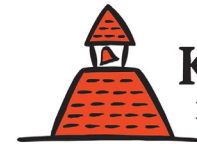


How SearchPilot's SEO testing capabilities helped KinderCare grow their organic traffic by 42%



+42% ↑



KinderCare[®]
LEARNING CENTERS

KinderCare is a US-based provider of daycare and early education facilities.

With 200,000 members across 1,600 centres, KinderCare is a highly successful large-scale care company. But they are on a mission to become the country's foremost care provider — and that means driving more childcare-provider seekers to their website.

KinderCare's website plays a key role in attracting new customers. Considerable effort has gone into making it a source of valuable information for parents and carers, positioning the brand as trustworthy and expert-led.

To make the most of this vital resource, KinderCare needed to maximize its search visibility. And that meant implementing an impactful SEO strategy.

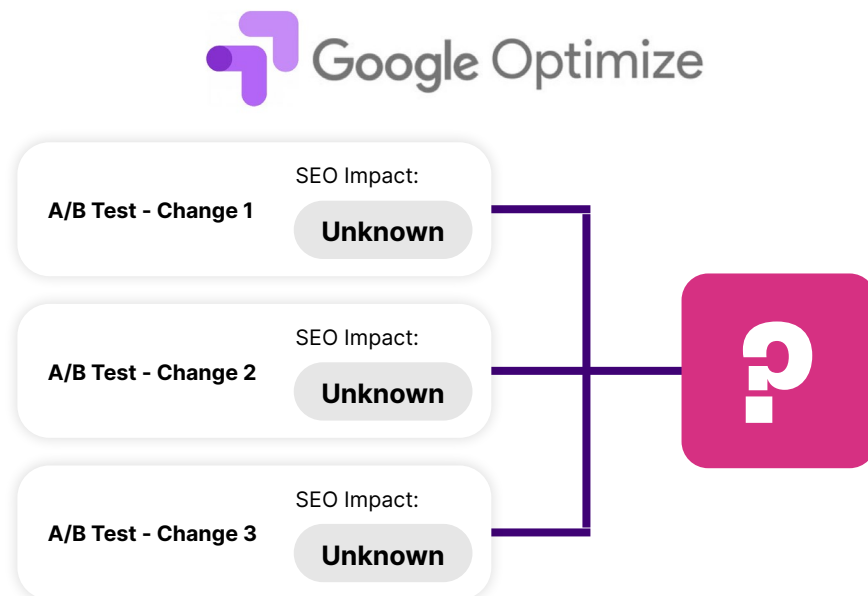


The challenge

Historically, KinderCare relied on Google Optimize to A/B test any site changes. But this only revealed their effect on conversion rates.

When it came to their SEO strategy, they had limited visibility into the impact of individual changes. This led to delays in implementation and prevented them from taking full advantage of their SEO potential.

They needed a quick and effective way to test and track their SEO initiatives. And that's exactly what SearchPilot offered.



Partnering with SearchPilot for SEO testing has been a transformative experience.

Their blend of expertise in SEO and data science has not only resulted in more traffic but has also demystified the complexities of organic search, making us smarter with every test.

I can confidently say that the SearchPilot team is a powerhouse in the SEO domain, effectively combining their robust technical skills with a deep understanding of the ever-evolving search space.



Adam Moro,
Digital Marketing Engineer, KinderCare

Our solutions



1. Data-driven SEO initiatives

Using SearchPilot's SEO A/B testing platform, KinderCare was able to build a data-backed business case for every SEO initiative. Instead of relying on assumptions, they had concrete evidence to support their decisions.



2. Combining SEO and CRO

SearchPilot's full-funnel testing feature enabled KinderCare to test the impact on organic traffic *and* conversion rate simultaneously. They were able to avoid trade-offs between these key areas while building deeper insights into user behavior.



3. Quick and efficient implementation

SearchPilot's meta-CMS feature allowed KinderCare to roll out website changes with ease. Once testing had proved the value of a specific change, they could implement it immediately without any added burden for their engineering team.



4. Professional services support

KinderCare worked with SearchPilot's professional services team to help them plan their testing strategy. With their additional support, KinderCare was able to perform the right tests at the right time — and draw the right conclusions.

The results



42% increase in sessions

In the four years since deploying SearchPilot, KinderCare saw a 42% increase in organic traffic as a result of its SEO efforts.



Improved customer service

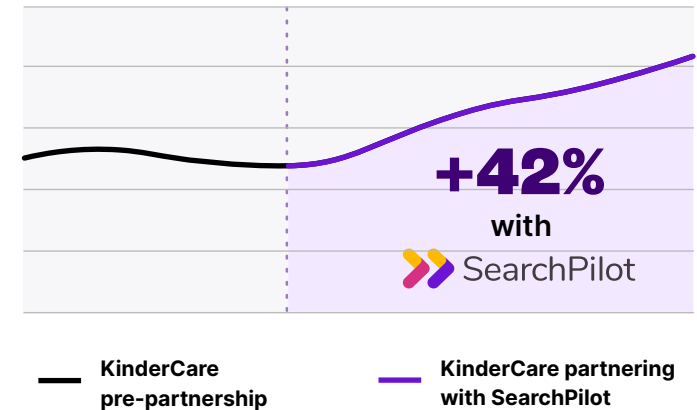
SearchPilot's meta-CMS feature allowed KinderCare to provide critical information to its users through rapid website updates.



Stronger team cohesion

With a data-backed strategy and reduced demand for development time, KinderCare's SEO, product and engineering teams found collaborating easier and more productive.

Organic traffic



Top tests

Adding internal links to key pages

↑ 7% increase in organic traffic

Adding FAQ content and schema to key pages

↑ 5% increase in organic traffic

Rewriting title tags

↑ 4% increase in organic traffic



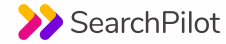
Start your own success story

At SearchPilot, we're on a mission to prove the value of SEO for the world's biggest websites. We've helped companies across a range of industries to secure measurable traffic uplifts and attributable ROI from their SEO strategies.

Want to learn more about our process and get a clearer picture of how we can help you? [Book a demo today](#) and get a personalized walkthrough from one of our experts.

So, what are you waiting for? It's time to start doing SEO differently.

Request a demo



Total Won Sessions

18,275 monthly

Total Rescued Sessions

8,227 monthly

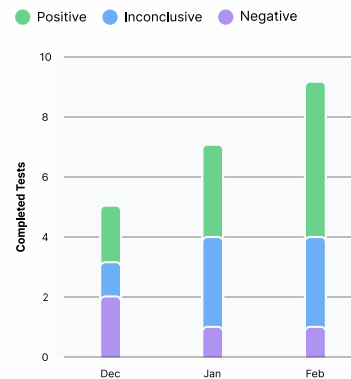
Completed Tests

146 out of 152

Running Tests

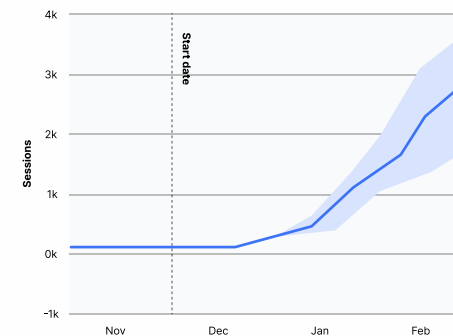
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Completed Tests Summary



Most recent significant results

Test: Updated live in title tag



Uplift
7.2%

Won Sessions
9,589
monthly