ezoic

SEO CASE STUDY

"It is important for us to be responsive to our visitors."

— Sudz Kar

AppleToolBox

AppleToolBox Doubles Organic Traffic With Ezoic

Appletoolbox.com started using Ezoic in 2016. The stakeholders of the site wanted to take a more data-driven approach to how they measured and provided good experiences to their visitors.

The current CEO, Sudz Kar, had a financial research background and believed Ezoic's machine learning approach to testing and visitor segmentation would allow them to objectively improve the way they managed ad monetization and user experiences.

As AppleToolBox leveraged Ezoic's automated tools, they saw key visitor experience metrics — like bounce rate and session duration — improve. These improvements with Ezoic correlated with a +200% increase in organic traffic that continues to grow to this day.

The trend is common among Ezoic publishers; as search algorithms account for how the searcher behaves on the publisher's website. Ezoic automatically learns how visitors respond to things like ads and layouts on a website and makes small adjustments to enhance browsing experiences for every type of visitor.

Lowered Website
Bounce Rate

Grew Ranked Keywords
by 250%

Increased Ad Revenue Over
+400%

Real Visitor Engagement

"As we built trust with Ezoic's technology and their team, we better understood how to look at objective visitor experiences and how our visitors engaged with our content", said Kar

In the past 18 months, AppleToolBox has seen their *engaged time on site* and *engaged pageviews per visit* nearly double.

Ezoic is unique in that it helps publishers track and optimize around engagement metrics that have a more granular focus on visitor interactions.

For example, engaged time on site looks at the time visitors are actually engaged in content; not waiting for things to load or scrolling through navigation.

It's not just AppleToolBox growing with Ezoic

- The majority of websites using the Ezoic platform claim to see organic traffic increases as early as 1 month after they start using Ezoic

- SimplyPsychology.org started using Ezoic over 3 years ago and has seen their organic keywords increase by over 40%

- CollegeFactual.com watched their organic traffic increase by 180% after they started using Ezoic over 2 years ago

- Ezoic's unique approach is a safe way for websites to improve objective user experience metrics for all visitors; which has been proven to directly correlate with better search engine rankings

Ezoic has been a trusted, responsive, and knowledgeable advisor to us since we started our operations with them in 2016. As a publisher focused on content delivery, our focus has always centered on planning and executing on content that is useful to our readers. Ezoic provided us with a necessary tool for balancing user experiences and revenue optimization.

- Sudz Ka , CEO
AppleToolBox.com