

## **SEO**

# **GMFAdmission.in**

Case Study

## **Status**

The website was not witnessing any results in leads, although some positions in Google can be seen. Our experienced and skilled SEO specialists analyzed the website of the client and found that the keywords; that were selected for optimization were of very low frequency. This did not provide adequate lead traffic. It was also found that; the structure of services was not properly worked out. Meta tags were not stereotyped for the entire site. Also the amount and the quality of content was not enough to get listed among the top 10 Google rankings.

## **Project task**

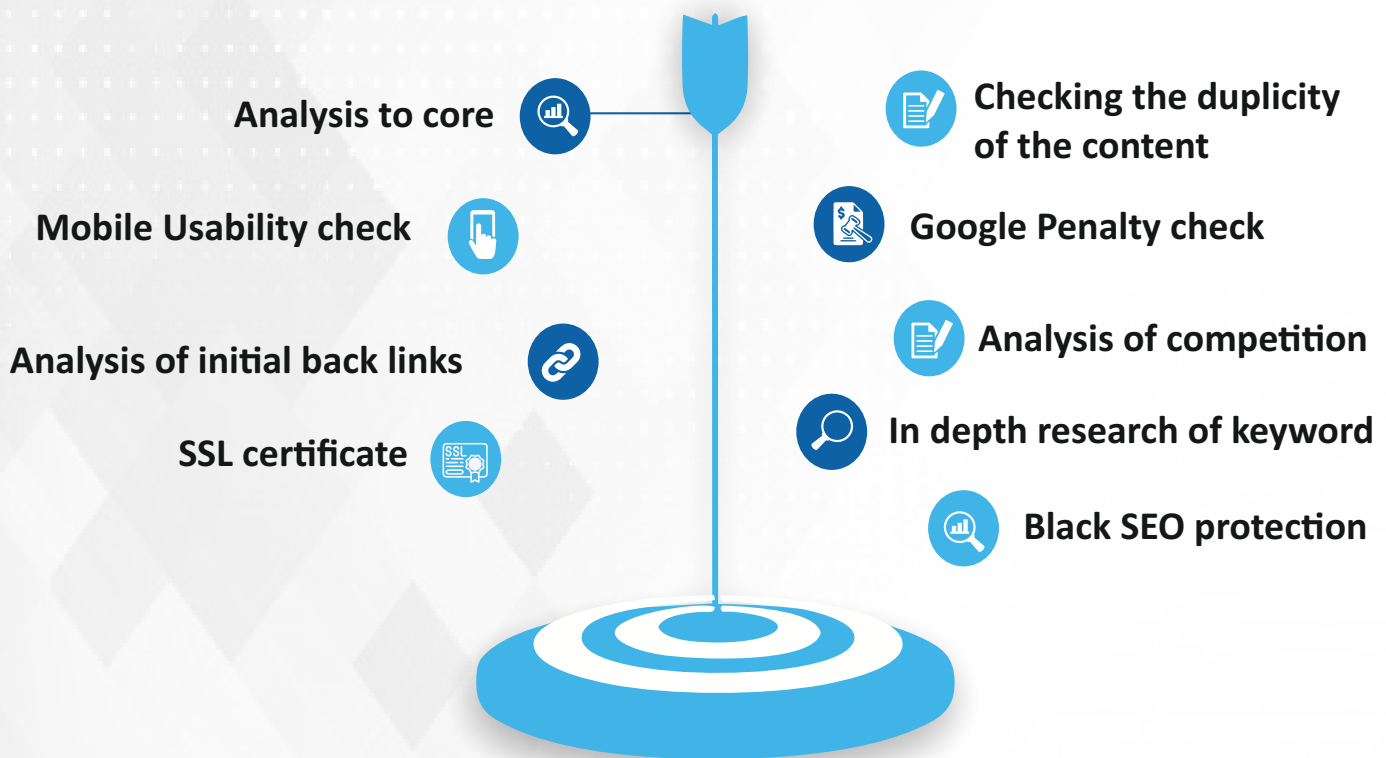
The main goal of the project is to get the top rankings for the main keywords. The project has to be promoted carefully and safely to avoid any penalties from Google.

# The main work on project

- 1 **Analysis of the niche** : SEO professionals analyzed the competitor's sites; that were growing and witnessing increasing traffic in recent years. They analyzed their profiles, structure, content, link building strategies, designs and functionalities of the sites.
- 2 **Content driven strategy** : The 'high volume' keywords have been chosen and separate pages for each keyword have been selected on the basis of semantic core.

## 3.Full SEO optimization done:

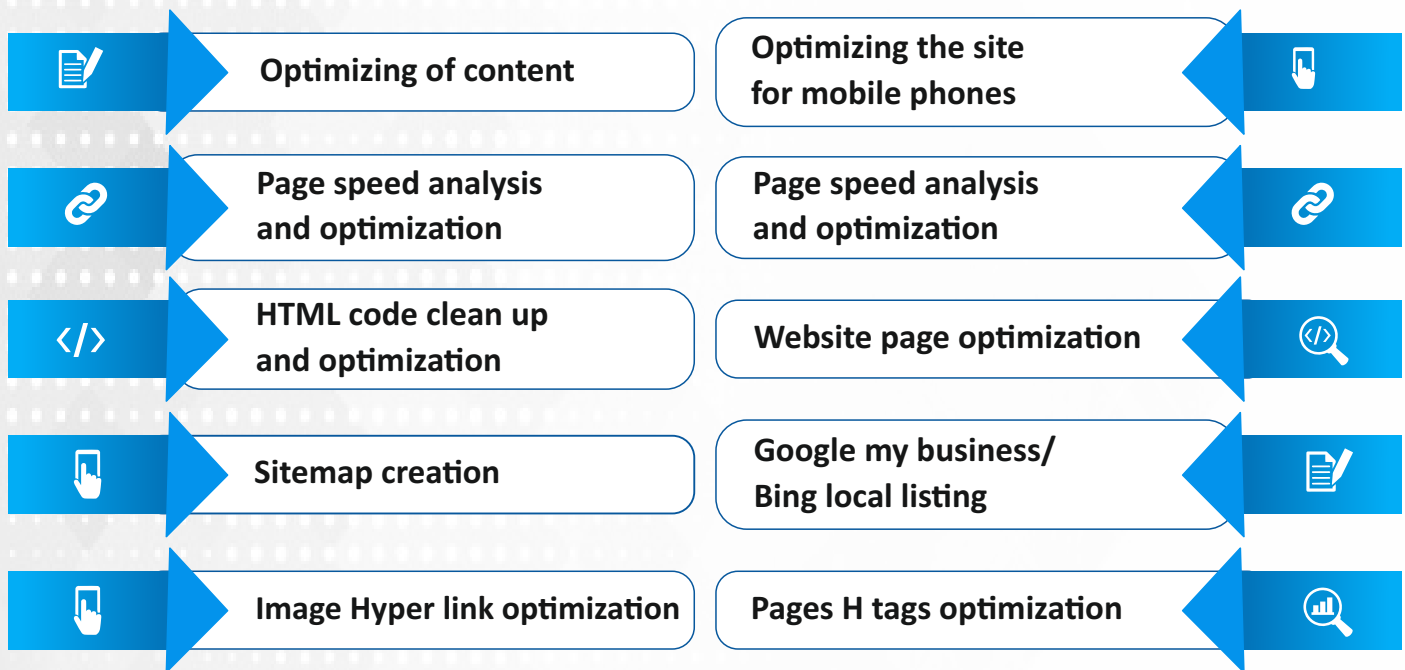
### A Campaign setup and optimization:



### B Local search optimization

- Citation building
- Google my business/ Bing local listing
- Local reviews
- Schema integration & updating pages
- Google plus reviews submissions

## C On-page optimization



## 4.Back link strategy

### During first stage links were built

Placing links in trust sites



Manual placement of links on blogs, forums etc



Press release websites



Social media platforms – Face book, Twitter etc



Expired Domain redirect



### Solution in a nut shell

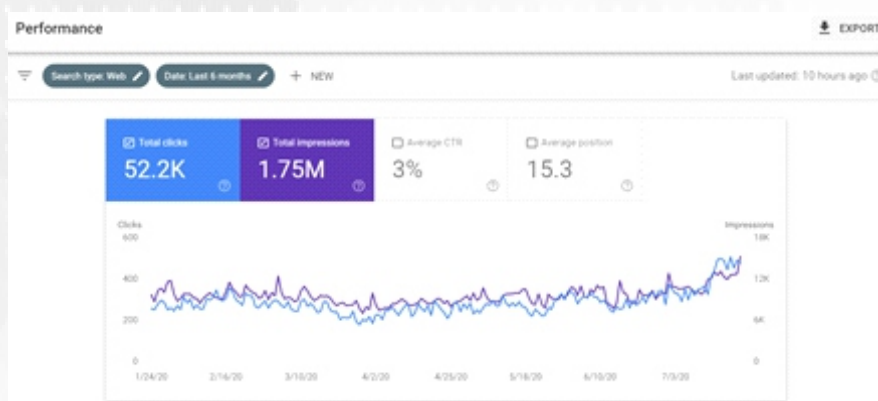
We focused on high traffic keywords, which was pursued aggressively via optimization of content and building links. The efforts paid off well and within span of few months, the client experienced huge boost in their organic search ranking and traffic. The result is that the site is enjoying positive ROI every month. The company has successfully established as the market leader in the acumen.

# Results

## 1 Local search optimization

KEYWORDS	CLICKS	IMPRESSIONS	POSITION
Top medical colleges in Philippines	136	1,631	2.7
cheapest mbbs in world	195	1,098	2.7
mbbs admission in abroad with less fees	11	432	2.7
our lady of fatima university collefe of medicine tuition fee 2020	75	413	2.7
mbbs in Philippines fees structure	77	374	2.7
top 10 medical colleges in Philippines	43	228	2.7
Philippines doctor course fees	23	218	2.7
low cost mbbs in world	42	207	2.7

## 2 Good boost in overall website traffic



## 2 Great increase in organic traffic in span of 6 months

### Conclusion:

SEO agencies and business organizations; that hire agencies must understand that SEO is an ongoing process. It is certainly not a quick fix mechanism. With patience and great strategies, good online presence can be achieved.