

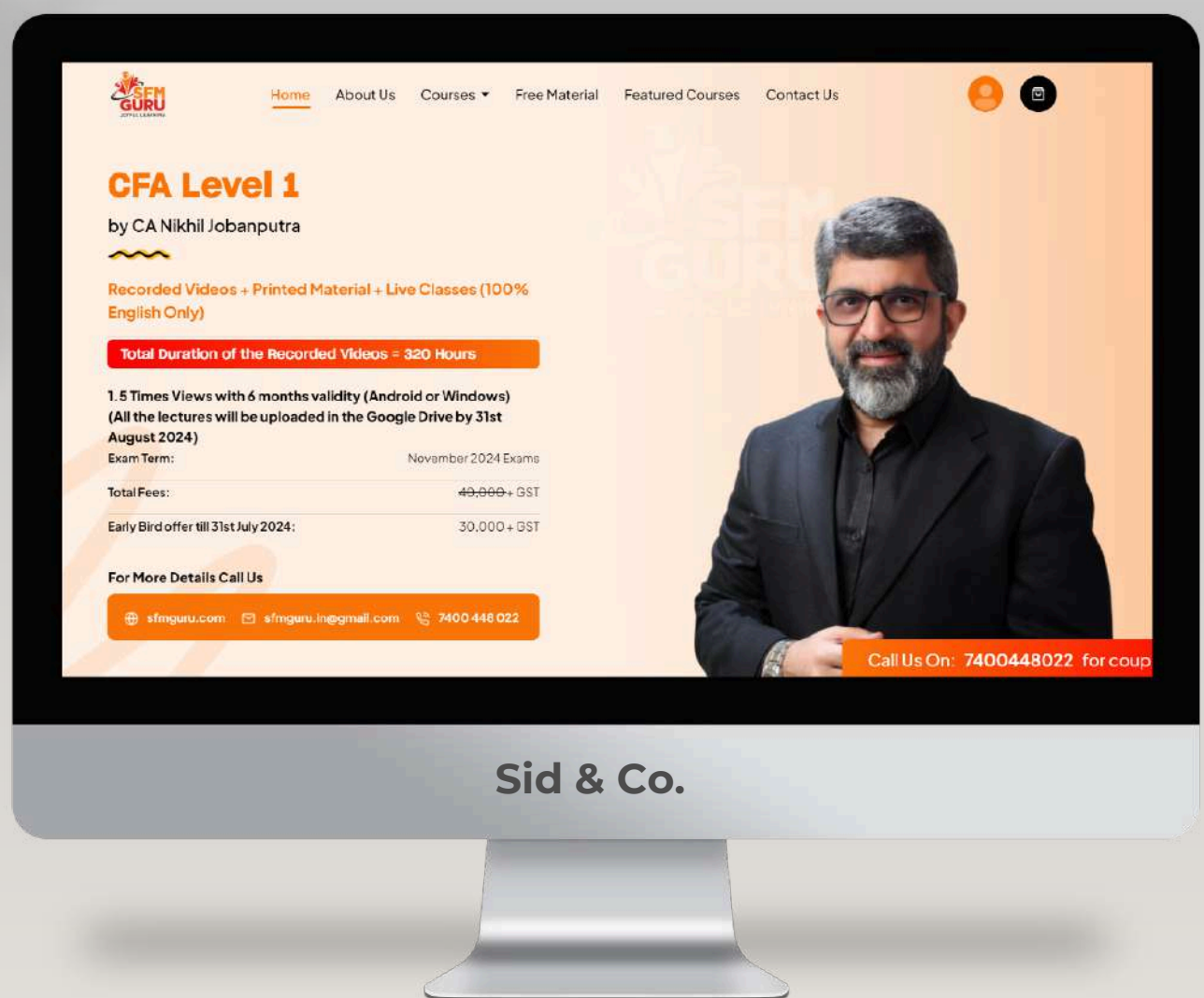
SEO & REBRANDING

Growing a Digital School from **0 to 10 lakhs in sales** via



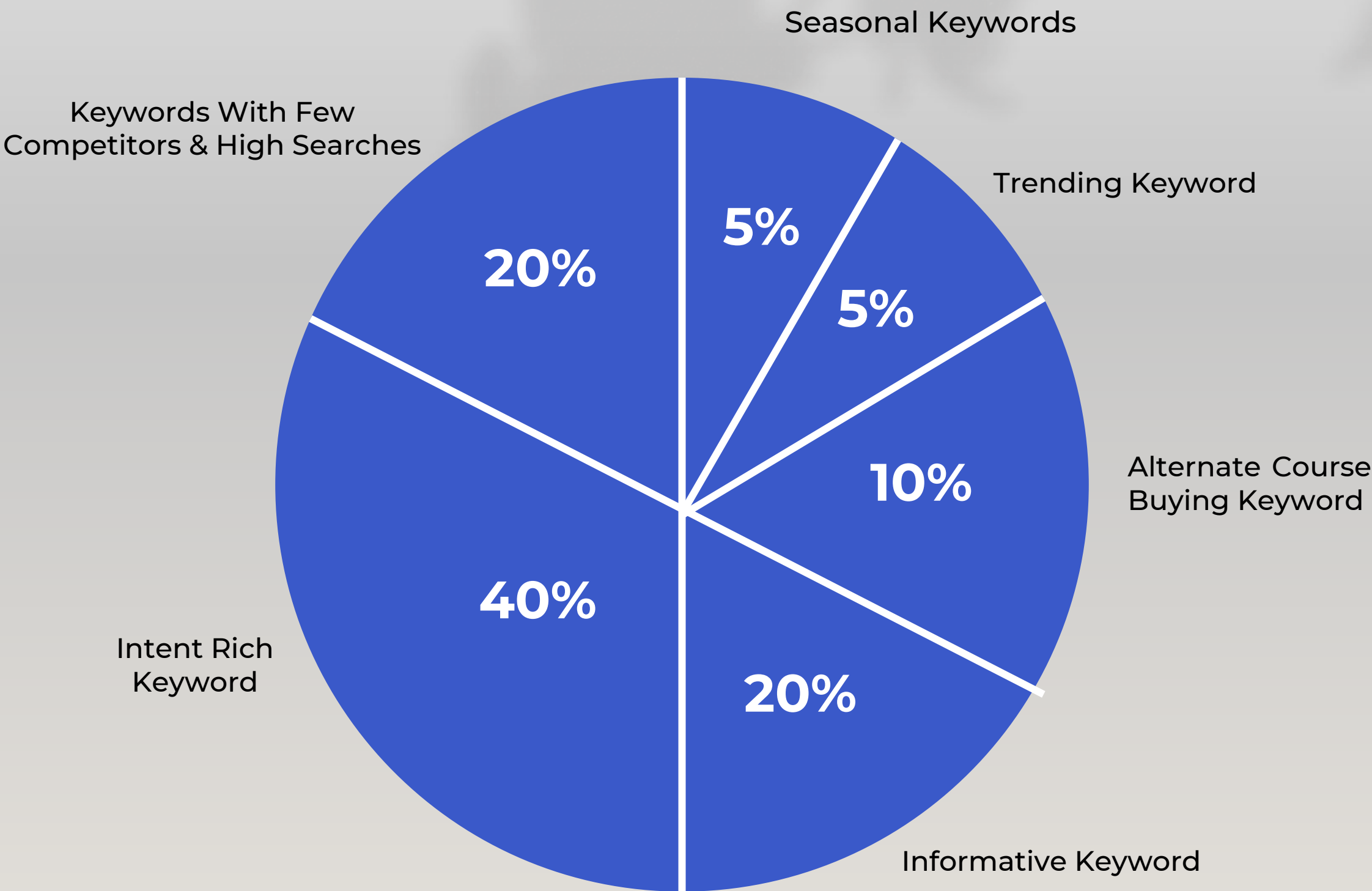
01 WEBSITE REBRANDING

- Highly converting website
- Sales funnel integration
- Loading optimisation
- Mapped customer journey



02

KEYWORD STRATEGY



03

KEYWORD RESEARCH

S.NO	Keywords	Initial Ranking
1	nikhil jobanputra sfm classes review	Not in Google
2	nikhil jobanputra revamp	Not in Google
3	ca nikhil jobanputra afm classes	Not in Google
4	nikhil jobanputra sfm book	Not in Google
5	ca final sfm nikhil jobanputra	Not in Google
6	nikhil jobanputra fr classes review	Not in Google
7	ca nikhil jobanputra fr classes	Not in Google
8	cma final sfm classes in english	Not in Google
9	sfm fast track classes	Not in Google
10	ca final sfm fast track classes	Not in Google
11	ca final afm fast track classes	Not in Google
12	CMA Final SFM Regular	Not in Google
13	ca inter fm fast track	Not in Google
14	cma final sfm classes	Not in Google
15	ca final afm classes in english	Not in Google
16	CMA Final SFM Fast Track	Not in Google
17	ca final fr fast track classes	Not in Google
18	fm fast track	Not in Google
19	afm classes ca final	Not in Google
20	afm fast track classes	Not in Google
21	CA Final AFM Live	Not in Google
22	fr fast track classes	Not in Google
23	ca final afm classes	Not in Google
24	ca final afm	Not in Google
25	cma final sfm fast track classes	Not in Google
26	afm ca final classes	Not in Google
27	afm ca final	Not in Google
28	fr fastrack ca final	Not in Google
29	fm classes for ca inter	Not in Google
30	cma final classes in english	Not in Google
31	ca final afm book	Not in Google
32	best faculty for ca final afm	Not in Google
33	ca final sfm best faculty	Not in Google
34	CA Inter FM Regular	Not in Google
35	ca final afm revision	Not in Google



04

RANKING

Results

Highlights

In Google.com			
S.NO	Keywords	Feb '24	June '23
1	nikhil jobanputra sfm classes review	1	Not in Google
2	nikhil jobanputra revamp	1	Not in Google
3	ca nikhil jobanputra afm classes	1	Not in Google
4	nikhil jobanputra sfm book	1	Not in Google
5	ca final sfm nikhil jobanputra	1	Not in Google
6	nikhil jobanputra fr classes review	1	Not in Google
7	ca nikhil jobanputra fr classes	1	Not in Google
8	cma final sfm classes in english	2	Not in Google
9	sfm fast track classes	2	Not in Google
10	ca final sfm fast track classes	3	Not in Google
11	ca final afm fast track classes	3	Not in Google
12	CMA Final SFM Regular	4	Not in Google
13	ca inter fm fast track	5	Not in Google
14	cma final sfm classes	5	Not in Google
15	ca final afm classes in english	5	Not in Google
16	CMA Final SFM Fast Track	7	Not in Google
17	ca final fr fast track classes	7	Not in Google
18	fm fast track	8	Not in Google
19	afm classes ca final	8	Not in Google
20	afm fast track classes	8	Not in Google
21	CA Final AFM Live	9	Not in Google
22	fr fast track classes	9	Not in Google
23	ca final afm classes	10	Not in Google
24	ca final afm	11	Not in Google
25	cma final sfm fast track classes	11	Not in Google
26	afm ca final classes	11	Not in Google
27	afm ca final	12	Not in Google
28	fr fastrack ca final	14	Not in Google
29	fm classes for ca inter	14	Not in Google
30	cma final classes in english	14	Not in Google
31	ca final afm book	17	Not in Google
32	best faculty for ca final afm	21	Not in Google
33	ca final sfm best faculty	22	Not in Google
34	CA Inter FM Regular	39	Not in Google
35	ca final afm revision	41	Not in Google
36	financial management	75	Not in Google
37	financial reporting	92	Not in Google
38	ca inter	95	Not in Google
39	ca intermediate	98	Not in Google

Click for Complete Report



05

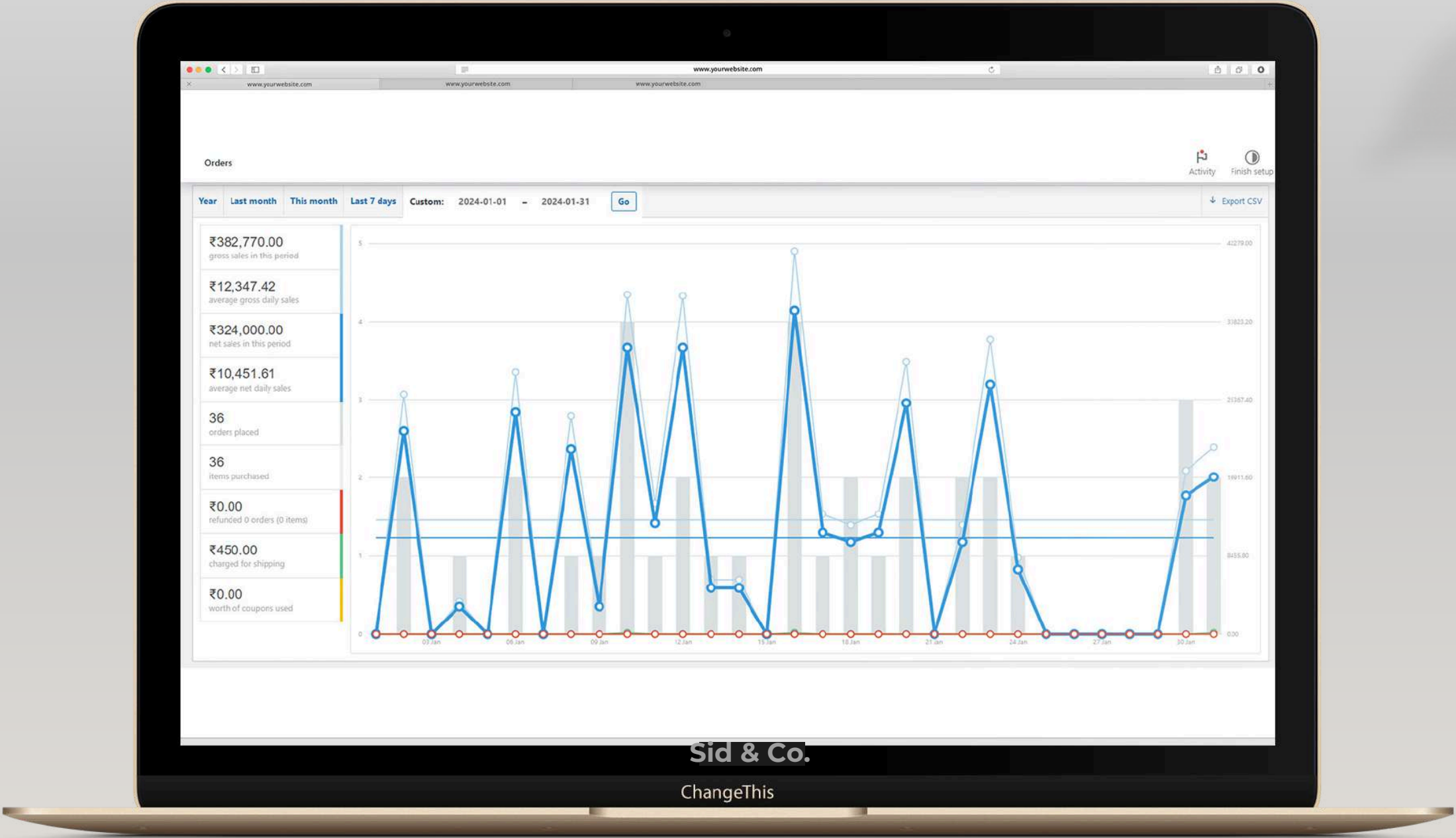
GROWTH OF 6 MONTHS

In Google.com							
S.NO	Keywords	Initial Ranking	Feb	Jan	Dec	Nov	Oct
1	nikhil jobanputra sfm classes review	Not in Google	1	1	1	1	1
2	nikhil jobanputra revamp	Not in Google	1	1	1	1	1
3	ca nikhil jobanputra afm classes	Not in Google	1	1	1	1	1
4	nikhil jobanputra sfm book	Not in Google	1	1	1	1	1
5	ca final sfm nikhil jobanputra	Not in Google	1	1	1	1	1
6	nikhil jobanputra fr classes review	Not in Google	1	1	2	3	8
7	ca nikhil jobanputra fr classes	Not in Google	1	1	3	3	8
8	cma final sfm classes in english	Not in Google	2	3	3	4	7
9	sfm fast track classes	Not in Google	2	6	4	4	6
10	ca final sfm fast track classes	Not in Google	3	5	4	4	6
11	ca final afm fast track classes	Not in Google	3	5	5	5	10
12	CMA Final SFM Regular	Not in Google	4	4	5	6	11
13	ca inter fm fast track	Not in Google	5	5	7	8	12
14	cma final sfm classes	Not in Google	5	7	10	10	15
15	ca final afm classes in english	Not in Google	5	14	11	11	20
16	CMA Final SFM Fast Track	Not in Google	7	16	11	11	26
17	ca final fr fast track classes	Not in Google	7	12	15	17	19
18	fm fast track	Not in Google	8	8	17	18	43
19	afm classes ca final	Not in Google	8	9	18	18	32
20	afm fast track classes	Not in Google	8	13	19	20	20
21	CA Final AFM Live	Not in Google	9	11	19	20	32
22	fr fast track classes	Not in Google	9	12	19	23	20
23	ca final afm classes	Not in Google	10	11	20	21	22
24	ca final afm	Not in Google	11	11	20	24	22
25	cma final sfm fast track classes	Not in Google	11	12	21	20	25
26	afm ca final classes	Not in Google	11	13	22	22	23
27	afm ca final	Not in Google	12	13	22	24	30
28	fr fastrack ca final	Not in Google	14	15	23	24	29
29	fm classes for ca inter	Not in Google	14	15	29	39	Not in Google
30	cma final classes in english	Not in Google	14	20	30	32	Not in Google
31	ca final afm book	Not in Google	17	30	40	40	Not in Google
32	best faculty for ca final afm	Not in Google	21	23	55	Not in Google	Not in Google
33	ca final sfm best faculty	Not in Google	22	23	59	Not in Google	Not in Google
34	CA Inter FM Regular	Not in Google	39	95	Not in Google	Not in Google	Not in Google
35	ca final afm revision	Not in Google	41	50	Not in Google	Not in Google	Not in Google



06

SALES



January : Net sales 324, 000



06

SALES

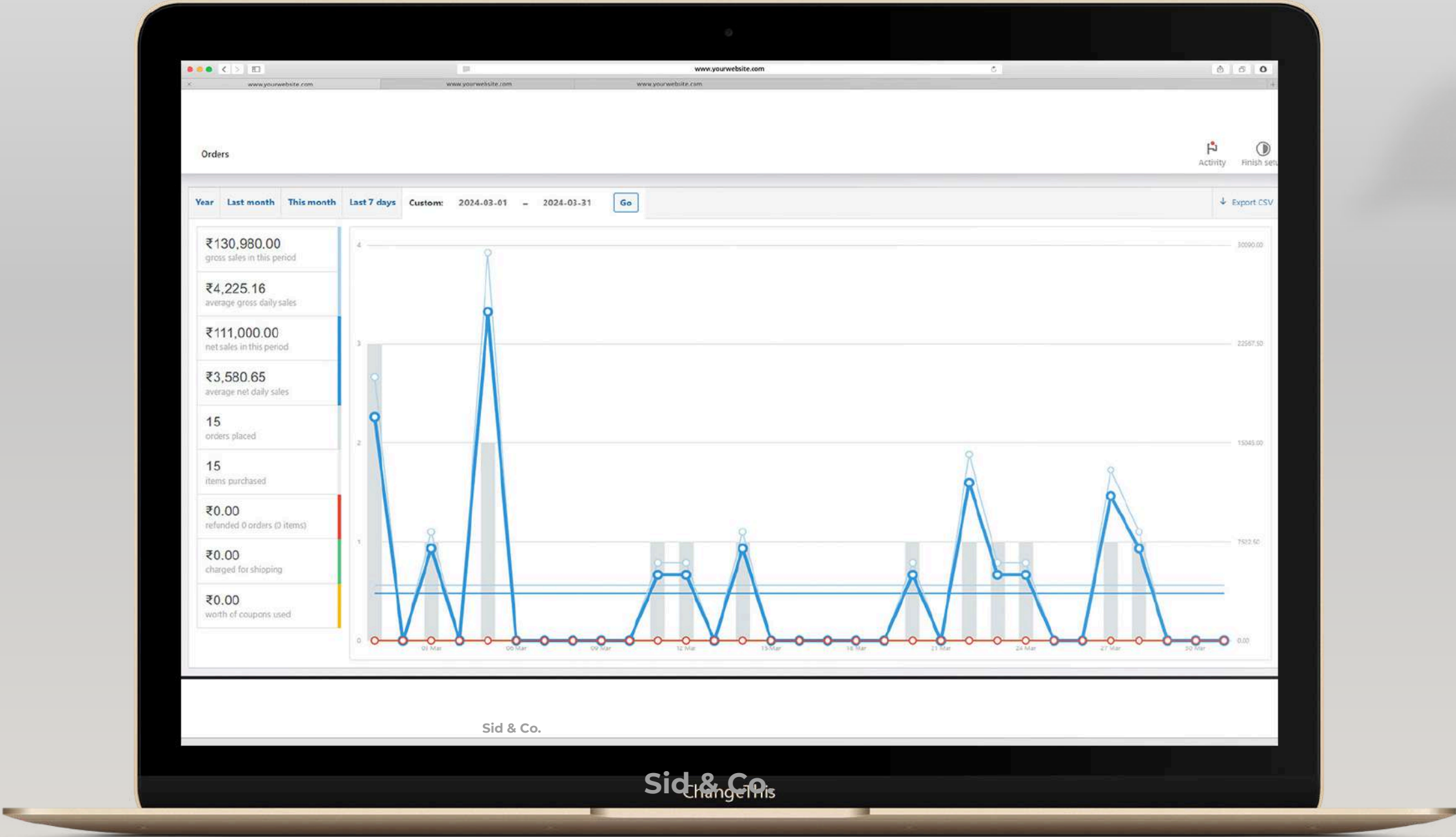


February : Net Sales 183, 000



06

SALES



March : Net sales 111, 000



06

SALES

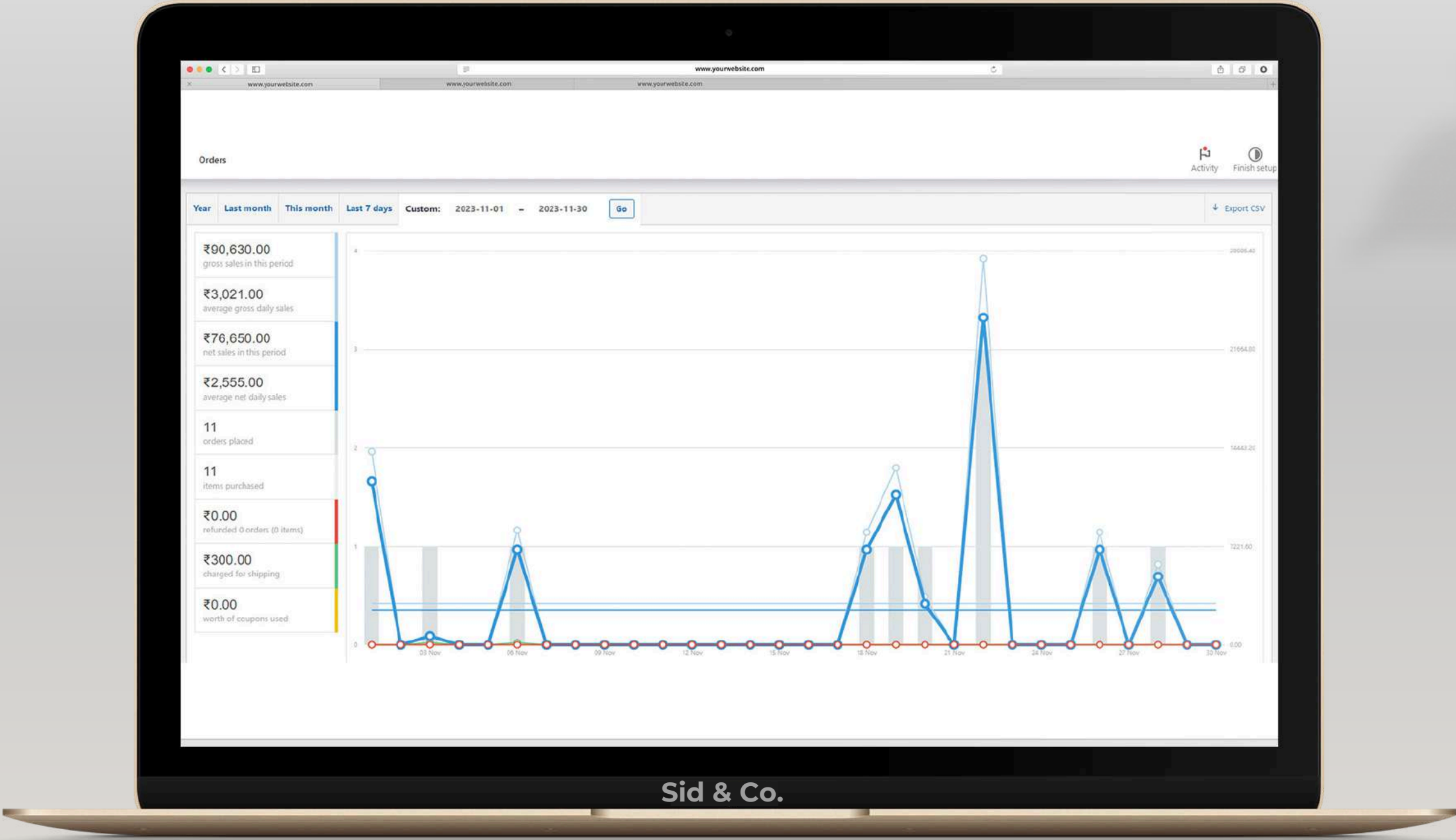


October : Net Sales 51, 000



06

SALES

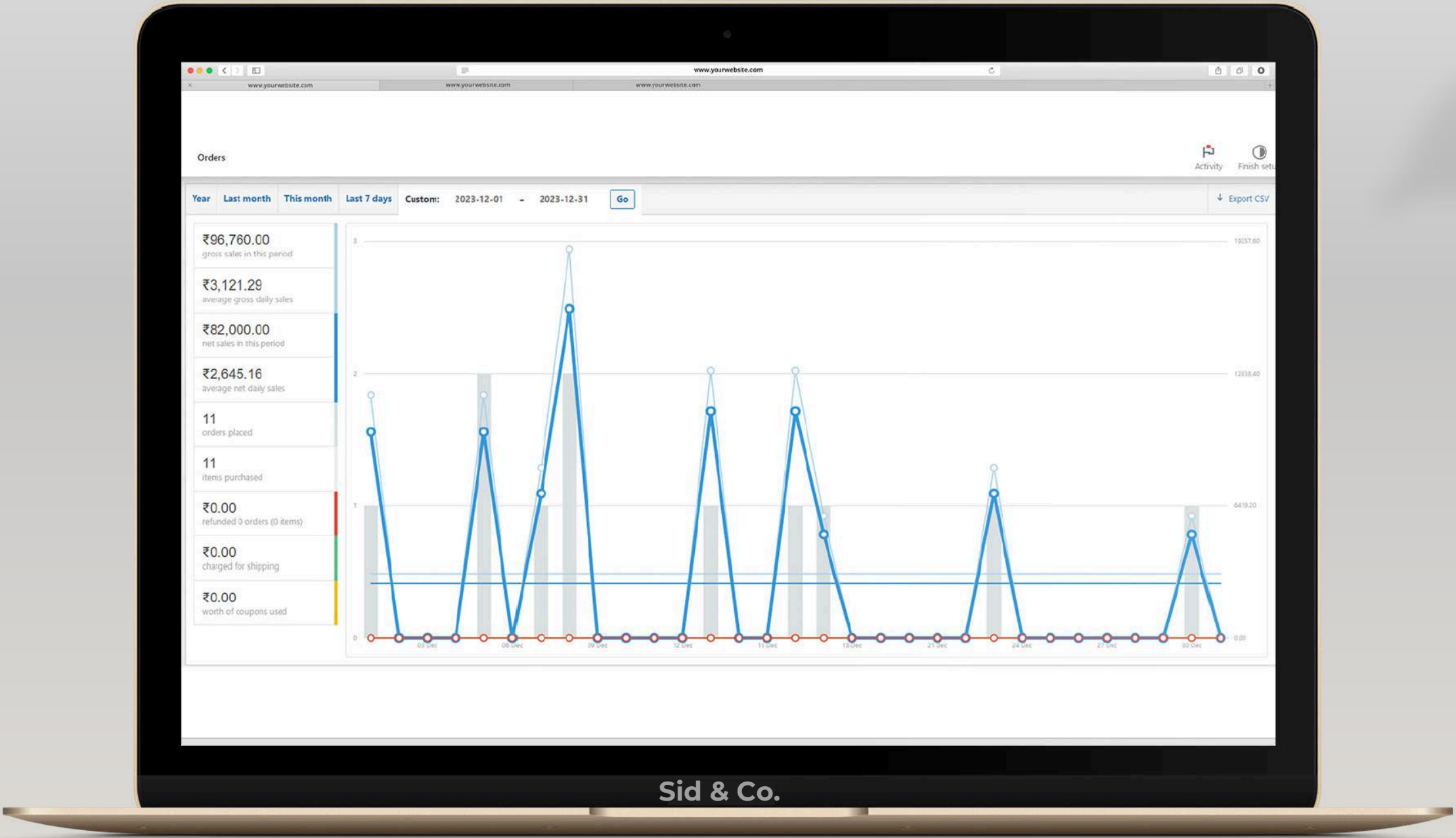


November: Net sales 76, 650



06

SALES

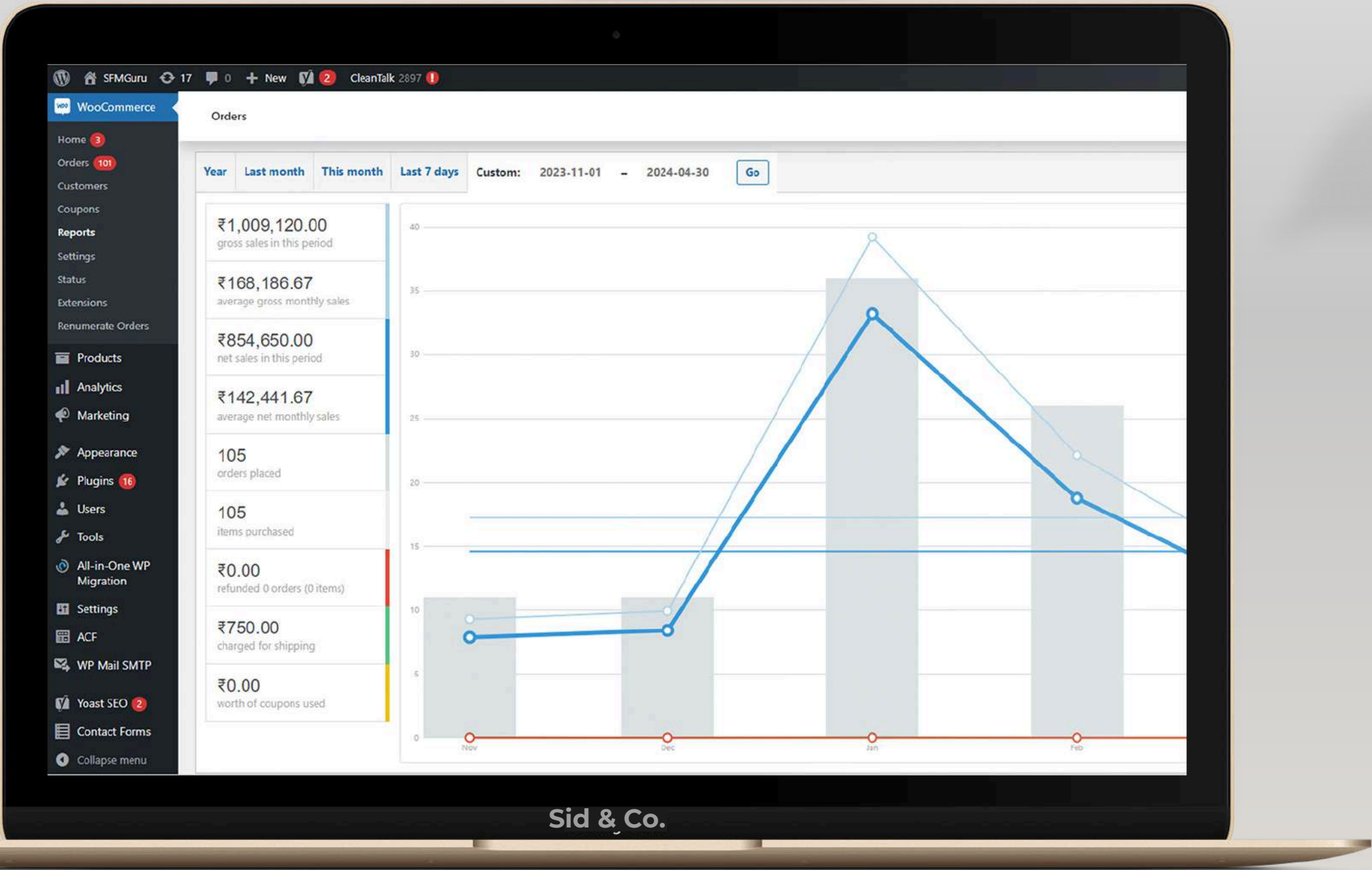


December : Net Sales 82, 000



06

SALES

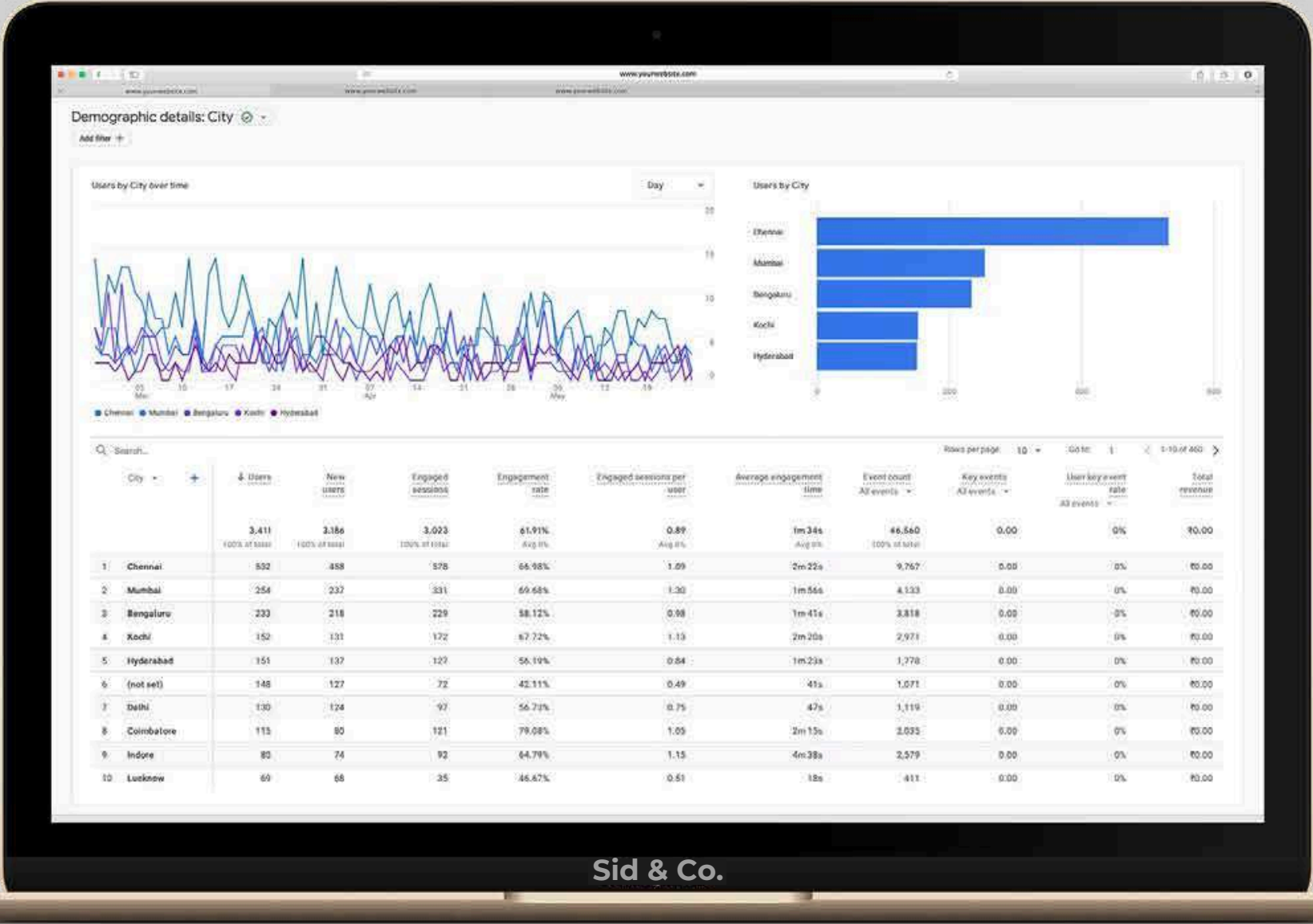


Total : Net Sales 854, 650



07

RESULT: Citywise traffic analysis



08

RESULT: Other Growth KPIs

	BEFORE	AFTER
DOMAIN AUTHORITY	1	10
PAGE AUTHORITY	1	21



09

RESULT: Off Page work

BOOK MARKING

120+



CLASSIFIEDS

80+



PDF
SUBMISSION

65+



IMAGE
SUBMISSION

60+



SEARCH
ENGINE
SUBMISSION

56+



DIRECTORY
SUBMISSION

93+



SOUND
SUBMISSION

87+



10

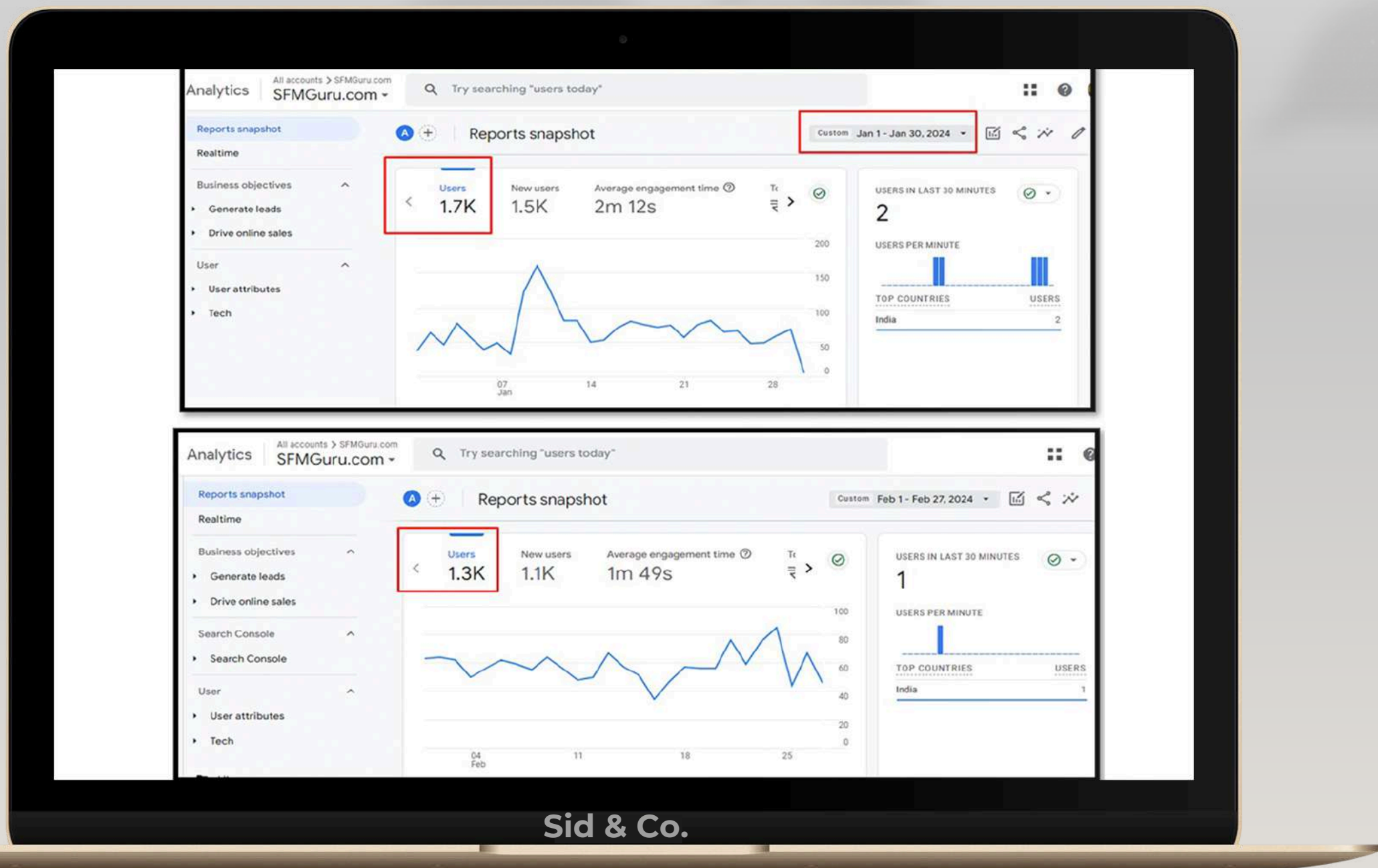
RESULT: Off Page work

Sr-Num	Activities	Status
1	Google Webmaster Code	Done
2	Google Analytic Code	Done
3	Ror.xml File	Done
4	XML Sitemap	Done
5	HTML Sitemap	Done
6	Urllist.txt File	Done
7	SEO Tags	Done
8	Meta Tags	Done
9	Author Tags	Done
10	Schema Tags	Done



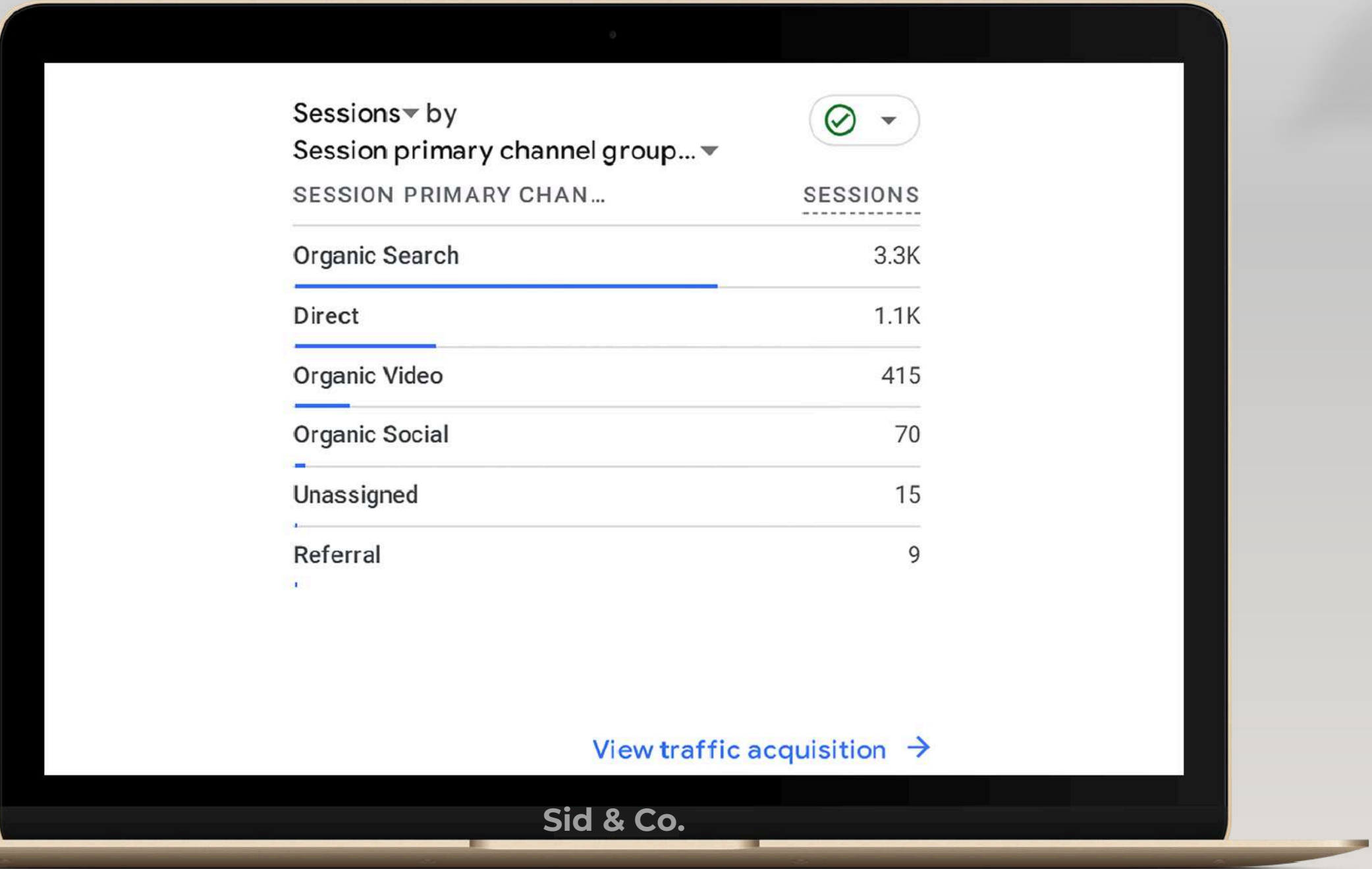
11

GOOGLE ANALYTICS TRAFFIC



11

GOOGLE ANALYTICS TRAFFIC



⑫ **STRATEGY FOLLOWED**

- ▶ **MIN DOMAIN AUTH OF 40 FOR OFF-PAGE SEO**
- ▶ **FOCUS ON RELEVANCE IN REGARDS TO THE BRAND'S NICHE**
- ▶ **KEYWORD MIX OF HI POTENTIAL LESS & MID COMPETITION KEYWORDS**
- ▶ **FOCUS ON BUYING INTENT KEYWORDS**
- ▶ **WEBSITE OPTIMIZATION & WEBSITE JOURNEY ENHANCEMENT**

