



Anan Kids Academy - SEO Case Study

About the Project:

Anan Kids Academy is an initiative of the sharp group which aims to provide the best learning experience for every student from kindergarten to primary level. It offers theme-based learning for their students to make learning easier and enjoyable; With 6 acres of a spacious environment, Anan kids play a major role in the student's positive developmental gains.

Skill Set used:

Search Engine Optimization – Competitor analysis, business listing, social bookmarking, Google analytics, keyword optimization and website code optimization.

Situation:

Being one of the leading educational institutions in Coimbatore, Anan Kids Academy aims to promote their institution to people across Tamil Nadu. But the reductions in the pages indexed on the search engine, lower organic traffic, and total keyword presence has affected the website rankings.

Solution:

After consulting with the company, we conducted the on page audit to identify the factors to be improved; we analyzed the keyword presence in title, meta description, H1 tag, image tag, canonical tags of the website and modified them with the keyword

specific meta tags after performing keyword research using Google keyword planner to identify the most frequently used search terms.

We set up the Google analytics, sitemap and webmaster in their website to monitor the website progress. To improve their local search engine rankings, we created a local listing in Google by providing precise business timings, customer reviews, address, and phone number. We optimized their primary and secondary pages, kindergarten pages through the backlinking process.

We create quality links with social bookmarking, classified submission, directory submission, forum posting, and blog commenting. With our consistent effort, we improved its keyword ranking position and increased customer visitors to their website.

Result:



KEYWORDS	Before seo	SERP
http://anankidsacademy.com/	Google.co.in	Google.co.in
Kids Academy in Coimbatore	1	30
Kindergarten School in Coimbatore	4	10
Kindergarten Schools Coimbatore	5	20
International CBSE school in Coimbatore	6	43
Best Kindergarten School Coimbatore	6	10