



## CASE STUDY

PLURALSIGHT ACQUIRES RICH RESULTS WITH HUCKABUY

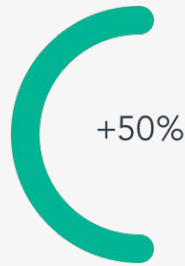


# PLURALSIGHT

*“Huckabuy qualified Pluralsight search queries for rich results and dramatically increased click through rates from organic search traffic.”*

- Brandon Christiansen, Head of Search Marketing at Pluralsight

### ENTERPRISE KEYWORDS



### PRICING KEYWORDS



### THE CHALLENGE

Converting Low Funnel Queries  
Pluralsight is an online education company serving creative and technology professionals. Their target demographic utilizes added information on the search results page for purchasing decisions.

However, Pluralsight queries were not qualifying for those features. If they didn't make a fix, they would lose business from organic search to their competitors.

Their marketing team recognized the power of structured data to resolve this issue, but with thousands of pages to markup on their website, they lacked the resources for manual implementation in a timely fashion.

### THE SOLUTION

Huckabuy SEO Cloud  
Huckabuy demonstrated how it's software could automate world-class structured data and service team could identify strategic markup opportunities to show results fast.

Applying this labeling system for general classes like "courses" and properties like "pricing" would clarify information for search engines.

In turn, search engines would qualify related search results with more visually appealing and interactive displays driving more organic search traffic.

## THE RESULT

### INCREASED ORGANIC SEARCH TRAFFIC

Pluralsight added Huckabuy's automated structured data software in March 2019. Through this dynamic markup, low funnel search queries immediately qualified for rich results.

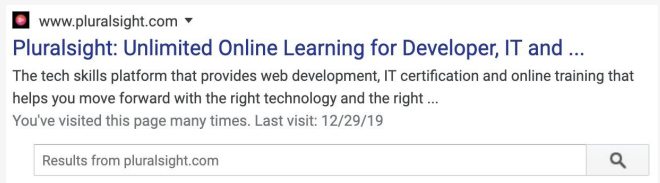
Within days, Google added pricing snippets, sitelinks search boxes, and appearances in competitor knowledge graphs to relevant search results.

These features satisfied and dramatically shortened the customer journey. As a result, average Click Through Rates increased 29.1% on pricing-related keywords and 50.12% on enterprise-related keywords by June 2019.

Google added pricing snippets for Pluralsight products and services.



Google added a sitelinks search box for Pluralsight's homepage.



Google added Pluralsight to competitor knowledge graphs.

