

***“The Stronger the start, the greater the finish.”***

Kara4Kids unfolds and reveals an inclusive and exploratory program focusing on learning that strengthens a value and skill-based pedagogy. The program gives an opportunity to keep in mind the importance of the care needs of the child culminating in the required academic strengths.

The early childhood program at Kara4Kids contributes to the realization of the importance of starting the learning process early to improve society and build an enabling environment. Within the inclusive setting, all children have the right to a quality education that leads to success.

**Challenges**

The company has a significant presence all over Bangalore; however, they were not doing great in terms of digital growth, and hence, they were missing out on potential customers.

The company was also struggling with the following problems:

- No growth in Organic Traffic
- Didn't know how their digital investments were translating to ROI
- Lack of an established online presence
- Keywords Ranking on SERP Page
- Website Page Speed, Loading Time, Mobile-friendliness ( Site Issues)

Our target was to increase their organic traffic and leads, Keywords Ranking on Page 1 within 3 months. The goal of our SEO Strategy was to boost the company's discoverability on Google and dominate their competitors.

**The VmSoftSys Strategy**

We brought keyword themes and the creation of Location-specific Pages to the Kara4kids, Our expert content team & Seo Team created many blogs related to

target pages our team ran with those themes to create high-quality SEO content that would improve search ranking across those strategic keyword groups and drive targeted traffic to the kara4kids site.

## **Solution**

After doing the site audit and analyzing data from Google Analytics we found problems that were restricting the site's growth. We then discussed with UI/UX teams ( client side) the changes the site will need to engage the traffic and generate maximum possible leads. We decided to rebuild the site in line with our new SEO strategy.

After 4 months due to unsecured server ( client side) website has been hacked ,completely keyword ranking and website traffic dropped immediately we have taken as challenge and we removed the malwares & integrated with new server

Again our Seo Team did it from the scratch to get keyword ranking on page 1 and user traffic.

Apart from the above, the additional deliverables to increase the site's digital discoverability were:

- - Identified long tail and User intent keywords
- - Created some SEO friendly quality content that was optimized to rank for those long tail and search based keywords
- - Got quality backlinks from authoritative sites to increase the Domain Authority of the website
- - Rebuild the website considering technical SEO optimization
- - Worked on the site on-page optimization and lowered the bounce rate of the site in parallel

- Duplicate content removal
- Page speed, mobile responsiveness , Technical issues of the website has fixed

## Results

With an effective SEO strategy, we were able to give our client exceptional results within Four months. The first few months were crucial in our success, where we rebuilt the site with new SEO practices.

The website was ranking for more than extremely 50 keywords on the search engine result page related to the (lacion based) Preschools industry.

The organic traffic through this increased by 200% in less than 4 months

## Impact

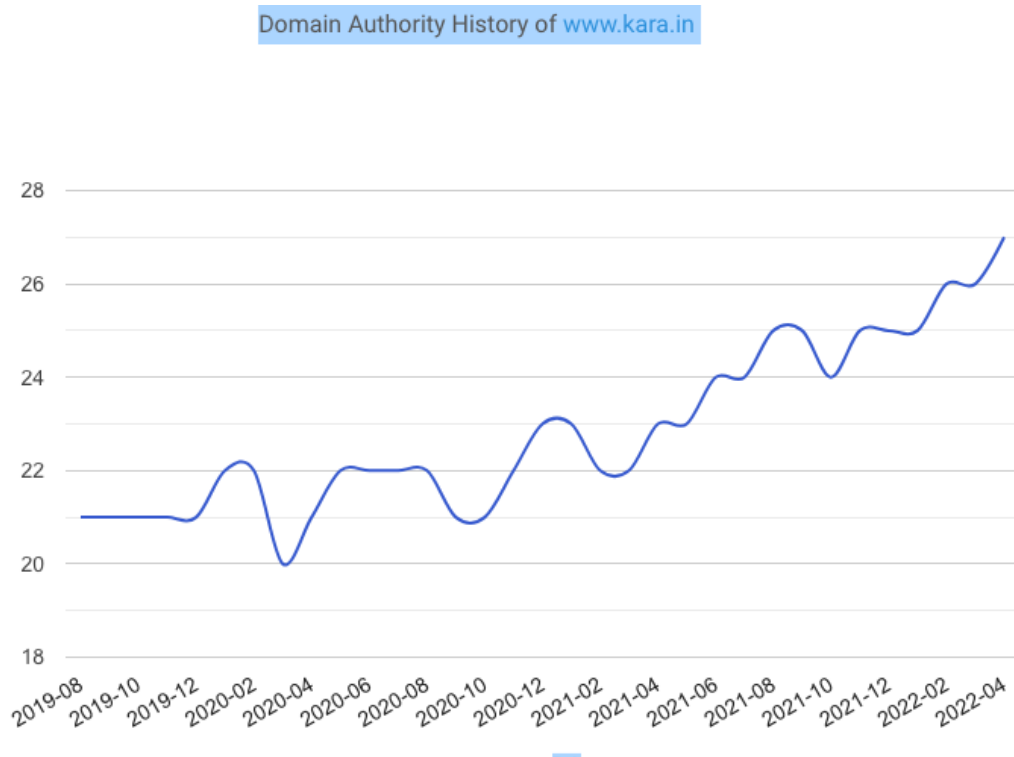
The campaign eventually led to more than 200% growth on client traffic within Four months. We were able to impact the client's business in the following ways:

- - 50+ Keywords ranking on the first page of SERPs related to the Preschool industry
- - Organic traffic increased from 500 to 2500 in just 4 months
- - More than 100+ keywords are tracked on Google search results every month in terms of Promotion and tracking
- Quality Leads from website
- Improvement on online Visibility

Our link-building campaign not only generated several hundred backlinks; it increased Kara4kids overall domain authority significantly, a huge step forward for the site and the company.

By working with Vmsoftsys, kara4kids significantly boosted its visibility on Google and other search engines and saw real results, which you can see below, from their investment.

### Domain Authority Improvement



## Top 10 Keywords

Keywords	Page
Preschool in Indiranagar	1
Preschool in Cunningham Road	1
Day Care Center in Hsr Layout	1
Daycare in Koramangala	1
Preschool in Cunningham Road Bangalore	1
Daycare for Infants in Indiranagar	1
Nursery Schools in Bangalore	1
Best play School in Cunningham Road	1
Daycare in Vasanth nagar	1
Best Daycare in Bangalore	1

## Website Traffic ( Analytics - 3 months Data)

Users ▾ vs. [Select a metric](#)

Day Week Month 

● Users

