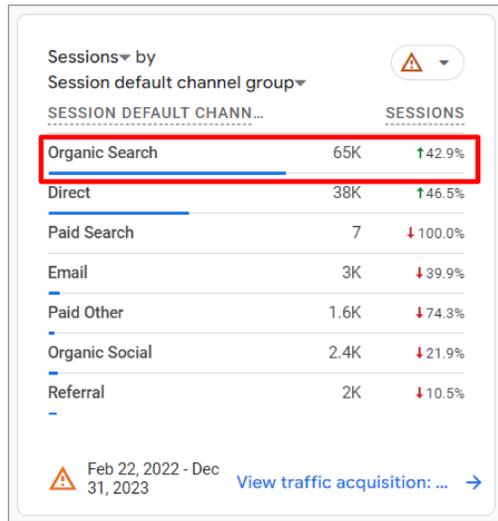
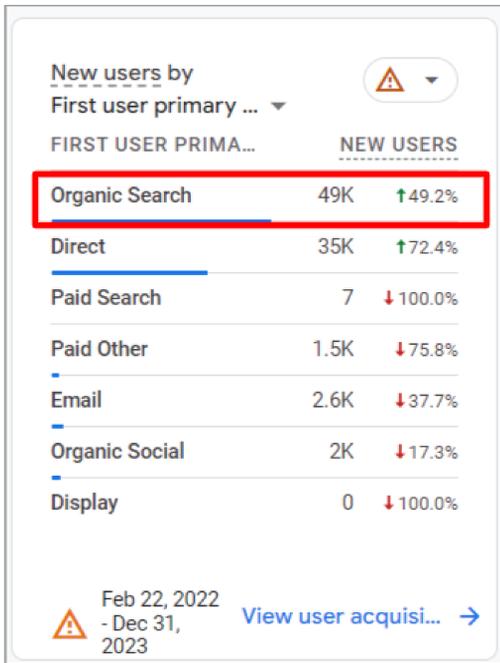
Results:

Through the collaborative efforts of 1Huddle and Digital Rhetoric, significant improvements were achieved:

1. **Improved Search Rankings:** Our efforts led to a significant improvement in 1Huddle's search engine rankings, with several keywords ranking on the first page of Google search results.

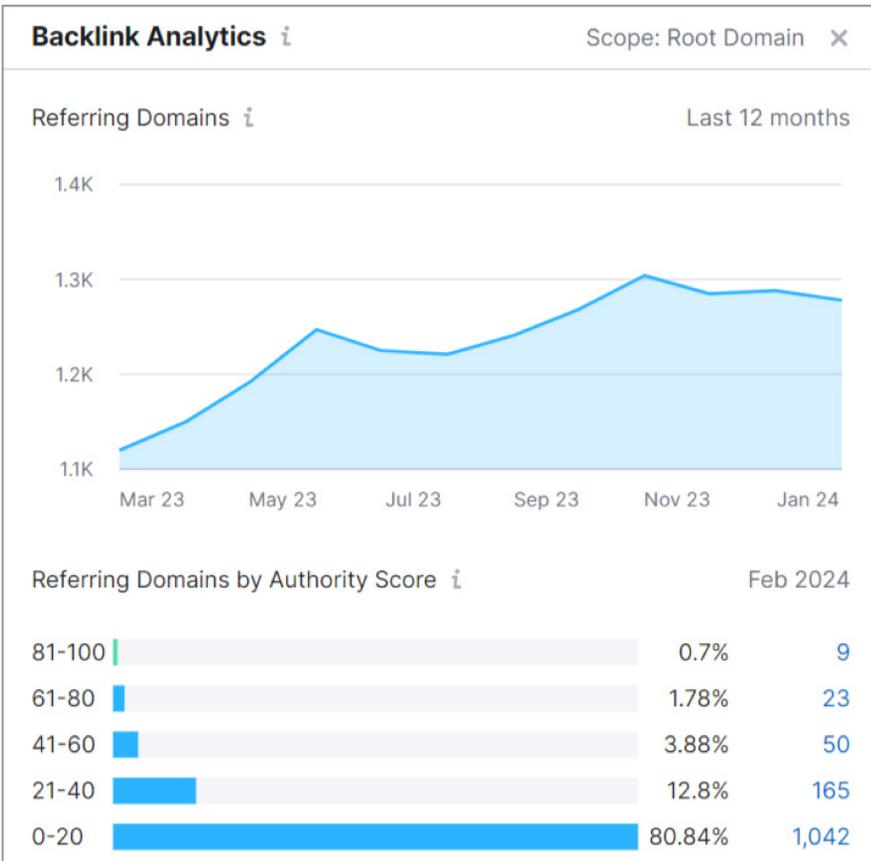
Keywords	Position	Visibility
Alternatives to legacy lms	1 ↑ 99	1.25%
Training program for fast food employees	1 ↑ 38	1.25%
Training programs for restaurant employees	3 ↑ 48	0.33%
Training and development for restaurant staff	6 ↑ 46	0.14%
Restaurant staff training program	6 ↑ 94	0.14%

2. **Increased Organic Traffic:** The enhanced visibility resulted in a substantial increase in organic traffic to 1Huddle's website.



3. **Enhanced Brand Visibility:** 1Huddle's brand visibility and recognition improved, establishing it as a leading player in the workforce training industry.

4. **Backlink Profile:** The website's backlink profile improved, contributing to its overall visibility and credibility.



Conclusion:

Our strategic SEO initiatives and content strategies played a pivotal role in elevating 1Huddle's online presence and driving organic growth. By focusing on targeted keywords, optimizing website content, and implementing best SEO practices, we helped 1Huddle achieve its goal of ranking well in Google and expanding its digital footprint.