

**How Siege Media  
helped Driving-Tests.org  
grow by **587,879**  
monthly visits using  
technical SEO.**

**siegemedia**

CASE STUDY



driving-tests.org

**57%**

**increase in organic traffic over 20 months**

**200+**

**SEO**

**recommendations provided**

**INDUSTRY**

Education  
(Driver's Education)

**LOCATION**

Hamilton, Ontario,  
Canada

**SERVICES PROVIDED**

SEO Consulting

## The Client

Driving-Tests.org is a driver's education platform that provides practice tests for cars, motorcycles, and CDL vehicles. They are known for their free practice questions based on real DMV exams.

## Growth Summary

### Technical SEO for a site with existing strong SEO

Andrei Zakhareuski, co-founder and CEO for Driving-Tests.org, wanted to add a second pair of hands and eyes to their SEO strategy, to help his company strengthen their organic search presence. Already ranking in top positions for their most important keywords, he was interested in bolstering that and seizing any search opportunities possible.

The Siege Media team delivered hundreds of SEO recommendations, primarily technical SEO, that has played a key part in the organic search growth for their website.

Making sure every nook and cranny of the website is clean and optimized was one of the primary focuses to ensure crawlability and indexability is fine-tuned. This in turn resulted in positive movements for their site and helped withstand all algorithm changes.



*Before hiring Siege Media, we were doing SEO in-house, and a few things did fall through the cracks. Ross and his team have been instrumental in locating and fixing those “leaks” and helping us grow Driving-Tests’ organic traffic 57%.*

**Andrei Zakhareuski**  
Co-Founder and CEO

## A Peek into Our SEO Approach

### SEO A/B Testing

We conducted a number of tests, comparing items like title tags, content placement, URLs and internal links to optimize CTR and improve rankings.

### Content Audit

Every page on the website was analyzed to weed out any thin or low performing pages and spot any opportunities to merge or improve content.

### Crawl Optimization

We ensured that content on pages were seen by GoogleBot and other search engines with ease. This was achieved through the removal of pagination tunnels, redirect chains, hidden content and more.

# **Drive more traffic, sales and revenue with technical SEO.**

We love helping businesses strengthen  
their overall organic search presence.