CASE STUDY

Industry
Education

Site
edgenuity.com

Challenge
Finding a digital experience platform with the infrastructure to help deliver a personalized learning experience

Solution
WP Engine tools help Edgenuity personalize content and products for each user

Results
Increase in site traffic and improved

A smarter, more personalized education experience.

Edgenuity Inc. partners with WP Engine to deliver an online and blended learning experience that incorporates personalized learning and a customized curriculum.

Edgenuity Inc. is a leading provider of K-12 online and blended learning solutions including online courses, credit recovery, intervention, test preparation, and more. Setting the momentum for bridging the gap between technology and education, Edgenuity believes each student's needs are unique and therefore can not be met with a one-size-fits-all approach. Incorporating extensive research and continually evolving solutions, Edgenuity creates powerful, strategic, and flexible courses and products for educators.

The challenge.

As part as a rebranding project in 2013, Edgenuity Inc. was tasked with migrating their online education system from NetSuite to WordPress. The migration was prompted by a lack of efficiency in workflow between the IT and marketing teams; as the marketing needs grew, getting things changed or deployed involved a lengthy and inefficient approval process.

"We chose WordPress because of the customizability involved with open-source software and the fact that it's well known and used. Most people have seen it and even if they haven't, the learning curve isn't very steep," Barry Middlebrook, Senior Web Developer at Edgenuity Inc. explained.

Part of the transition to WordPress involved selecting a digital experience provider that could help facilitate a dynamic, flexible and enterprise-level experience. Edgenuity had specific needs; they wanted a partner that could offer top notch security and dependable support while still giving Edgenuity complete control over their site. After a vetting 10 different companies, Edgenuity chose the WP Engine digital experience platform.

"The top things that really sold us with WP Engine were the different mediums to get support and full control whenever and wherever we wanted to update the site," Middlebrook said.

"WP Engine has exceeded my expectations from when we got onboarded until now, both in terms of support and performance. The ease of putting up a new install or pushing content from staging to live is unmatched. WP Engine blows it out of the park every time."

Barry Middlebrook, *Senior Web App Developer at Edgenuity Inc.*
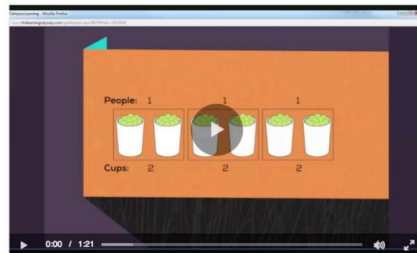
The solution.

Global site, local feel

Edgenuity believes in empowering educators to create customized programs to give students the personalized curriculum they need to succeed. Included in this philosophy is specialized, location-specific test preparation. Grade level students across the US are required to take different exams depending on the state they live in. For example, elementary-aged Texas students in grades 3-8 take the State of Texas Assessments of Academic Readiness (STAAR), and Illinois students take the Partnership for Assessment of Readiness for College and Careers (PARCC) exams.

To help facilitate marketing for state-specific content , Edgenuity uses GeoTarget, a WP Engine tool that allows WordPress site owners to serve different web content to different users depending on their location. Due to the success Edgenuity has had using GeoTargeting, they've expanded its capabilities. "We are now able to drive users to state-specific content, making it faster and easier for our users to get the information and resources they need," Middlebrook said.

WPengine®

Adaptable, engaging content

In an attempt to build and maintain relationships, Edgenuity ramped up their content production. In order to facilitate reputable and high-performing content, they improved SEO, used continually evolving keyword research, and acted on analytics provided by Content Performance, a WP Engine solution that uses WordPress-optimized Google Analytics data to evaluate the effectiveness of your site content.

"Increasingly, we've been turning to Content Performance to determine which of our pieces are performing best, both right after publication and for longer periods of time. For example, two of our most consistently popular pieces throughout 2017 were our Top EdTech Conferences and Crossword Puzzle Day pieces. Once we determined that, we found a place on our editorial calendar for a newer version of each of these pieces and published both," Laura Almozara, Communications Specialist at Edgenuity Inc.

The results.

The incorporation of Geotarget and Content Performance, along with strategic campaigns intended to create more personalized content, have improved Edugenity's business both internally and externally.

The incorporation of state-specific content has provided an avenue for Sales employees at Edgenuity to easily and efficiently and direct clients and prospects to the resources most relevant to them. Since its implementation, Edgenuity has experienced a 13% increase in site traffic.

Writers at Edgenuity continue to use Content Performance weekly to determine what content is performing well and adjust accordingly.

About WP Engine.

WP Engine is the world's leading WordPress Digital Experience Platform that gives companies of all sizes the agility, performance, intelligence, and integrations they need to drive their business forward faster. WP Engine's combination of tech innovation and an award-winning team of WordPress experts are trusted by over 75,000 companies across 130 countries to provide counsel and support, helping brands create world-class digital experiences. Founded in 2010, WP Engine is headquartered in Austin, Texas, and has offices in San Francisco, California; San Antonio, Texas; London, England; Limerick, Ireland, and Brisbane, Australia. wpengine.com