



ESA DIGITAL

23 October 2026

Education App Organic ROI Forecast 2027

Language, study and learning apps with subscriptions · US search demand · global AI visibility

Industry report · Prepared by **ESA Digital** · Ahrefs Site Explorer, Keywords Explorer + Brand Radar

[Check interactive report](#)

1. Key findings

FINDINGS

- A Homework help is most of the demand.** 10.4M US searches/mo across seven topics, and Homework Help is 6.4M (61%), almost all of it “math solver” (5.9M/mo). Students want the answer on the page, then the method.
- B Tests and courses come next.** Exam & Test Prep draws 1.5M searches/mo (“asvab practice test”, 78K; “sat practice test”, 41K) and Online Courses 1.0M (“online courses”, 303K). Language learning is 706K, led by “how to learn spanish” (240K).
- C Study platforms dominate organic search.** Quizlet gets 15.8M visits/mo on 1.1M keywords, and Coursera 14.2M on 367K. Duolingo draws 9.0M; Babbel (691K) and Busuu (440K) rank mostly on language pages.
- D AI answers spread across three leaders.** Coursera holds 40.8% of the set’s 22.6M AI impressions/mo, Duolingo 27.6% and Quizlet 23.0%. Quizlet’s top cited prompts are all about price (“Is Quizlet not free anymore?”); Coursera is cited on career questions (“Is data science very difficult?”).
- E Education is one of the stronger app cases.** At the top quartile, 5.4% of installs pay and a payer brings \$54 a year. A Growth project then returns \$690K on \$263K over 24 months (ROI 162%, break-even in month 13); the median returns \$48K.

WHAT TO DO

Build free practice tools that solve the query in the browser (a solver, practice tests, flashcards, a first language lesson) and offer the app to keep the streak. Publish clear pricing and free-tier pages: in this category “is it free?” is the most-asked AI question.

2. SEO Opportunities

RELEVANT CONTENT IDEAS

3 404

TOPICAL CLUSTERS

7

MONTHLY SEARCH VOLUME

10 427 620

CLUSTER	VOLUME SHARE	IDEAS	VOL/MO
Homework Help ↗	60.8%	494	6 352 390
Exam & Test Prep ↗	14.2%	500	1 483 500
Online Courses & Certificates ↗	9.8%	467	1 024 300
Language Learning ↗	6.8%	498	705 700
Flashcards & Study Tools ↗	3.6%	463	374 050
Kids Learning ↗	2.6%	484	270 100
Career Skills & Coding ↗	2.1%	498	217 580
Relevant total	99.9%	3 404	10 427 620
Off-topic / adjacent — excluded	0.1%	28	13 200
Total		3 432	10 440 820

How this was built >

FINDINGS

Homework Help (60.8%) dominates, then Exam & Test Prep (14.2%) and Online Courses & Certificates (9.8%). Language Learning (6.8%), Flashcards (3.6%), Kids Learning (2.6%) and Career Skills (2.1%) are smaller but closer to a subscription decision.

WHAT TO DO

Lead with tools and practice content: a solver or checker for your subject, free practice tests for the exams your users take, and beginner lessons for each language. Then add comparison pages for "best app to learn ..." searches.

3. Competitive Landscape

3.1 Organic SEO — Ahrefs Site Explorer

BRAND	ORG. TRAFFIC/MO ↓	ORG. KEYWORDS	TOP 3	BACKLINKS	ORG. VALUE	DR
Quizlet ↗ quizlet.com	15 776 300	1 086 579	467 483	24 548 358	\$6.0M	86
Coursera ↗ coursera.org	14 244 487	366 869	164 833	22 235 608	\$7.8M	91
Duolingo ↗ duolingo.com	8 967 889	81 758	37 545	1 853 783	\$1.8M	89
Babbel ↗ babbel.com	690 772	60 513	26 567	286 894	\$386K	81
Busuu ↗ busuu.com	439 770	37 099	15 383	116 573	\$78K	76

Click column header → sort. Click brand row → SEO dashboard. Bars are normalized per column.

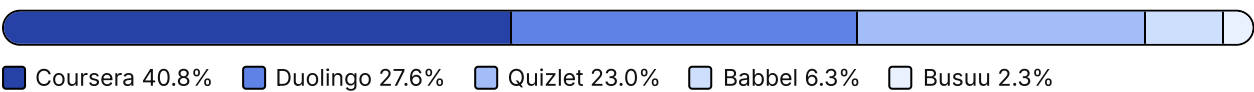
3.2 AI Visibility — Brand Radar (impressions/month)

BRAND	CHATGPT	AI OVERVIEWS	AI MODE	TOTAL ↓
Coursera ↗ coursera.org	2 900 443	4 022 546	2 274 713	9 197 702
Duolingo ↗ duolingo.com	2 426 163	2 519 977	1 283 933	6 230 073
Quizlet ↗ quizlet.com	2 867 006	938 675	1 381 578	5 187 259
Babbel ↗ babbel.com	481 770	632 011	300 333	1 414 114
Busuu ↗ busuu.com	217 218	208 102	100 291	525 611

Click column header → sort. Click row → ChatGPT citation prompts. Brand Radar matches **brand names**, not domains.

3.3 AI Share of Voice

Coursera 40.8% — the 5 brands in this set hold **22 554 759** AI impressions/mo across ChatGPT, AI Overviews & AI Mode.



FINDINGS

The five brands hold 22.6M AI impressions/mo across ChatGPT, AI Overviews and AI Mode. Coursera (40.8%), Duolingo (27.6%) and Quizlet (23.0%) take over 90%; Babbel (6.3%) and Busuu (2.3%) share the rest. Prompts are about price and value ("Is Duolingo free or paid?", "Is Coursera good on CV?"). Babbel and Busuu are cited mainly on general language questions such as spelling and word meanings.

WHAT TO DO

Answer price, free-tier and outcome questions (does it work, do employers recognise it) on your own pages, with evidence. Language and spelling explainers get brands cited on everyday questions, which builds recognition for the paid product.

4. ROI Forecast

INDUSTRY BENCHMARK

Weak

Typical

Strong

×

PACKAGE

Start

Growth

Scale

×

PERIOD

12m

24m

36m

Forecast outcomes

BREAK-EVEN

Month 13

24M REVENUE

\$690K

24M ROI

162%

24M PROFIT

\$427K

Investment

PROJECT COST

\$263K

PUBLISHED PAGES

600

Parameters

PACKAGE INPUTS

Pages / month 25

Monthly cost \$11K

CONVERSION FUNNEL · STRONG TIER

Visit → Install 8.4%

Install → Paid 5.4%

Revenue / payer / yr \$54

CONTENT PERFORMANCE

Months to peak 7

Avg visits/page 180

Success rate 60%

AI / GEO LIFT

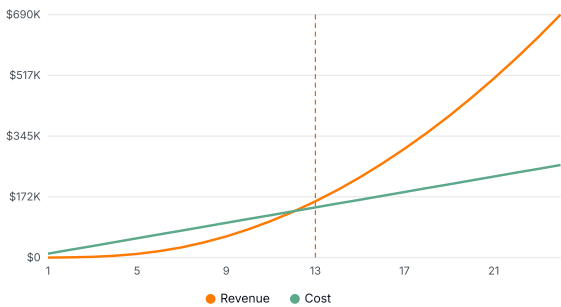
LLM ratio 0.1x

LLM conv boost 2x

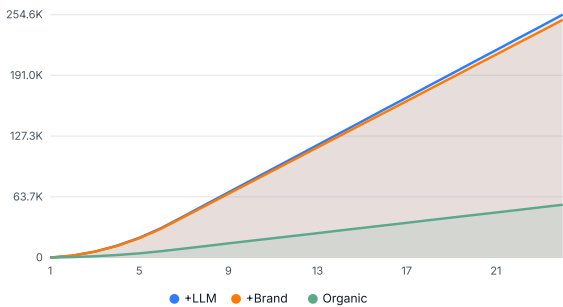
[Dive deeper — change parameters in the ROI calculator](#) ↗

– Open the interactive model to adjust assumptions yourself.

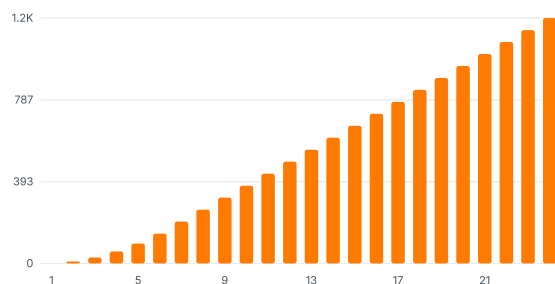
Cumulative Revenue vs Cost



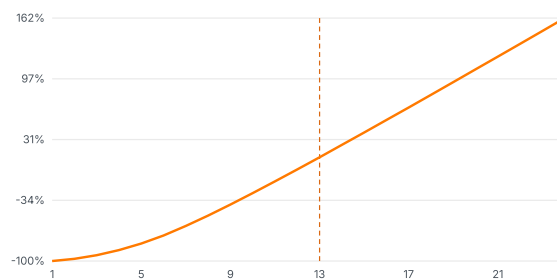
Traffic Growth



New Paid Customers



Cumulative ROI



MONTHS	PAGES	ORGANIC	BRAND	LLM	INSTALLS	PAYERS	REVENUE	ROI
1	25	0	0	0	0	0.0	\$0	-100%
2	50	450	1.6K	45	178	9.6	\$518	-98%
3	75	1.4K	4.7K	135	533	29	\$2K	-94%
4	100	2.7K	9.4K	270	1.1K	58	\$3K	-88%
5	125	4.5K	15.8K	450	1.8K	96	\$5K	-81%
6	150	6.8K	23.6K	675	2.7K	144	\$8K	-72%
7	175	9.4K	33.1K	945	3.7K	201	\$11K	-62%
8	200	12.2K	42.5K	1.2K	4.8K	259	\$14K	-51%
9	225	14.8K	52.0K	1.5K	5.9K	317	\$17K	-39%
10	250	17.6K	61.4K	1.8K	6.9K	374	\$20K	-27%
11	275	20.3K	70.9K	2.0K	8.0K	432	\$23K	-14%
12	300	22.9K	80.3K	2.3K	9.1K	489	\$26K	-1%
13	325	25.6K	89.8K	2.6K	10.1K	547	\$30K	12%
14	350	28.4K	99.2K	2.8K	11.2K	604	\$33K	25%
15	375	31.1K	108.7K	3.1K	12.3K	662	\$36K	39%
16	400	33.8K	118.1K	3.4K	13.3K	720	\$39K	52%
17	425	36.5K	127.6K	3.6K	14.4K	777	\$42K	66%
18	450	39.1K	137.0K	3.9K	15.5K	835	\$45K	80%
19	475	41.9K	146.5K	4.2K	16.5K	892	\$48K	93%
20	500	44.5K	155.9K	4.5K	17.6K	950	\$51K	107%
21	525	47.3K	165.4K	4.7K	18.7K	1007	\$54K	121%
22	550	50.0K	174.8K	5.0K	19.7K	1065	\$58K	135%
23	575	52.6K	184.3K	5.3K	20.8K	1122	\$61K	148%
24	600	55.4K	193.7K	5.5K	21.9K	1180	\$64K	162%

ESA ROI Calculator · Start 10/\$5.5K · Growth 25/\$10.95K · Scale 40/\$15.5K · peak 7 mo, success 60%, 180 visits/page, brand ×3.5, LLM 0.1×, LLM conv ×2. Funnel inputs follow the industry benchmark switch (Weak / Typical / Strong = bottom quartile / median / top quartile of the category). Revenue per payer is 12-month subscription revenue; visit → install is an estimate (no open benchmark for search visitors).

FINDINGS

On the Growth package over 24 months, a top-quartile funnel (Strong tier: 8.4% visit → install, 5.4% install → paid, \$54 per payer) turns a **\$263K** project into **\$690K** of revenue (ROI 162%) and breaks even in month 13. The median (Typical tier) returns only **\$48K**. Annual plans renew less often here than in other categories (23.7% at the median), so first-year payer value matters most.

WHAT TO DO

Measure install → paid and first-year revenue per payer. If you are near the median, test the paywall and trial before scaling; at the top quartile, Scale over 36 months returns \$2.7M in the model.

Sources & Benchmarks

I. Sources

- **Content** — [Ahrefs Keywords Explorer](#) (US volumes) + [ESA](#) intent clustering
- **Organic SEO** — [Ahrefs Site Explorer](#)
- **AI Visibility** — [Ahrefs Brand Radar](#) (ChatGPT / AI Overviews / AI Mode; citations API limit 25)
- **ROI** — [ESA ROI Calculator](#) + service packages
- **Industry benchmarks** — [RevenueCat](#), [State of Subscription Apps 2026](#), [Unbounce](#), [Conversion Benchmark Report 2024](#)

II. Benchmarks

Reference ranges for a subscription-app funnel — Visit → Install → Trial → Paid — for the median app in the category and its bottom and top quartiles. Rows marked **ROI-model input** feed the forecast above. All figures are modelled estimates on the stated inputs, not guarantees.

II.A. Conversion — industry benchmarks

FUNNEL STEP	WEAK → TYPICAL → STRONG	SOURCE / NOTE
Visit → Install	 Weak 1% Typical 3% Strong 8.4%	Estimate; strong = landing-page benchmark (Unbounce 2024)
Install → Trial (30 days)	 Weak 2.7% Typical 6.5% Strong 11.8%	RevenueCat 2026
Trial → Paid	 Weak 24.2% Typical 36.1% Strong 50.6%	RevenueCat 2026
Install → Paid (35 days)	 Weak 0.7% Typical 2.1% Strong 5.4%	ROI-model input. RevenueCat 2026
Revenue per payer (12 months)	 Weak \$11 Typical \$27 Strong \$54	ROI-model input. RevenueCat 2026
Avg. visits per page (peak)	180 visits	ROI-model input. Ahrefs top pages of the five leaders (US, pages with 10–3,000 visits/mo, top 100 per domain, n=500) have a median of ~1,500 and a trimmed mean of ~1,430 visits/page, but those pages carry years of links and brand pull. A newly published page is modelled at 180 .
Revenue per payer (12 months)	\$54	ROI-model input. RevenueCat, State of Subscription Apps 2026: 12-month revenue per payer for Education apps (bottom quartile / median / top quartile).

II.B. GEO benchmark ranges

GEO METRIC	EARLY	HEALTHY	AI-HEAVY	NOTES
LLM traffic ratio	0.01–0.04×	0.05–0.12×	0.15–0.30×	LLM referrals as a multiple of organic

GEO METRIC	EARLY	HEALTHY	AI-HEAVY	NOTES
LLM conversion boost	+50–120%	+300–500%	+400–700%	ChatGPT highest; AI Overviews lowest
Content success rate	30–50%	45–65%	50–70%	Service pages and how-to content rank best
Months to peak	3–6	6–14	14–24	Per published cohort
Brand traffic multiplier	0.05–0.15×	0.20–0.40×	0.45–0.90×	Fixed at 3.5× brand-lift in the model