

ELYSIUM EMBEDDED SCHOOL – SEO CASE STUDY

“Powerful SEO Strategy Helps To Increased 82% Organic Traffic”

About the Client



Embedded School is a certification training institute. They provide embedded system skill development guidance for engineering graduates, corporates, colleges, and universities. They offer Arduino, ARM, Raspberry Pi, Atmel, 8051 microcontrollers, robotics courses. We got this education website in Sep 2018. This site was fresh with no keywords existing anywhere on Google. As well as there is no traffic even though it has good website design and a lot of content. The owner of the website had invested more time on this site and built several pages with relevant information.

The Challenge

This Embedded School website design was not SEO friendly. However, they wanted results for some very important keywords and they want to increase organic traffic as well. The pages on Embedded School were dynamic, which made it difficult for search engines to access those pages. Also, there was not enough content on the course description.



20%

ORGANIC TRAFFIC

15%

BACKLINKS COUNT

5%

DOMAIN STRENGTH

10%

CONVERSION/LEADS

Our Strategy

- 📌 Our strategies such as on-page optimization and off-page optimization tactics that helped to improve the website visibility. Specifically, we analyze the competitor analysis and their strategies.
- 📌 At the same time, we do keyword research to determine the search terms. To improve their website ranking, we do some on-page techniques such as keyword-specific title, Meta description, image tag, H1 tag, and alt tag etc.
- 📌 Especially, we set up the tools like Webmaster and Google analytics tool to monitor the website process.
- 📌 Furthermore, we increase their local rankings with local business listing via the Google business page creation.



Solution

Content Driven SEO

- ✔ This is one of our preferred strategies, but it needs huge resources, effort and time
- ✔ Important to realize, the out content-driven strategy is quite simple but it reflects the high impact
- ✔ Create SEO Content that attracts the backlinks
- ✔ To promote the content so that it actually gets backlinks
- ✔ The main goal of our strategy is to enrich the authority of the client's website



Non-Content Driven SEO

- ✔ Finding the keyword ideas, analyze the competitors, and have the client approve the keywords
- ✔ To optimize the target pages for those particular keywords
- ✔ Perform an SEO audit to identify entire on-site technical issues and also off-site backlink issues
- ✔ Our experts fix all issues found within the SEO audit
- ✔ Continuously obtaining relevant backlinks

Keyword Analysis

Our pre-eminent step is to find the keywords in relevance to the particular field. As the keywords existed nowhere, we used our tools Keyword Planner from Google and Keyword Explorer from Moz. We found several high competitive keywords which it's more related to that particular industry. Then we worked hard to find a higher volume and higher money keywords for the website. Finally, we have analyzed the competitor's website from the same industry and found more high ranking keywords.

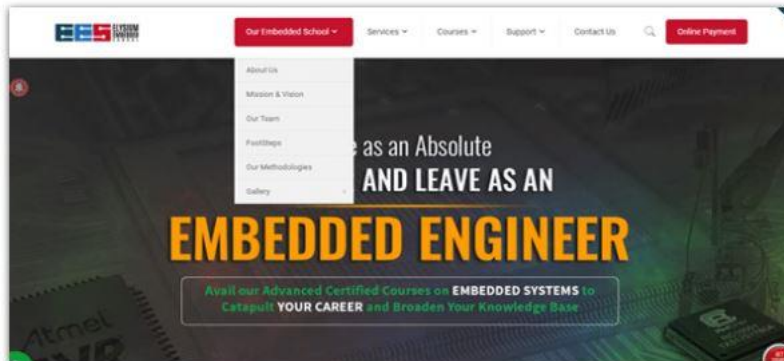
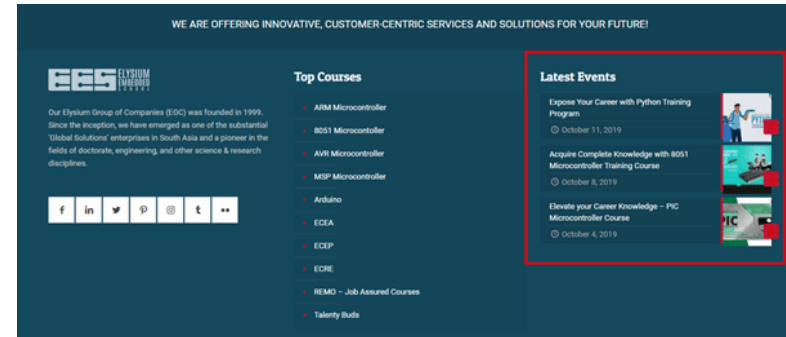
Competitor Analysis

We find why are your competitors outranking you? What are their strengths? What are their weaknesses? What marketing strategies are they following? Which keywords are they ranking for? What are the countries they targeting? In fact, the competitor analysis can answer these types of questions and more. Our experts learn from their strengths and exploit their weaknesses. The tools we use to find the competitors are:



Regular Blogging

Regular blog posts with high-quality content enhance Google Ranking. It is one of the most effective ways to make brand awareness while offering relevant and most useful content to the target audience via a consistent blog post.



Build a Healthy Site Structure

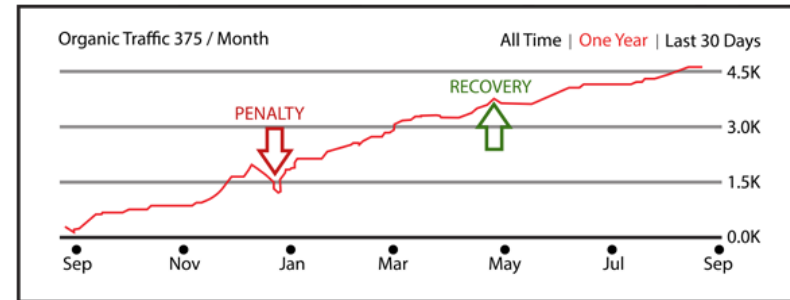
Our experts create healthy website architecture

- ✓ Because it helps the user to find what they need
- ✓ Better site structure helps Google understand the site
- ✓ It helps to prioritize the unique content
- ✓ Distribute link equity throughout the site

Increase Organic Traffic

We are given full responsibility to boost up this traffic. Our experts having extensive experience in SEO, digital marketing and in-depth knowledge about the winning strategies that do wonders. Let us have some smart steps that we used for the following.

- ✔ Consistently create a high-quality content
- ✔ We utilize long-tail keywords
- ✔ We generate more internal links
- ✔ Boost up social media promotion



Increase in Keyword Ranking

Keyword Ranking

Keywords	Before SEO	After SEO
Embedded system course	#72	#1
Pic microcontroller training	#67	#1
ARM training institute	#83	#1
Arduino training course	#49	#2

Atmel training course	No	#3
MSP microcontroller courses	#25	#4
STM microcontroller courses	#29	#4
AVR training course	#36	#4
Robotics courses	No	#5

Elysium Embedded School

Result

After implementing these above SEO strategy, we have seen a positive trend in terms of their organic traffic, website visibility, and high search volume keyword ranking in Google’s first page.



Takeaway

The above steps set a healthy base for the website and there was an increase in the traffic. The site received huge organic traffic. We stuck to our hard work and it paid off.

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.