

NAACP Legal Defense Fund SEO Case Study

A 117% Increase in Page One Keywords Elevates Advocacy Awareness

Page-One Keywords: ↑117%

Monthly Organic Traffic YoY: ↑69%

Positive Google Position Changes: ↑1,627

The Organization

The NAACP Legal Defense and Educational Fund (LDF) is dedicated to achieving racial justice and equality in the United States. Their multifaceted approach includes litigation, advocacy, and public education to address issues such as voting rights, education equity, economic justice, and criminal justice reform.

The Challenge

The NAACP LDF needed a strong online presence for awareness and impact but was hindered by:

- **Complex approval processes** for website changes as a large legal organization
 - **Limited website editability** for core pages and target keywords
 - **Strained internal resources** for content creation and management
 - **Rapid response requirements** to newsworthy events (elections, Supreme Court rulings, police brutality incidents)
 - **Volatile search trends** making it difficult to maintain consistent SEO strategy and assess results
-

The Solution

The campaign leveraged in-depth keyword research to inform strategic on-site enhancements and content optimizations aimed at boosting visibility while conserving internal resources.

Strategic Approach:

1. Comprehensive Keyword Research

- Identified relevant, high-impact keywords aligned with NAACP LDF's mission
- Targeted terms matching organizational priorities and content capabilities
- Informed all subsequent optimization and content decisions

2. Evergreen Content Strategy

- Created keyword-rich content providing lasting value
- Minimized ongoing resource demands with timeless material
- Reduced pressure for constant content updates

3. Optimized Existing High-Performers

- Enhanced existing articles with strong performance metrics
- Added FAQ sections for improved depth and search visibility
- Made strategic metadata and on-page improvements

4. News Content Enhancement

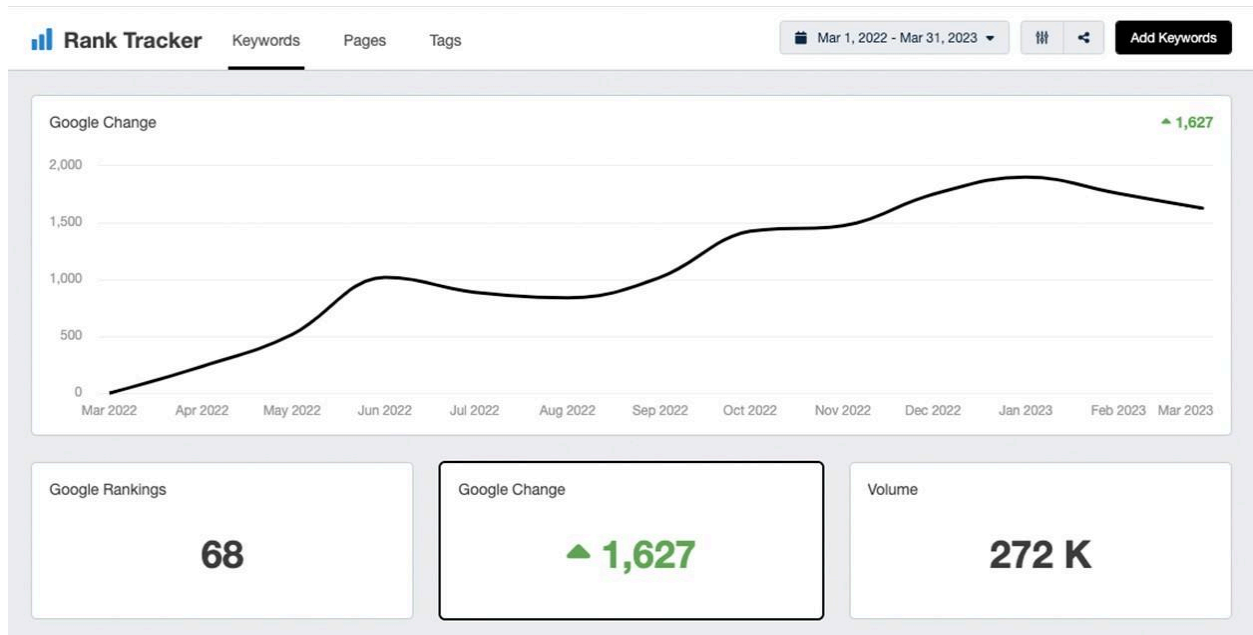
- Optimized current event articles for better rankings
- Added supplementary elements (FAQs, related links) without extensive rewrites
- Leveraged existing editorial strengths

5. Off-Site Authority Building

- Executed strategic link-building initiatives
 - Conducted digital PR and media outreach
 - Established partnerships with complementary organizations
-

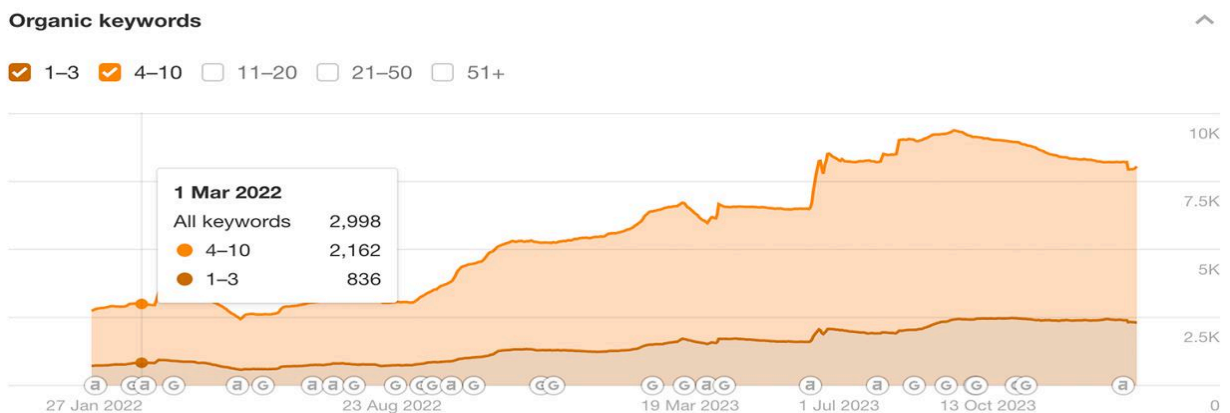
The Results

1,627 Positive Google Position Changes Year-Over-Year



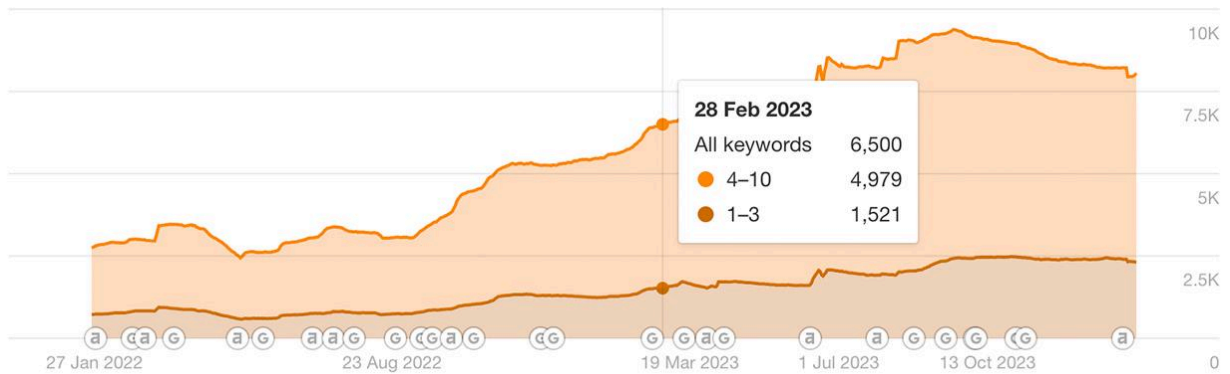
Optimized, authoritative content helped drive keyword position growth across critical civil rights terms including voting rights, education equity, criminal justice reform, and racial justice.

A 117% Increase in Page One Keywords Year-Over-Year



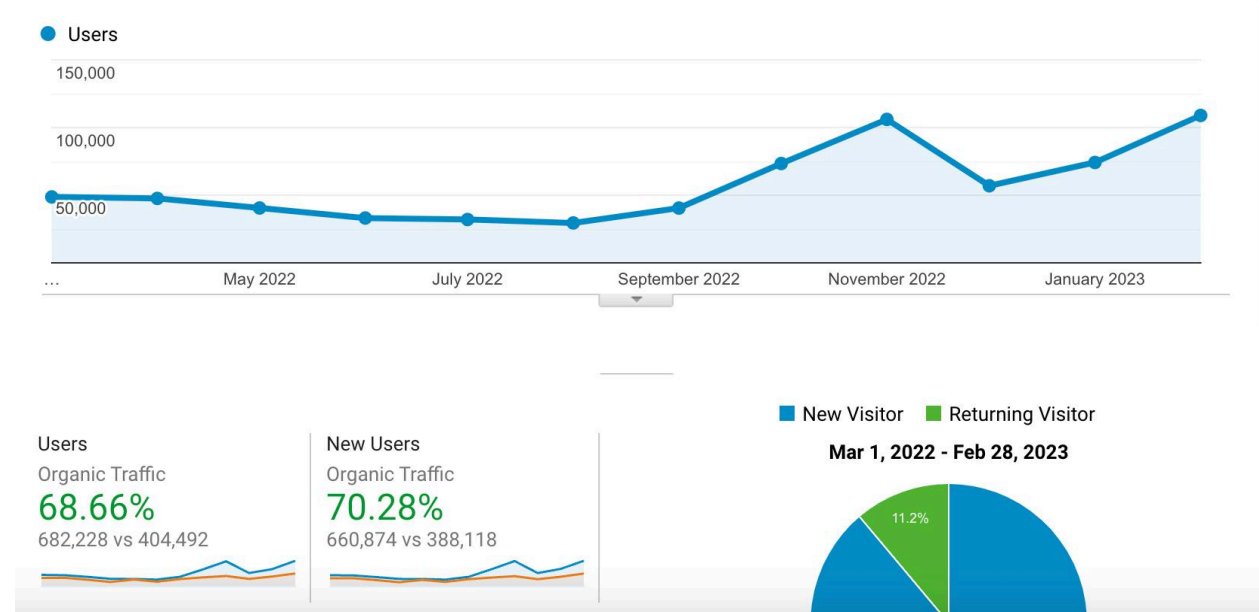
Organic keywords

1-3 4-10 11-20 21-50 51+



As keyword positions advanced, the NAACP LDF achieved significantly more page-one placements, dramatically increasing visibility for critical social justice issues.

A 69% Increase in Monthly Organic Traffic Year-Over-Year



A stronger page-one presence attracted more of the NAACP LDF's target audience, including individuals seeking civil rights information, journalists, legal professionals, policymakers, and potential supporters.

Impact Beyond the Numbers

The NAACP LDF **surpassed their goal** of increasing target keyword rankings by 500 positions in SERPs, achieving **over 1,500 positive position changes**.

This SEO success helped the organization:

- Raise awareness of critical civil rights issues
 - Expand reach to wider audiences
 - Establish stronger digital authority in the social justice sector
 - Support fundraising and advocacy efforts
 - Amplify their message during critical moments
-

Key Takeaways

1. Work Within Constraints

Designed strategy around organizational realities rather than against them—focusing on evergreen content and strategic enhancements to existing assets.

2. Keyword Research is Foundation

Comprehensive keyword research enabled strategic targeting of high-impact terms aligned with mission and capabilities.

3. Optimize Existing Content

Strategic enhancements to existing high-performers (FAQ additions, metadata improvements) can drive significant gains without extensive new content.

4. Evergreen Content Delivers Long-Term Value

For resource-constrained organizations, evergreen content provides ongoing SEO benefits while reducing the pressure for constant content creation.

5. Non-Profit SEO Opportunities

Organizations addressing public interest topics with authoritative perspectives can achieve remarkable results as search engines reward genuinely helpful, expert content.