

CASE STUDY

Topic Cluster Strategy Increases AI Overviews and Brand Mentions

400%

Increase in Google AI Overviews in 8 months

1,275%

Increase in Brand Mentions in 8 Months

300K

Increase in Monthly Search Impressions for the Brand

About the Company

Our client specializes in flexible student lending and loan refinancing for undergraduate, graduate, and parent borrowers.

The Situation

The private student loan company is competing for search presence on the topic of student loans with large players such as Sallie Mae, SoFi, and Earnest. These competitors have a very wide range of content around the topic of student loans that they rank for, which has given them credibility with search engines and LLMs. In order to compete, they needed a better ranking for its existing content and internal linking structure that would signal authority to search engines and LLM crawlers.

The Strategy

In collaboration with our client, we built a hub and spoke content strategy around the topic of Private student loans. We were able to build 162 optimized content pieces, and re-optimize 62 existing content pages on the site. We also acquired 455 high quality backlinks that are strategically pointed to pages that will improve our visibility in Search for student loan related keywords.

Results

At the midway point of the year, our client had a total of about 20 owned citations and 35 brand mentions in AI Search. As a result of these efforts, by the end of the year, they owned:

111

pages being cited in Google's AI Overview

~160

brand mentions for terms related to student loans

300K

Increase in monthly search impressions for the brand

Owned AI Overview Citations | April - December

