

**studypplaces.com - Search Engine Optimisation**

Client – The client is a [global education portal](#) that serves as a one-stop shop for college and post-graduate education search. Envigo was retained to help studypplaces.com increase their share of natural search engine traffic.

**Natural Search Campaigns**

- a. Initial review: Envigo conducted a review of the website and its current natural traffic sources. Envigo also held meetings with the marketing, product, content and technology teams to understand the features and constraints of the website better. A baseline keyword ranking and natural traffic report was obtained to benchmark all progress on the situation.
- b. Envigo formulated a 24 week plan was formulated and shared with the client. The plan included weekly and monthly milestones and checkpoints.
- c. 2<sup>nd</sup> Week: A detailed review of link popularity, keyword density, and competitor strategies was published in [Keyword Analysis Report](#). This report was an important input into the [Search Engine Optimisation](#) strategy. A list of top keywords was generated, based on pay per click data. During this period, Envigo corrected the robots.txt file and launched an improved zero bandwidth process for creating sitemaps in XML format. Information from [Google](#) webmaster tools were used to refine the search engine optimisation strategy. Envigo also published a keyword-URL directory, which contained a list of keywords linked with their respective best suited webpage. This directory was used to ensure that all SEO effort was aligned for best possible results.
- d. 4<sup>th</sup> Week: Changes based on the [Keyword Analysis Report](#) were introduced. Weekly Rank Tracking was started to track Rank changes. Organic Link building (exchanging links with website and buying links from a select number of websites) for a selected list of keywords was employed to increase relevance of the website. Blogging, Article writing and use of social networking websites to increase relevance and link popularity of deep-linked pages on the website were started
- e. 8<sup>th</sup> Week: The first monthly checkpoint reviewed the changes in ranks since the

campaign started. The rank summary is as below (increase is better)

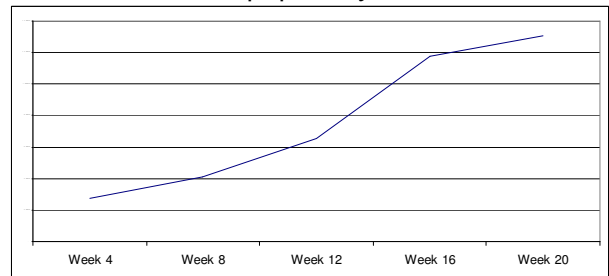
Rank Change Summary	
Increase in ranks	12
Decrease in ranks	3
No Change	168

Server responses were evaluated and changes were requested to the existing 301, 302 and 404 responses.

- f. 12<sup>th</sup> Week: Envigo conducted a training session with the Content team at studypplaces.com. The session ensured that the efforts of the content team were aligned to the overall SEO effectiveness of the website. After the training, the content team were using keywords from the Keyword-URL directory to fine tune keywords on a given URL. This ensured that for a given page, the same set of keywords get promoted through Content and the SEO teams. The monthly ranking snapshot is as below:

Rank Change Summary	
Increase in ranks	128
Decrease in ranks	6
No Change	49

- g. 16<sup>th</sup> Week: PPC and Keyword level data were re-analysed to modify the Keyword-URL directory. Overall traffic levels had improved based on improved keyword rankings. The graph below is a graph for organic traffic from Google to studypplaces.com (Actual figures are suppressed here to protect client confidentiality). The campaign has now been extended to include news releases, activities student forums to help further increase relevance and link popularity.



- h. The key learning from this project was the value of timely client communication and delivery, and the use of the Keyword-URL directory by the client teams.