

World-class: SEO Team at Twinkl named Digital team of the Year at global awards

Twinkl Educational Publishing is delighted to announce that its Search Engine Optimisation (SEO) team has been named as the Global Digital In-House Team of the Year at the 2020 Global Digital Excellence Awards.

The team fought off tough competition to be named best in the world by an influential and respected international judging panel, including Microsoft's senior manager of global engagement, Purna Virji.

The Global Digital Excellence Awards were held for the first time this year to recognise and celebrate exceptional digital campaigns, businesses and talent. The awards also looked at how teams had worked during the unprecedented and challenging times brought by COVID-19.

Based on the company's mission to help those who teach, Twinkl's SEO team strives to maximise the visibility of Twinkl's teaching resources on Google and other search engines in order to further help educators and through this support the education of children worldwide.

Paul Morris, a Judge at the awards and a Digital and E-commerce Director, said: "This team was able to instil a culture of SEO throughout their organisation. They made use of split tests to ensure appropriate results before implementing these across the site, proving their value. A well-deserved win!"

He commended the team for its achievements as a new and relatively small team, commenting on their strong processes and evolving ways of working.





The first member of the SEO team joined Twinkl in January 2019. In the last 18 months, the team has also grown exponentially, expanding from two to 64 members in order to help more people all around the world access Twinkl's resources.

Jonathan Seaton, Co-Founder and CEO of Twinkl, said: "I am absolutely thrilled that the team has been awarded Global Digital In-House Team of the Year. It is a huge accomplishment for the team to be recognised amongst top digital businesses and agencies, but also demonstrates the hard work, effective strategy, and results they have worked hard to deliver on a global scale.

"Everything we do at Twinkl comes back to our goal to help those who teach and part of this is making our resources as accessible and easy to find as possible. Through the hard work and dedication of the SEO team and others working with them, we have been able to support more educators through this. It's extremely rewarding that the team has been recognised for all the effort they put in to try to make the lives of others easier."

Twinkl's UK website now appears for around 70,000 different search phrases on Google, compared to 25,000 when the SEO team was founded in January 2019. The search phrases are now responsible for 70% of all website traffic. Prior to establishing the team, Twinkl had never actively done professional SEO work

The team has also recently started providing support to residents of TwinklHive, the company's business accelerator, with their SEO in order to help grow their audiences. Twinkl launched the accelerator at the end of 2019 to support emerging EdTech startups both in the region and further afield.

Twinkl was also recently honoured with the Queen's Award for Enterprise for Innovation and was named #26 in the Northern Tech Awards Top 100 League table, which ranks the fastest-growing technology companies in the North.

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