

DISRUPTIVE case study



THE CHALLENGE

WyoTech is a technical school offering various courses in the auto and diesel industries. Up against some of the biggest names in auto and diesel technology, they set out to become a leader in the automotive trades across the nation.

After reviewing their website, it became clear WyoTech needed to include the foundations of SEO. Their previous web development and SEO agency was reportedly slow to progress and had poor communication with the client. WyoTech started SEO with Disruptive in November of 2022.

THE SOLUTION

With their website audit complete, we were ready to take the bull by the horns and improve their website with a custom SEO strategy, including:

- New Mega Menu Navigation System
- Title Updates
- Metadata Updates
- Pages for Jobs
- Blog Removals
- Cleaning Up 404 Pages
- Page Content
- Robots.txt File

+125%

Conversion Rate

THE RESULTS

WyoTech has seen tremendous results since implementing the new SEO strategy. YoY, their organic traffic has grown massively, making it the top channel for all traffic, engagement rate, and engagement time, with the average engagement time per session being 1 minute and 30 seconds and an engagement rate percentage of 66.68%. Additionally, WyoTech is #1 for keywords related to the job opportunities they offer.

Looking at April 1st - July 20th, 2023 vs 2022:

- Clicks: +29.55%
- Impressions: +52.03%
- Average CTR: +164.71%
- Conversion Rate: +125.52%

CLIENT TESTIMONIAL

“10/10 experience working with the SEO team at Disruptive. I’ve really appreciated the transparency and clarity of the roadmap. I know what we’re working on, why we’re working on it, and when it will be done. I highly recommend DA!”—Ashley Chitwood, VP of Marketing, WyoTech