CS Academy – SEO Case Study

About the Project:

CS Academy is a leading educational institution in Coimbatore and Erode. They provide an excellent education in international standards to enrich and enlighten the children lives. They offer excellent amenities in a beautiful eco-friendly campus to create love for learning in students.

Skill Set Used:

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

Situation:

CS Academy approached us to take their educational institution to the next level through website promotion. We studied their business and offered them a highly optimized SEO-friendly website to improve their search engine rankings and admission inquiries. As there are many competitors in the educational industry, we faced the challenge of improving the rankings and build inquires.

Solution:

Our digital marketing experts conducted SEO audit to identify the current keyword rankings position and researched the keywords to use in the title, Meta description, and website content. We created a strong sitemap, internal linking structure to improve the search rankings. Through competitor research, we understand the digital marketing strategies used by other players.

Our expert digital marketing team framed an effective strategy that includes backlink formation through the business listing, blog posting, classified submission, forum posting, blog commenting and article submission. We monitored our progress daily through Google analytics and reported our progress periodically.

Result:

KEYWORDS	After SEO	Before SEO
http://coimbatore.csacademy.in/	Google.co.in	Google.co.in
Cambridge Schools in Coimbatore	1	95
Best IGCSE Schools in Coimbatore	1	No
International School in Coimbatore	3	No
CBSE School in Coimbatore	3	No
Best International School in Coimbatore	5	No