

About Client:

The client is one of the largest student Online Tutoring portals. It provides Tutoring and preparation material for school studies, entrance exams, Language Courses, talent search exams, etc..

The client's website provides USA School and college level entrance exams, Subject online Tutoring services, Grade Tutoring services, Homework Assistance, and Language Tutoring, which helps with preparation and query solving

I (Siddu Metri) Started my Journey with Etutorworld in 2018 Jan when I was working as Freelancer, Till Date.

Challenges

As a popular Online student portal in the USA, the website was not pulling organic traffic, the client approached us to better their previous year's traffic numbers and overall website performance. Given that the client had not done any SEO-related tasks to drive the traffic, it was going to be tough to beat the numbers, especially with the competition has strengthened as well.

Not one to shy away from a tough challenge, we started our SEO Services in January 2018.

- The client's website is a massive portal with 1500 pages. Since I had very little lead time before the start of the admission and exam season, I had to be planned and methodical in my approach. I quickly researched the upcoming exams calendar and search trends to identify which keywords and landing pages to focus on in which month.
- Given that this was a guidance portal with rich content, most visitors came looking for information. As most of the traffic was from mobile, I knew immediately that I needed to implement AMP pages to boost organic traffic from mobile even further. And suggested they implement Amp.
- I also realized that I could extract more traffic from keywords by implementing schema that would appear as rich snippets in search results thereby improving CTRs.

First, 2 Months Focus was On-page Optimization: In the 1st 2 months, I decided to make big, site-wide on-page SEO changes that would have a "big" impact as opposed to focusing on optimizing independent landing pages.

- Keyword Research and Landing Pages – exhaustive research to identify exam and results announcements dates to identify which keywords to work on in which month. Based on the keywords identified, I mapped target landing pages to be optimized on a month-to-month basis.
- Technical Issues – Before anything else, I undertook the implementation of Technical Issues Resolve with Complete Site Audit, we have Come across the major site issues like Page speed, mobile-friendliness, Amp issue, Loading responsiveness, 301 redirects, and 404

errors, have given the proper guidance to the development team to resolve the issues from resolving this I felt this could give us a significant boost in User traffic.

Site-wide On-page SEO changes –

- Header and Footer Optimization to include links to most popular Test Prep, Grade tutoring, and Subject Tutoring. Added a drop-down menu to the header to improve navigation.
- Improved internal linking to drive link juice to relevant landing pages and boost Page Authority.
- Fixed a large number of dead URLs that were going 404 [not found] but were still linked to the content.
- Fixed 301 redirects and duplicate contents

The next 4 months' Focus was Content Optimization: our focus was on optimizing keywords and landing pages that were going to be popular in that given month. Most of the effort was around content optimization and link building

- Content Optimization for Rich Snippets – we optimized content [Tests, worksheets, results pages, etc.] with proper schema so it would appear in search results and boost CTRs.
- Content Optimization for Quick Answer Box – we optimized content in structured data format, so many queries would start appearing in the quick answer box.
- Content Syndication – we created content on the basis of the upcoming exams which includes articles, blogs, press releases, guest posting, etc. these were syndicated across the web for brand awareness and backlinks.
- I undertook a massive link-building campaign which included activities like list creation, pdf sharing, Quora submissions, company profile creation, web 2.0 pages creation, microblogging, content curation, social sharing, community sharing, video posting, and RSS feed submission.
- Suggested them to Add Videos and Images to the Landing Pages
- Suggested them to Add more informational worksheets related to the Subject what site is offering
- Suggested them to add Third-party Reviews, to boost user trust and Traffic

After 6 months we implemented Advanced SEO Techniques such as Faq suggestions to Landing Pages, Blog Schema, Image Optimization, Backlinks intersection from Competitors, and Content Addition

- Faq schema: using the FAQ Schema Markup is a great place to start. FAQ pages, properly marked up, are usually eligible to become rich results in Google's search.
- Blog schema: Adding a Blog schema will help the search engine crawl better, raising the ranking of the website

- Image Optimisation: Image Optimisation helps in improving page load speed, boosts websites' SEO ranking, and improves user experience
- Video Optimisation: Video optimization helps videos to be indexed and rank on the search engine results pages for relevant keyword searches
- Competitors Backlinks: building backlinks from the same websites as our competitors can help put you on an even playing field and send signals to search engines that your content is as link-worthy as their

Result

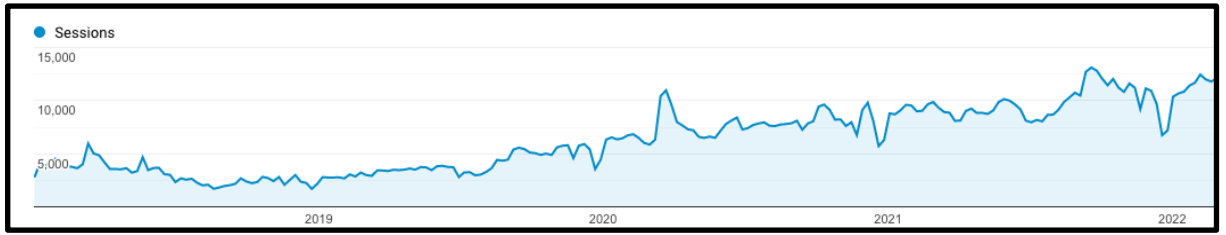
We saw a whopping increase of 400% in organic search traffic from Jan'18 to till date. This was an awesome jump by any standards.

- Year on Year 100 % organic traffic improvement
- 75% of Keywords are placed on Page 1 in SERP
- 50% of the Organic Revenue has improved (Clients Feedback)
- Fixed and achieved all the Tech Issues (website Performance score from D to A)
- OutRank the Competitor's Keywords (Competitors like - Tutor.com, Tutoringmom, etc)

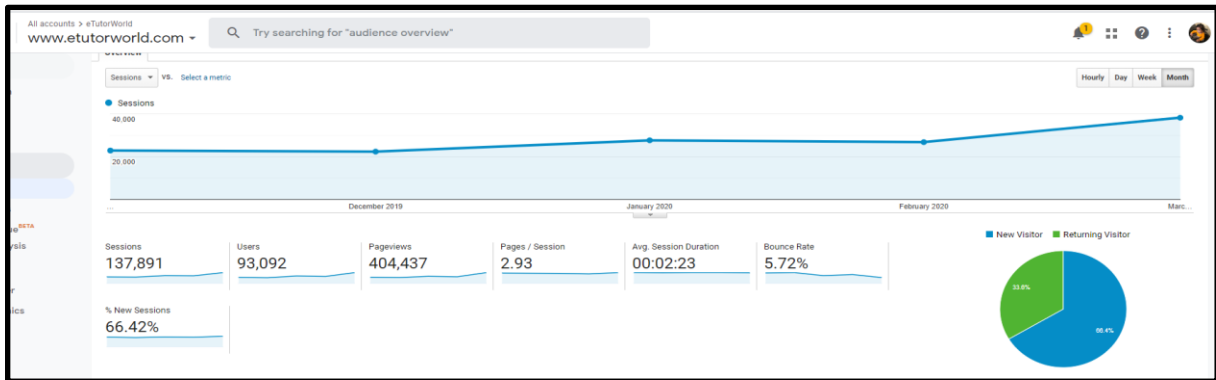
Top Keywords

Keywords	Page
Scat Practice Test	1
SCAT sample Questions	1
scat worksheets	1
Online Science Tutoring	1
Science Tutoring Online	1
STEM Tutors	1
online algebra 1 tutoring	1
online algebra 1 tutor	1
physics tutoring online	1
Scat Test	1

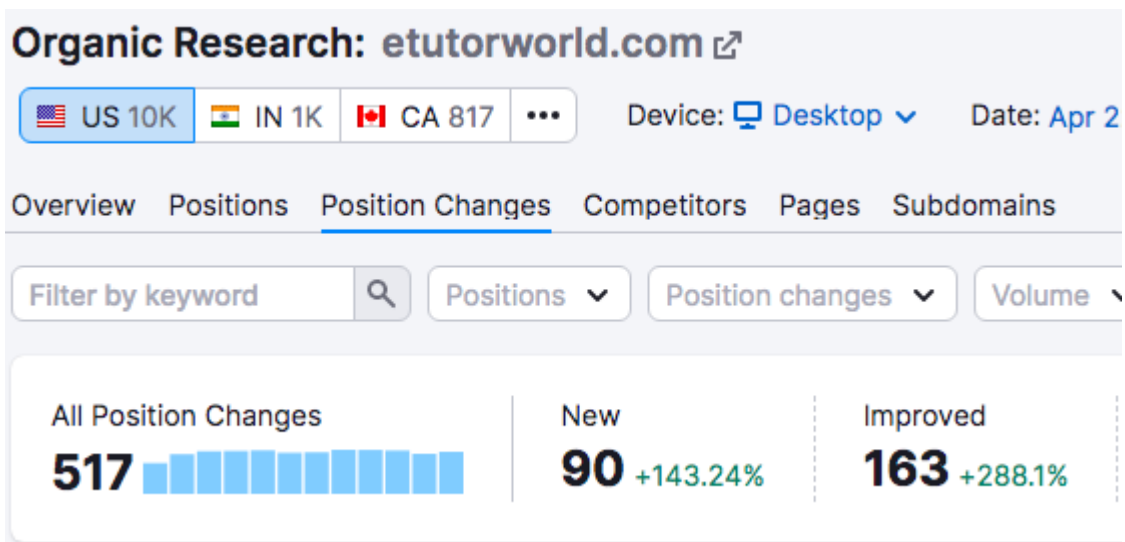
Year on Year Organic Traffic Improvement



Month on Month Traffic improvement



Organic Position Data



Domain Authority History

DA of the website improved from 27 to 36

Domain Authority History of www.eturworld.com

