ELYSIUM ACADEMY – SEO CASE STUDY

"Elysium Academy Scored A 50% Increase In Conversions From SEO"

About the Client

Elysium Academy Private Limited is a professional training and certification institute. They are offering all types of training courses like CompTIA, Web Development, Cisco, CCNA, Microsoft, Data Analytics and many more. Elysium Academy approached us to devise an SEO strategy to rank well and to be easily found in the search engines.

The Challenge

When the client came to SEO Business Company in 2019, their website was absent from the top 30 search results for topic-relevant keyword searches. Website structure is incorrect, due to duplicate content and also duplicate web pages. There are so many unwanted pages were indexed by the Google. To achieve top rankings in Google Search Engine Results Page (SERPs) for non-branded keywords was quite challenging.

| 20%	15%	10%	10%
ORGANIC TRAFFIC	BACKLINKS COUNT	DOMAIN STRENGTH	CONVERSION/LEADS

Our Strategy

- In order to make this education website reach the top pages of Google SERPs, we performed several SEO activities. Our strategic on-page and off-page optimization practices helped the website to gradually increase the ranking of targeted keywords.

- We analyze the keyword research and competitor analysis to determine the frequently used search terms. To improve their website search visibility, we created the keyword specific title, Meta description, image tag, H1 tag, and alt tag etc.

- Especially, we set up the Google analytics tool to monitor the website ranking process. Also, we improved their keywords rankings with local listing through Google business page creation and building quality backlinks.

- Thankfully, Link Assistant, Webmaster, SEMrush, Google Analytics, Website Auditor, Keyword Planner, Screaming Frog helped me to save time on the more time-consuming SEO tasks.
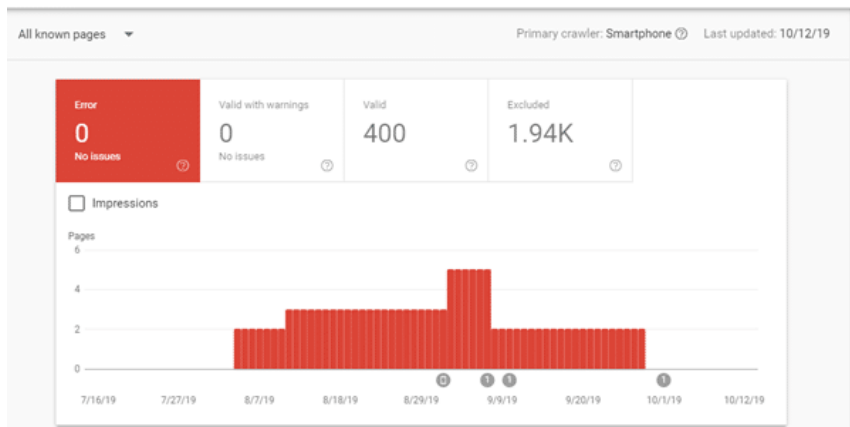
Solution

Backlink Audit and Disavow Bad Links

First, we conduct a thorough backlinks audit focused on checking the quality and number of backlinks. Here we updated the disallow sheet and removed entire poor quality backlinks.
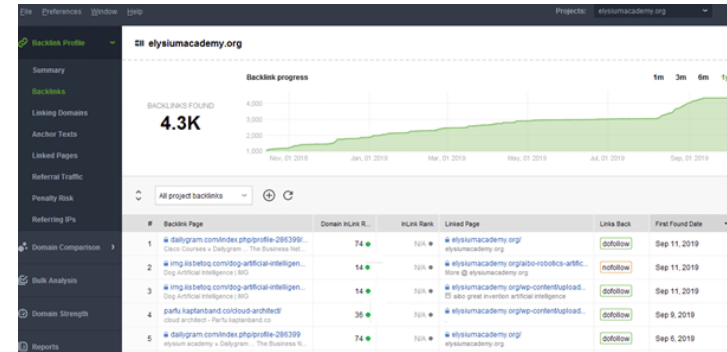

Better On-Page Optimization

Our expert increases the number and quality of web pages by focusing on on-page SEO aspects like Images, structured data, keywords and also meta description. We also developed the usability features like mobile optimization to enhance that their website's web pages were fully optimized.

Link Building

Inbound Links are a major factor in search engine rankings, we dedicated a more resources to building new links to the websites. At the same time, we submitted their website to relevant directories and also conducted the outreach to request links from the relevant websites. This means it helped to improve their keyword ranking.
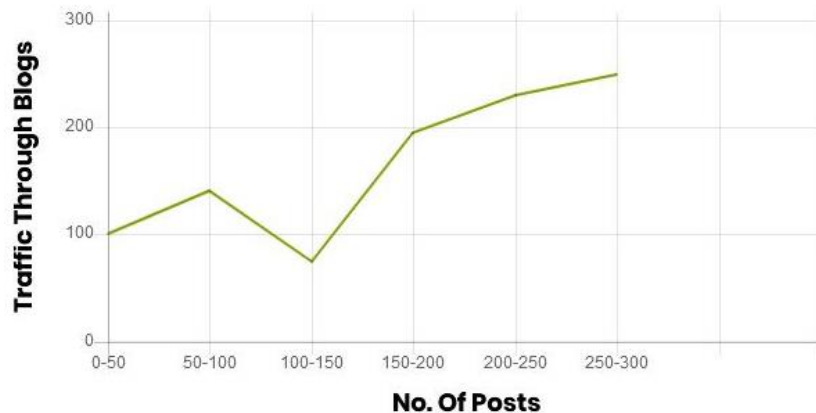
Organic Traffic Increase through Blogs

Create a blog strategy to focus on solving the customer's pain points to enhance qualifies traffic.

- Post blogs related to industry questions
- Including keywords in content that target valuable audience search
- Adding on call-to-action (CTA) in each blog
- Promote across social media platforms

33% INCREASE IN PRODUCT VIEWS	**62%** INCREASE IN ORGANIC TRAFFIC	**22%** INCREASE IN PAGE VIEWS

Increase in Keyword Ranking

We have achieved top priority keywords on the Google top page within the suggested timeframe!

Keywords	Before SEO	After SEO
Network training center	#32	#1
Automation testing courses	#62	#1
Perl programming training	No	#1
Software training institute	#63	#3
Laravel certification training	#55	#3
jQuery training	#25	#4
Cisco training center	#29	#4
Java training center	#36	#4
Machine learning course	No	#5
AWS certification training	#74	#5

Elysium Academy

Result

After implementing these above SEO strategy, we have seen a positive trend in terms of their organic traffic, website visibility, and top-priority keywords ranking in Google's first page.

60%	35%	30%	40%
ORGANIC TRAFFIC	BACKLINKS COUNT	DOMAIN STRENGTH	CONVERSION/LEADS

Takeaway

To conclude, we showed our potential strategy and upgraded the website ranking. We focused on what users wanted and provided them with informative content. We will continue to work the same.

> After the successful execution of our powerful tactics, there was an increase in the number of visitors per day, increased brand awareness and upgraded their website position. Specifically, we focused on what users wanted and provided them with valuable content. Clearly, this case study shows several significant improvements in the various sectors in the business market.