

# OnCrawl stands for children's rights and equality with Plan International

Bordeaux, October, 27th - OnCrawl, a technical SEO platform, joins forces with the charity Plan International to launch a campaign which aims at raising money for children's rights and equality. The SEO platform calls on the entire SEO community to participate through donations in the form of gift box purchases.

## Plan International: a fight for access to education for children around the world

Founded in 1937, Plan International is a **development and humanitarian organisation** that advances children's rights and equality for children. Plan International promotes **free, equal access to quality education for all children** – from early learning to secondary education.

The association has been building powerful partnerships for children for over 80 years and is now active in more than 70 countries. 80% of the money they collect allows them to **support programs benefiting children and families**. The 20% left are dedicated to administration, operating and fundraising costs.

They believe that together, we can create a world where all the children around the world have the possibility to unleash their full potential.

## The SEO community stands for the right to education

Education is a right to which we are particularly sensitive as marketers, especially SEOs. Even though SEOs are often formed through experience and peers, we should not forget that this would not have been possible without a **basic education**, such as learning to read, write or count. In today's world, it is a right which **1 child out of 6 does not have access to**.

*"Equal access to quality education for all children is a cause that we, at OnCrawl, care about and Plan International is in line with our core values. This is why, today, we are committed to them. I invite all the SEOs around the world, who are without a doubt the best community to join us in this challenge."*

- **François Goubé, CEO at OnCrawl**

Each in our own way, we are all **committed to improving the world we live in** and OnCrawl believes that education is an important part of it. Since their beginning in 2013, their goal has been to successfully **evangelize technical SEO** and raise awareness of the importance of online visibility for businesses. Today, their goals are even greater and

tomorrow, they want to be **pioneers in terms of education**. That's why they decided to launch this campaign and give SEOs the opportunity to get involved in the right to education.

## How to donate?

If you can and want to participate in the "**SEOs for Education**" campaign with Plan International, you have the possibility to make a donation by buying one of the 3 gift boxes, that you will receive at the end of the campaign:

- **Box 1 - Tobelgoog:** includes a comic book, a printed infographic about Javascript, printed takeaways from Brainly's case studies, OnCrawl's coasters, a mask and an OnCrawl Explorer subscription for 3 months (**Price: 60\$**)
- **Box 2 - Pruls:** includes a comic book, a printed infographic about Javascript, printed takeaways from Brainly's case studies, OnCrawl's coasters, a mask, 2021 Calendar, OnCrawl Mug and an OnCrawl Enterprise plan for 3 months (**Price: 80\$**)
- **Box 3 - Tobgnib:** includes a comic book, a printed infographic about Javascript, printed takeaways from Brainly's case studies, OnCrawl's coasters, a mask, OnCrawl Mug, a t-shirt, an exclusive poster signed by the entire OnCrawl team and an OnCrawl Ultimate plan for 3 months (**Price: 115\$**)

100% of the benefits will be donated to Plan International, which will use them to support its access to education campaigns around the world. Your donations will be used to support more than **2 000 projects** in emerging and developments contexts that help **21 million girls and 18 million boys**.

[Visit campaign website](#)

### About OnCrawl

OnCrawl is a technical SEO platform for enterprise SEO audits and daily monitoring. The solution helps more than a thousand clients in 66 countries to improve their organic traffic, rankings, and revenues by opening Google's black box. Clients include Vistaprint, Canon, Lastminute.com, Forbes, and other major companies.

Driven by a strong technical spirit, OnCrawl gives search marketers easy access to the data they need by providing actionable dashboards and reports to support the entire SEO process. The company has already closed two successful funding campaigns to become the leading SaaS provider for SEO.

OnCrawl has been awarded as Best Global SEO Software Suite 2020. In 2019, and for three years running, OnCrawl has won the Best SEO Tool award at the European Search Awards. In addition, they won awards at the MENA and US Search Awards in 2019.

For more about OnCrawl, visit [www.oncrawl.com](http://www.oncrawl.com).

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