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## Decoding Canva Seo Case Study-The Seo Strategy that Led Canva to a \$40 Billion Valuation



### Abstract

SEO referred as Search Engine Optimisation is a common tool used by digital marketers to make their websites more visible to people who are enhancing their online shopping /knowledge pattern.To understand it more empirically the best way to describe SEO is a cherry on a cake.It will help the organisation website to reach on the top through maximum clicks or we must say maximum visitors visiting the website. SEO case studies are **a great way to learn more about how to do search engine optimization and what best strategies can be followed to attain the similar results for the same niche websites.** In this SEO Case study of CANVA taken the base month as July 2022 , we will have a look over the SEO Strategies and Product Strategy behind its success.

**Keywords:** - SEO, Valuation, Canva, Usage, Canva SEO, Canva SEO Strategy, SEO Case Study, CANVA SEO Case Study

### About CANVA Website

CANVA was launched in 2013. Canva is an online design and publishing tool with a mission to empower everyone in the world to design anything and publish anywhere. Canva is a platform that provides user-friendly design tools for non-designers to design social media posts, invitations, business cards, flyers, lesson plans, zoom backgrounds, presentations, posters, documents and other visual contents.

CANVA is an Australian based company which provides an online platform which is **free to use and also offers paid subscriptions** such as **Canva Pro** and **Canva for Enterprise** for additional functionality.In June 2020, Canva raised A\$60 million at a valuation of A\$6 billion; almost doubling its 2019 valuation, In September 2021, Canva raised US\$200 million, with its value peaking that year at US\$40 billion.By September 2022 the valuation of the company had levelled at US\$26 billion.

### CANVA SEO Case Study in Detail

#### 1)OVERVIEW

- **Website URL** : <https://www.canva.com/>
- The domain authority of the website according to MOZ is 92 and Page Authority is 80. Check the screenshot below for reference.

URL	Moz DA	Moz PA
<a href="https://www.canva.com/">https://www.canva.com/</a>	92 /100	80 /100

#### ● **Traffic Details**

CANVA Website has overall 93M organic search traffic in the month of July 2022

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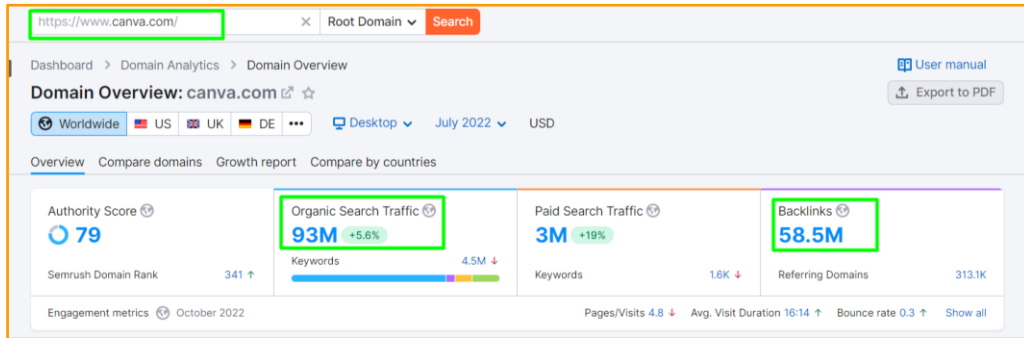
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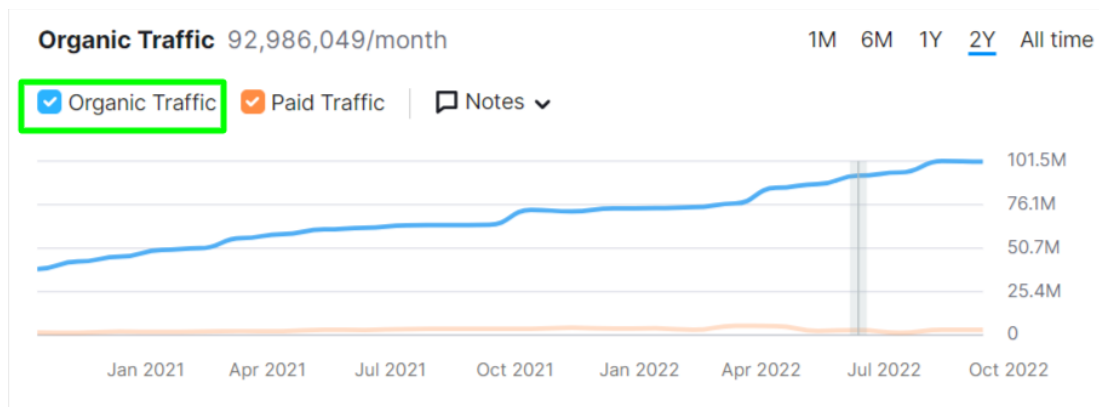
\*Email: Nehawork.info@gmail.com



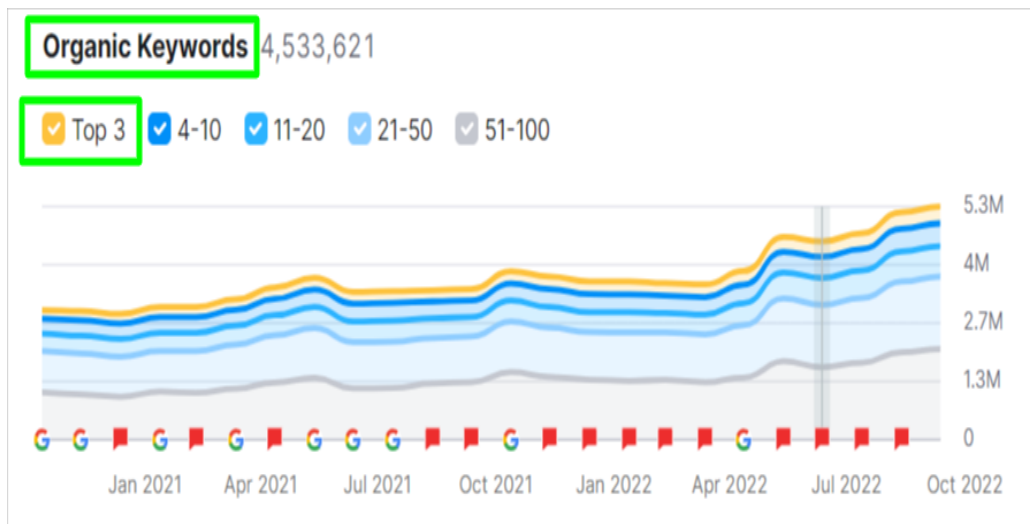
• Constant Increment in Organic Traffic

The organic traffic for the website is increasing from the past 2 years.

Check : The graphical representation of increasing organic traffic in the upward direction.



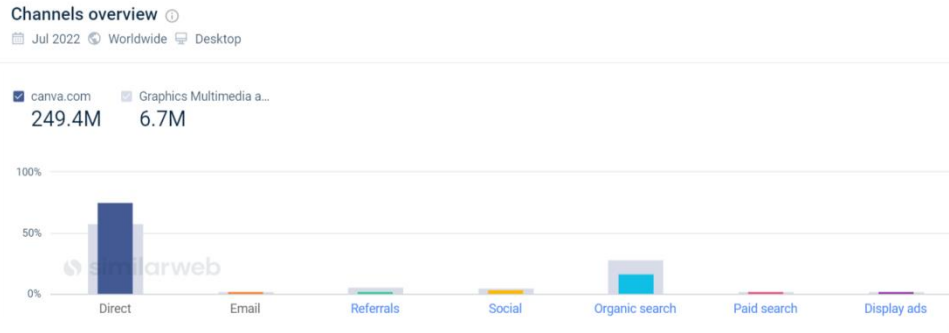
• Organic Keywords taking up the position in TOP 3 are increasing constantly.



• Major Source of traffic for the website CANVA (July 2022):

These are the different sources from which CANVA got the traffic in the month of JULY 2022, which contributes as follows:

1. Direct-75.36%
2. Email-2.27%
3. Referrals-0.96%
4. Social-3.96%
5. Organic Search-16.40%
6. Paid Search-0.81%
7. Display Ads-0.25%



In this search traffic contributes approx 17% which is huge (42 Million) traffic from search.

Let's now look into depth :

2)CANVA TURNED INTO A \$40 Billion VALUATION COMPANY

Sources :

a) **FORBES**



<https://www.forbes.com/sites/alexkonrad/2021/09/14/canva-raises-at-40-billion-valuation-and-founders-pledge-away-their-wealth/?sh=5da9acd57ba9>

b) **BLOOMBERG**

### Canva Vaults to \$40 Billion Value as Online Collaboration Surges

- Earlier valued at \$15 billion, Canva now has 60 million users
- Australian company is now fifth most valuable startup globally

<https://www.bloomberg.com/news/articles/2021-09-14/canva-vaults-to-40-billion-value-as-online-collaboration-surges>

But the main question here arises how ?

How SEO(Search engine optimization) strategies helped companies to grow so quickly ?

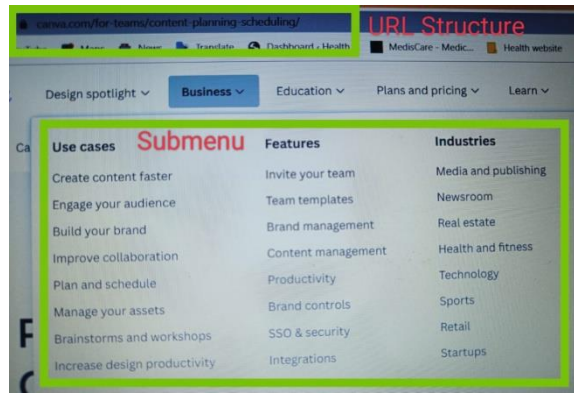
**Let's look into some deep insights and study this carefully :**

3)SEO STRATEGY USED BY CANVA CANVA have used Programmatic SEO strategy with proper Site structure and thousands of landing pages which contributes majorly to their growth month on month.

a) Clean Website Structure

CANVA has a clean menu and submenus with proper and simple URL structure for crawlers to easily understand and thus increasing the indexing of the pages.





b) Strong Keywords targeting of all types with Content Strategy

Generally we have the following types of keywords to target and CANVA has mastered capturing all types of keywords on SERP (search engine result page). Let's have a look :

• **Generic Keywords**

Generic keywords are the keywords with no user intent. Google as a search engine is not clear what people are searching for. Generic keywords are **searchable words that have meanings with a relatively wide scope**.

CANVA team had made the proper SEO Strategy around the content to target these keywords. See in the picture below CANVA positions on some of the generic keywords:

- Make free logo
- Make flyer
- Youtube banner template
- Making Meme & many more...

The traffic they got from these keywords is incredible and no more the less, keywords difficulty was not less at all.

Keyword	SF	Volume	KD	CPC	Traffic	Change	Position
+ make free logo	3	109K	91	1.63	37,300	+22.6K	3 → 1
+ making label	6	97K	59	5.09	34,419		→ -100
+ make flyer	4	38K	71	2.78	26,226	+17.1K	2 → 1
+ meme generator	2	348K	82	1.26	21,786	+11.1K	8 → 6
+ making meme	5	142K	81	0.62	18,165	-86	2
+ make a logi	4	228K	91	N/A	17,151		→ 5
+ logo maker	3	208K	92	2.10	16,124	+6.5K	8 → 7
+ youtube banner template	5	55K	47	1.39	15,506	-484	1

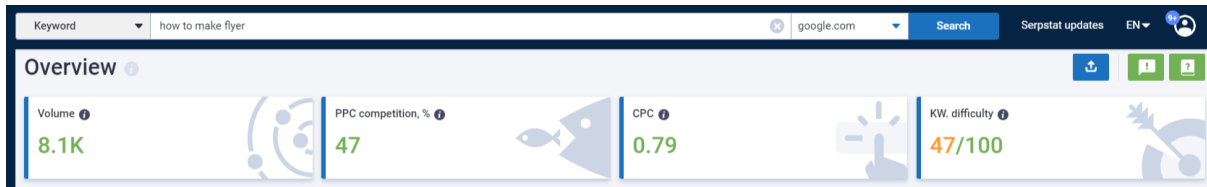
• **Informative & Conversational Keywords**

Informative keywords and conversational keywords means users intentions are clear while searching and want much details about the topic or want to know the process or steps in details.

**Example :** "How to make flyer" ?

Keyword search Volume:8100

Keyword Difficulty: 47



CANVA Website rank on the competitive informative keyword “ How to make flyers” ?  
 Position 2 on SERP

Competitors in organic search			
#	Domains		All keywords
1	adobe.com	↑116.5K	10.7M
2	canva.com	↑30.06K	2.5M

● **Buying Intent / Transactional keywords**

Buying intent/ Transactional keywords are the **search queries that people use when they intend to purchase something online or want to take imminent action over what is searched.** Here both the keywords “Create certificate “ and “Free certificate template” are transactional keywords, but People searching for “create certificate” want to design the certificate themselves. While those who searched for “free certificate template” are looking for certificate template to download for free.

Above are all the examples of long tail and short tail keywords which are covered by CANVA websites in its content strategy. Thus in this case, other bloggers and websites started using Investigational keywords trying to compare assets (e.g., “Canva vs. Adobe Spark”, “Canva vs Photoshop” etc.) , thus increasing the organic traffic for CANVA too. Next comes up the Landing pages.

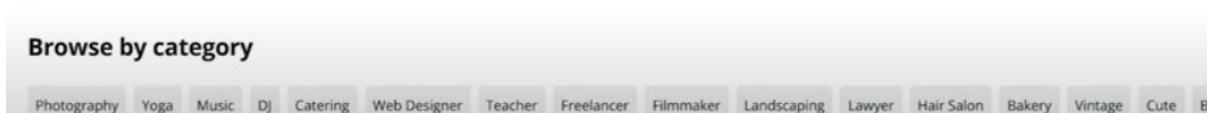
- **They made different landing pages with clean and same UI-UX, which were fully SEO optimised so that they could work at scale.**
- **Their strategy was simple to build landing pages quickly and target as many keywords as necessary.**

Overcoming the Problem that is with every Big Website

Websites like canva when they are trying to target different keywords the problem is the **internal linking** to make sure that authority is flowing through all relevant pages with traffic potential . But let’s see how they've created this hub for their create section where they have internal links to any and all relevant pages right which makes sure that there are no orphan pages and that everything is connected.

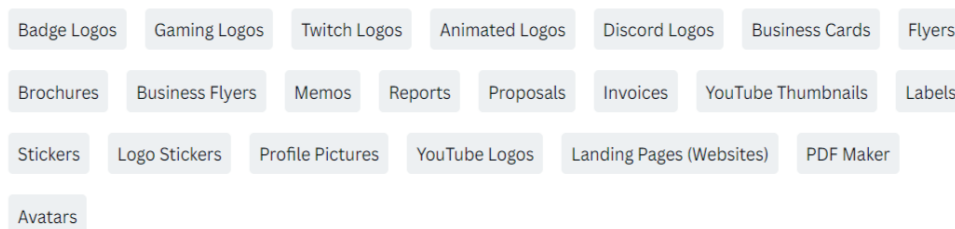
c) Internal Linking

Another basic SEO which is done incredibly well is internal linking. Ever category page is interlinked to another page. Check the image below:



On top of that if you actually access any of the pages and you scroll all the way down to the bottom we can see that they've created sub categories for any keyword with the traffic potential and there is an internal link to that page at the bottom of each landing page.

**More Designs**



d) Traffic from subfolder



As seen above, alone the subfolder /create has an organic traffic of 3.5M which is exceptionally good and it majorly gives 20% of the traffic to the website.

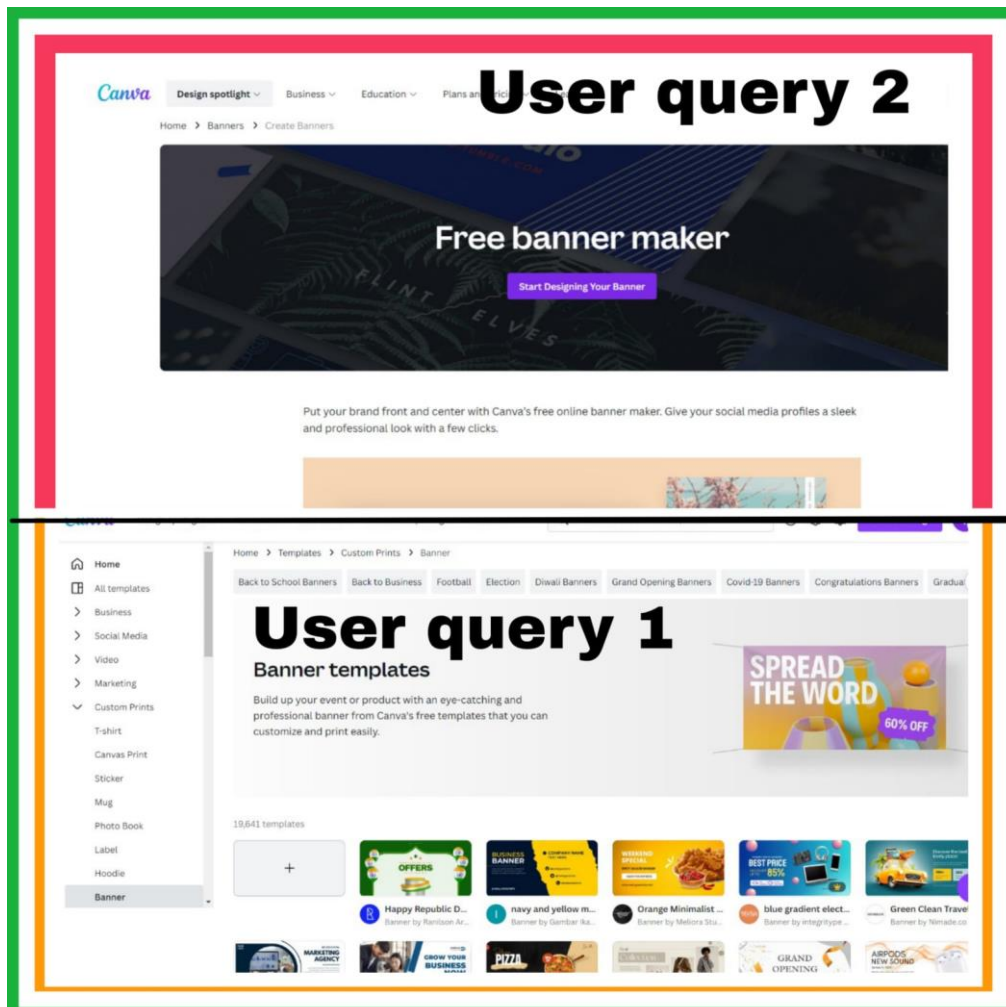
e) Creating Templates as the other landing page seeing the intent of keywords.

There are two different landing pages made for “Designing the banner “ and “Getting detailed information about how to make a banner”. Although keywords targeting can be the same or similar, but the user intent goes differently. So, this is a smart move by CANVA to capture more traffic.

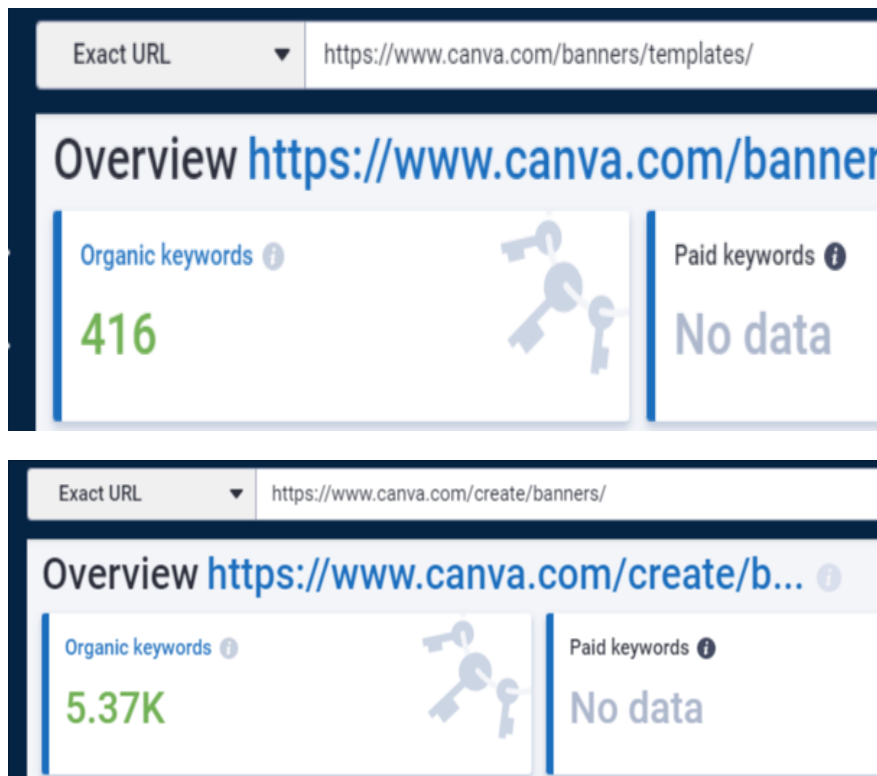
Example : User Query 1- Free banner Templates

User Query 2- How to design a banner?

The result pages shown for both the queries are different as search intent is different as CANVA as exact solution to your problem. In query 1, users will get free templates given by CANVA to be used. In query 2 user will get a landing page showing the steps on how to design a banner.



The Query 1 page for CANVA alone ranks for 416 keywords <https://www.canva.com/banners/templates/> , and second one <https://www.canva.com/create/banners/> alone ranks for 53700 keywords.



**f) Capturing traffic through blogs**

Blogs are another great way to capture traffic on SERP and CANVA build blogs around every user intent keyword which helps them to rank on SERP For different keywords.

Visit here to know more about types of blog they cover , <https://www.canva.com/learn/>

**g) High Link Building-SEO, Outreach**

Canva also knows that site authority is critical for rising in the search ranking. That's why it has invested heavily in cultivating backlinks- over 10 million of them. CANVA differentiates itself from competitors by investing heavily on link building. In the picture below, we can see that highly competitive pages also have do follow links which is also huge.

#	Page	UR ↓	Referring domains	External links ↑		
				Dofollow	Nofollow	Redirects
1	Free Online Infographic Maker by Canva <a href="https://www.canva.com/create/infographics/">www.canva.com/create/infographics/</a> ↗ EN	78	2,100	4,335	2,777	4
2	Logo Maker   Create Free Logos in Minutes   Canva <a href="https://www.canva.com/create/logos/">www.canva.com/create/logos/</a> ↗ EN	78	2,055	4,146	11,560	27
3	Free Online Resume Builder: Design a Custom Resume in Canva <a href="https://www.canva.com/create/resumes/">www.canva.com/create/resumes/</a> ↗ EN	53	987	1,159	3,533	3
4	Free Presentation Slides & Maker Canva <a href="https://www.canva.com/create/presentations/">www.canva.com/create/presentations/</a> ↗ EN	50	632	835	2,577	1
5	Free Online Banner Maker: Design Custom Banners in Canva <a href="https://www.canva.com/create/banners/">www.canva.com/create/banners/</a> ↗ EN	50	649	1,427	3,113	0

**1) Getting links from .edu , .org websites**

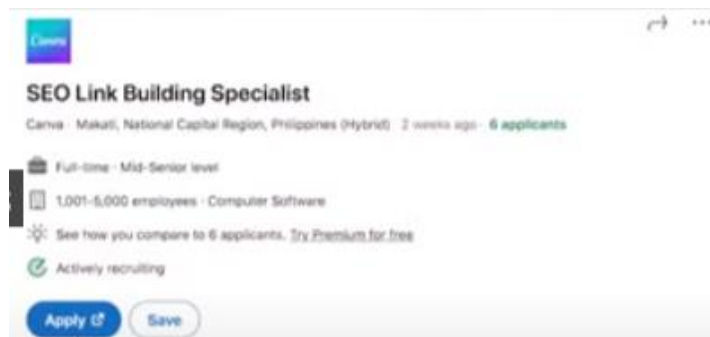
Getting do follow links from .edu and .org websites automatically bulbs the trust in the eyes of google and CANAV is getting do follow links from such websites.

<a href="https://www.apaba-dc.org/2021-Highlights">https://www.apaba-dc.org/2021-Highlights</a>	Follow	7	frame	<a href="https://www.canva.com/des...">https://www.canva.com/des...</a>	04 Jun. 2022 3 hours ago
<a href="https://www.digimarketeronline.org/post/affiliate-marketing-for-...">https://www.digimarketeronline.org/post/affiliate-marketing-for-...</a> Canva	Follow	17	href	<a href="https://www.canva.com/">https://www.canva.com/</a>	05 Jun. 2022 3 hours ago
<a href="https://www.digimarketeronline.org/post/digital-marketing-tools">https://www.digimarketeronline.org/post/digital-marketing-tools</a> Canva	Follow	16	href	<a href="https://www.canva.com/">https://www.canva.com/</a>	05 Jun. 2022 3 hours ago

#	Link source Link anchor	External links	Link type	Target page
1	<a href="https://libguides.fau.edu/c.php?g=325678&amp;p=2182882">https://libguides.fau.edu/c.php?g=325678&amp;p=2182882</a> Canva	24	href	<a href="https://www.canva.com">https://www.canva.com</a>
2	<a href="https://www.capital.edu/developer-testing/">https://www.capital.edu/developer-testing/</a>	22	frame	<a href="https://www.canva.com/des...">https://www.canva.com/des...</a>
3	<a href="https://www.capital.edu/developer-testing/">https://www.capital.edu/developer-testing/</a> The Trinity Connection Newsletter	22	href	<a href="https://www.canva.com/des...">https://www.canva.com/des...</a>
4	<a href="https://www.gcll.lums.edu.pk/newsletter">https://www.gcll.lums.edu.pk/newsletter</a> View on Canva	7	href	<a href="https://www.canva.com/des...">https://www.canva.com/des...</a>
5	<a href="http://hnpu.edu.ua/uk/division/novyny-kafedry-angliskyoyi-movy">http://hnpu.edu.ua/uk/division/novyny-kafedry-angliskyoyi-movy</a> <a href="https://www.canva.com/design/DAE_M7JXQtU/4X9SLHGAZ9X00Y8bF7J9...">https://www.canva.com/design/DAE_M7JXQtU/4X9SLHGAZ9X00Y8bF7J9...</a>	19	href	<a href="https://www.canva.com/des...">https://www.canva.com/des...</a>
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**2) Outreach to bloggers, influencers on mail**

CANVA team approaches the bloggers via mail suggesting them tools or pages that can be useful for them. CANVA is also creating jobs for SEO Link building almost round the year.



**4)PRODUCT STRATEGY USED BY CANVA**

**a) Ease of Use**

Creating a design of an eye-catching graphic is an easy process. But not all graphic design software is created equal. When we talk about CANVA, as every graphic designer is looking for a tool to help them create captivating graphics, they are often turned off by the complicated software that most design apps come with. Here the perfect product strategy comes into play, an easy way to create graphics that are appealing and professionally done.

**b) Free and Paid Templates**

Canva is a tool that has the ability to be used for so many different things. From creating quick and simple logos, to creating professional looking flyers, there are so many things that Canva can do. These templates have been designed to be as easy to use as possible and they are also fully customizable. CANVA Templates are for free and Paid users are given additional awesome elements to make graphics more stunning which is a perfect fit for marketing strategy too.

**c) Data Driven decisions**

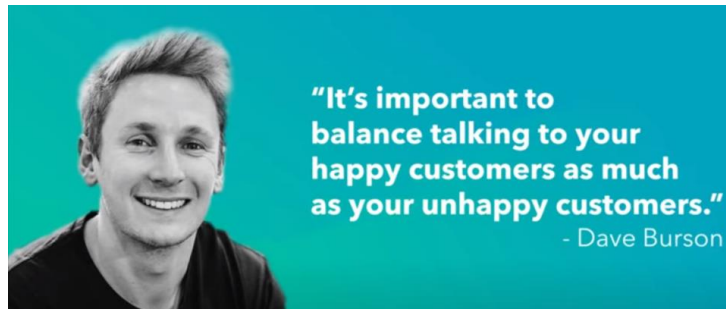
CANVA never laid off their decisions on the basis of assumptions. Data collected from different sources, SEO tools like google analytics, search console have paved their ways to make a proper SEO Strategy to scale further. The team at CANVA decided to invest in the data to help them scale their business, example in link building.

**d) Upgradation & Growth Mindset**

CANVA always comes up with some upgrades, example-recently added feature of video background removal. The team has a growth mindset which was clear in one of the interviews.

An interview of Melanie Perkins, CANVA founder, when questioned, Q) Part of the entrepreneurial journey means hearing “no” at times. How do you deal with setbacks or negative feedback? She answered in this way,

Ans) Solve a problem that you feel passionately about and really believe should be solved. It's taken over nine years from the initial idea to get Canva to where it is today. It's a long journey, so make sure that you are solving a problem worth solving.



### 5) LESSONS TO LEARN FROM CANVA ON GROWTH-ENABLING SEO

- a) Make sure your product solves the solution with satisfaction to customers.
- b) Provide tools for free to gain trust of users.
- c) Link building is important, and leverage your growth to users by letting them use your free product so that they recommend them to others online themselves.
- d) Understand the user intent and plan content strategy accordingly.
- e) Do not forget On-Page SEO optimization in order to google love you.
- f) Give exponentially more to your paid customers than your free users.

### Conclusion

CANVA Dominates the search engines. In other words, users may never have heard of Canva. They just ask Google what they're looking for and Google determines that Canva is the best answer. Free users are more likely to convert to paid users as they come to rely on the service. Providing content that helps users improve their abilities as designers and marketers, Canva keeps them coming back, which is a huge driver of revenue.

The final two blog categories, nonprofit and teachers and students, target two additional groups that make up large parts of Canva's user base. The companies Canva for Nonprofits and Canva for Education programs offer free Canva pro accounts to certified teachers and organizations. They're equally active on social media, with Facebook and YouTube ads generating the most incoming traffic. However, all that advertising still only makes up about 5% of total traffic. Organic search, much of it the result of Canva's SEO and content marketing strategies, generates 16% of net traffic on the site, proof that SEO and content marketing really are crucial drivers for any online business.

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