

## Increased website traffic and Keyword Ranking through SEO & Content Marketing

### CLIENT OVERVIEW

GRVBMA, Bengaluru Central University affiliated and ISO 9001: 2008 certified academy, set up with the initiative of Sri. M Gururaj, the President and an Investment Banker by profession, offers graduate and postgraduate courses in management.

GRVBMA is one of the Best MBA Colleges in Bangalore. It strives to deliver value-based quality education and imbibe top-class management skills in its students - executives by enlisting the services of eminent persons from industry and academia as faculty members. GRV is among the very few MBA colleges in Bengaluru offering online management and skill development courses.

**Industry** : Educational

### HIGHLIGHTS

- ✓ 40% of overall website traffic increased in 2019 - 2020
- ✓ 46 % Organic traffic increased.
- ✓ 60% of Keywords Ranking in First Page.
- ✓ Brand Visibility is Increased from Medium to High range



### CHALLENGE

- Want to Increase Brand Visibility
- Improve Rankings
- Improve ranking for Various Courses for
- Many keywords were very generic & consequently highly competitive in nature.

## STRATEGY

Each client is unique. Our personalized approach for GRV Academy is outlined below. We monitored the performance of their SEO campaign by adjusting as required and providing analytics as well as search engine ranking reports on a monthly basis.

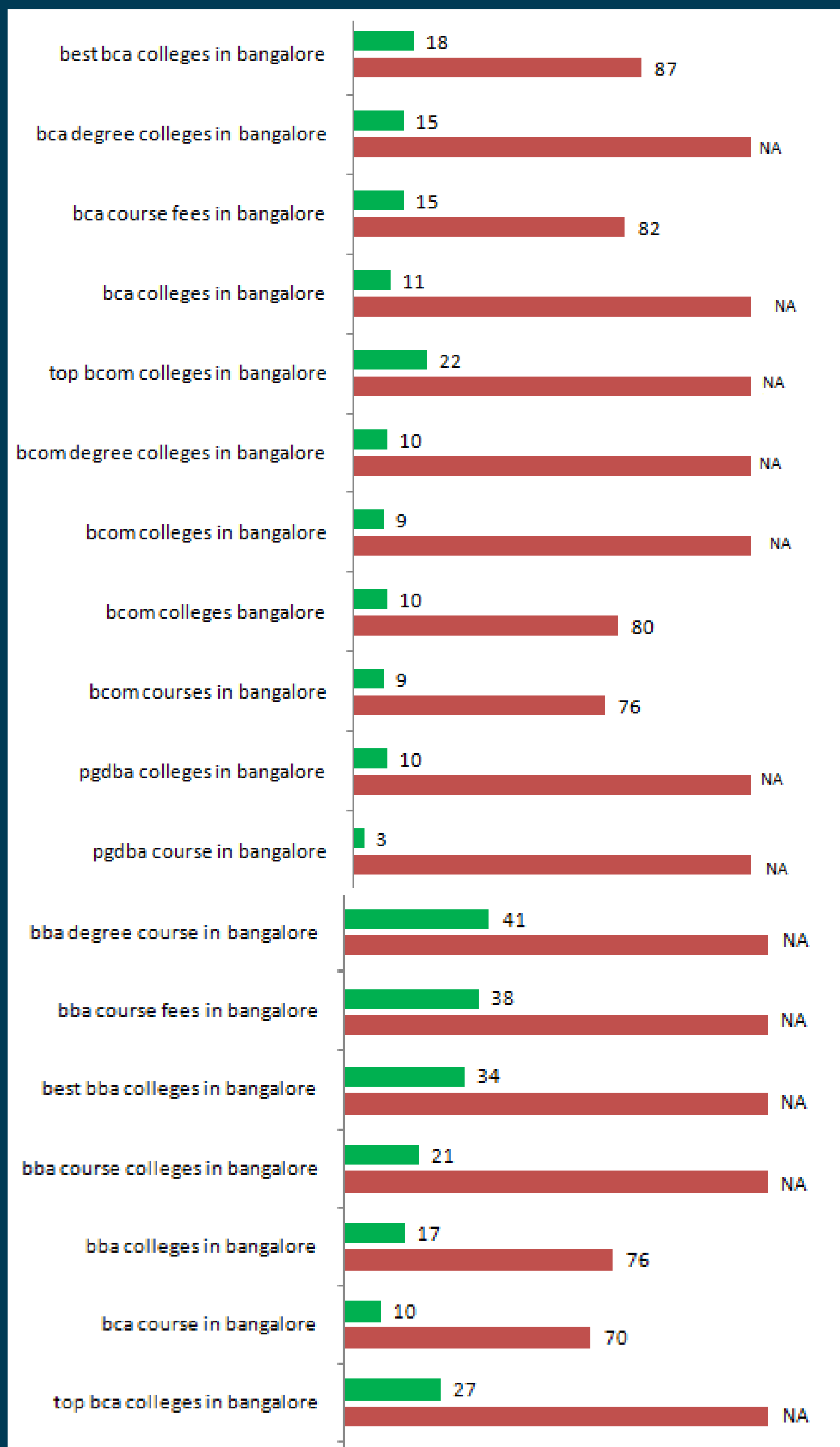
- ✓ Keyword research and analysis to identify the top 70 keywords in relation to industry and target region
- ✓ User-Focused Optimization
- ✓ Optimized 40 keywords on forefront and optimized the core generic keywords
- ✓ Targeted Primary Keywords for Each Course Pages
- ✓ Developed Link Magnet Content with target keywords
- ✓ Increased CTR for Generic Keywords
- ✓ Technical SEO and UI/UX factors
- ✓ Optimized and added rich content for the snippet
- ✓ Builded more niche links on high authority sites
- ✓ Made site more SEO Friendly
- ✓ We have focused on brand Visibility, Not Just Blue Links

# RESULTS

- ✓ Every 3 months traffic grown by 30 to 40%
- ✓ 60% of keywords return grvacademy.com as the 1st result on the 1st page of Google
- ✓ Core Generic keywords ranking in First page
- ✓ Over all Site traffic increased by 220% in last one year.

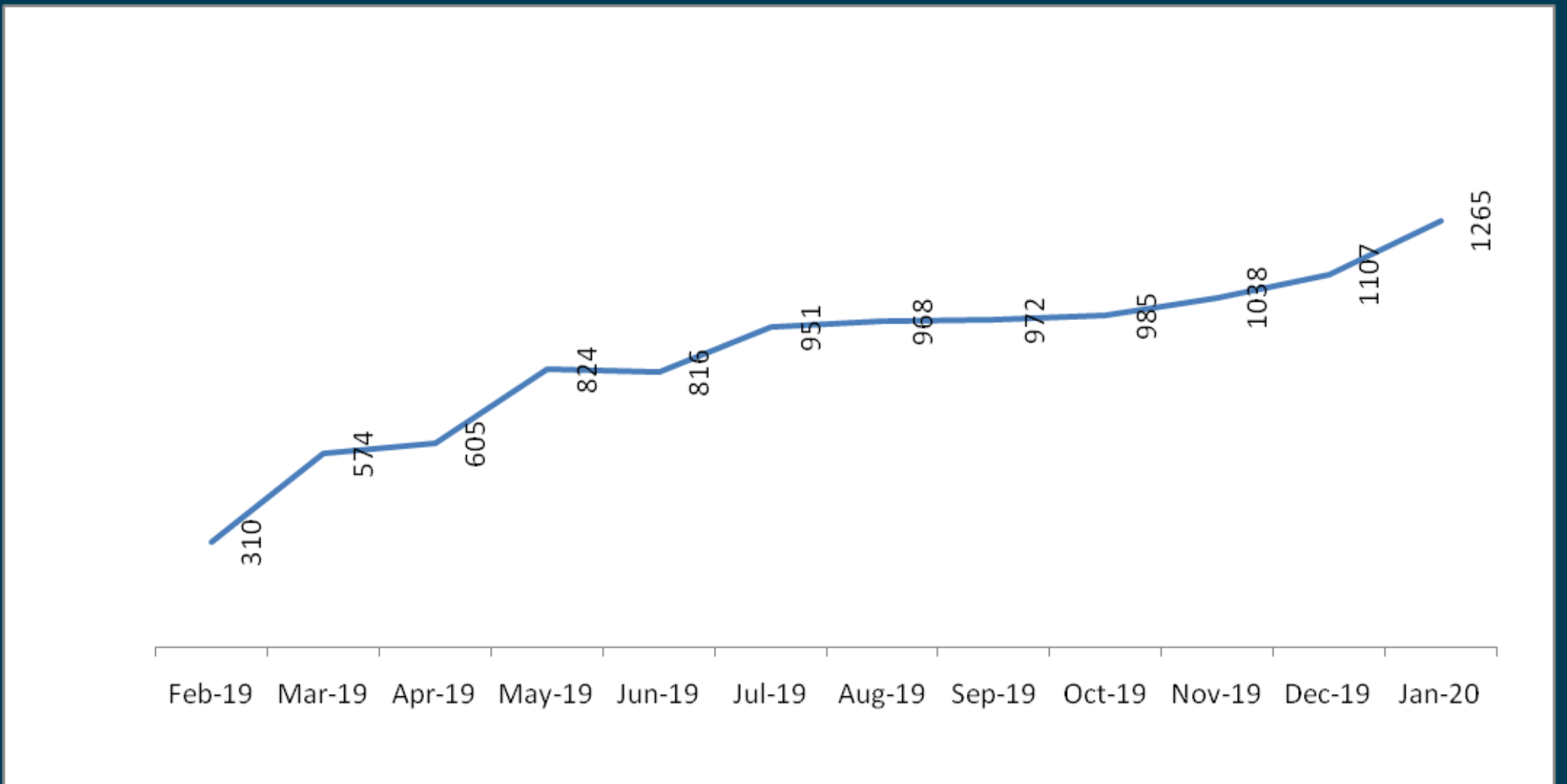
# OUTCOME

## KEYWORDS RANKING - OVERVIEW



## USERS TRAFFIC - OVERVIEW

TRAFFIC BY USERS



## ORGANIC TRAFFIC - OVERVIEW

TRAFFIC BY MEDIUM

