

LOCAL SEO FOR ENGLISH LEARNING INSTITUTE

**Appearing Higher in Google Map
Results and Search Engines for Local
Search Queries**

Content

1. Client Background
2. Project Goals
3. Initial Site and Ranking Analysis
4. Research Insights
5. Work Approach
6. Local Business Page Optimization
7. Website Content Optimization
8. Meta Planning & Optimization
9. Conclusion

Client Introduction

Popel's IELTS Academy is celebrated training institute of Mohali, India trusted by local students for top quality IELTS and PTE coaching.



Project Goals

The institute approached us to make its brand appear higher in Google Map results and search engines for local search queries.

“The goal was to appear higher in Google Map results and search engines for local search queries”

We were also trusted with the task of preparing a marketing plan that will help the institute:

- + Connect with students from Punjab, Haryana, and Chandigarh
- + Generate leads for upcoming IELTS/PTE batches
- + Improve visibility over Google Local search results

Initial Site & Ranking Analysis



To get a clear idea of website's health, brand assets, and search engine authority, our team of optimization experts undertook extensive brand check-up. We also spent time in studying:

-  Industry
-  Audience
-  Competitors

On the basis of initial findings, we prepared a plan that would quickly push institute's position in highly competitive local search results.

Research Insights

Success of any optimization work greatly depends on understanding project complexity, challenges, and requirements. Our initial research revealed following details about the project:

Google Local Business page was the biggest asset of client but it was not optimized to occupy top spot of Google Map results.

Website was not optimized to target local search queries.

Social media strategy was not good enough to generate student queries.

The institute had weak inbound marketing practices

Work Approach

Marketing budget of small businesses is usually limited. That's why we decided to directly focus our efforts on improving Local Google search results.

After completing the task of Local Map listing optimization, we turned towards the website and optimized it for local search queries with the help of our SEO and content planning team.

Below are the major work details along with snapshots that prove how our client started dominating first page results in less than a month:

Local Business Page Optimization

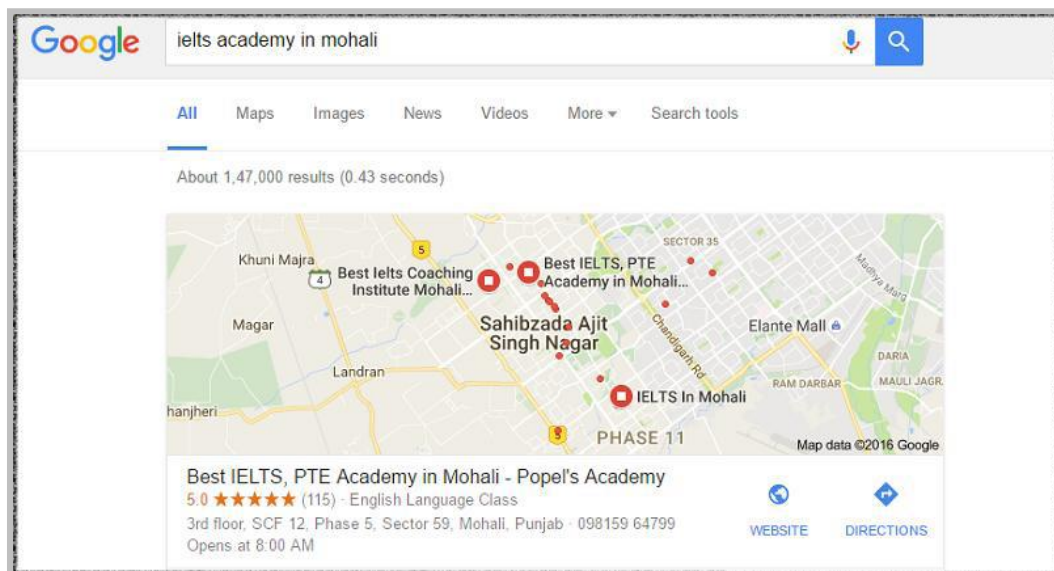
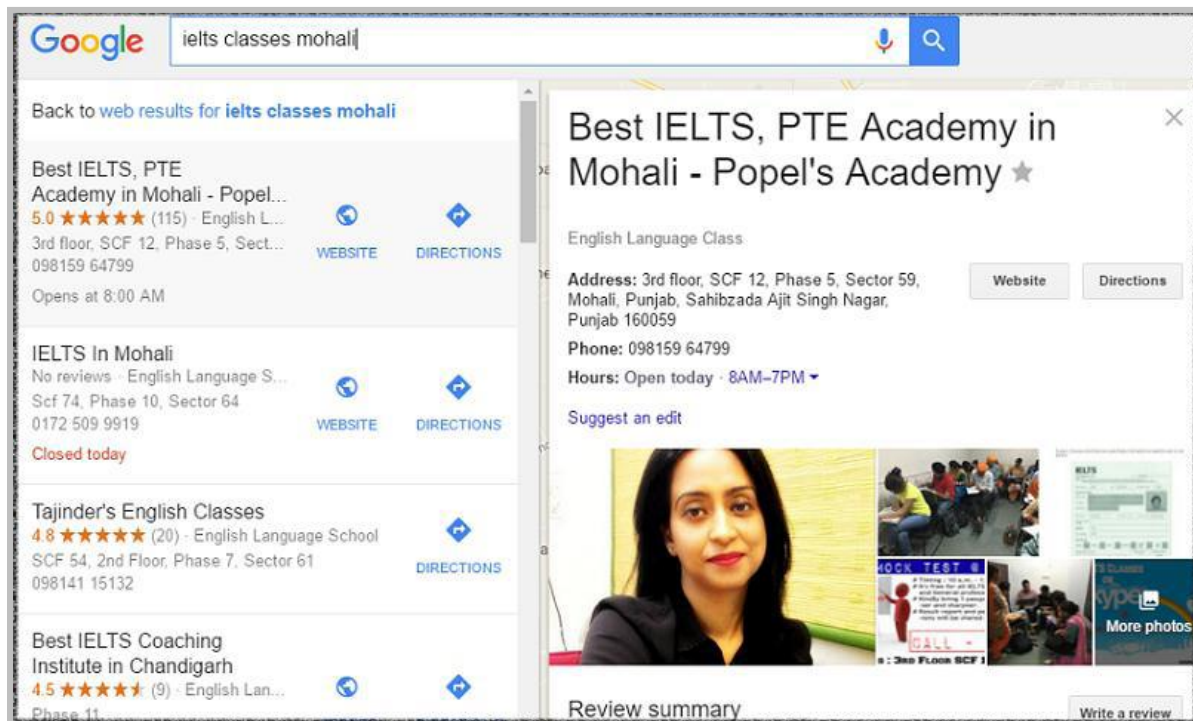
Popel's Academy has astounding number of student reviews and we wanted to give them maximum visibility to generate student calls and queries.

After conducting extensive keyword research, we optimized business details of the Local Business page. This instantly boosted its position in Local Business Map search results.

“Instant boost in Local Business Map search results.”

Earlier, Popel's Academy didn't appear in the initial local business map results for highly competitive keywords like 'IELTS classes Mohali' and 'IELTS academy in Mohali' in Google.co.in

Now, it is occupying top positions for both the keywords.



Work Content Optimization

We focused on optimizing homepage for local search queries. Our team of **SEO expert and content planners** were able to generate results with **small changes**.



Popel's IELTS Academy, Mohali

Popel's IELTS Academy is a Mohali based institute started by Ms. Popel with the aim to provide success oriented classes for IELTS and PTE. We help students and professionals from Tricity & Punjab to pursue quality education & bright careers in countries like the USA, UK, Australia & Canada.

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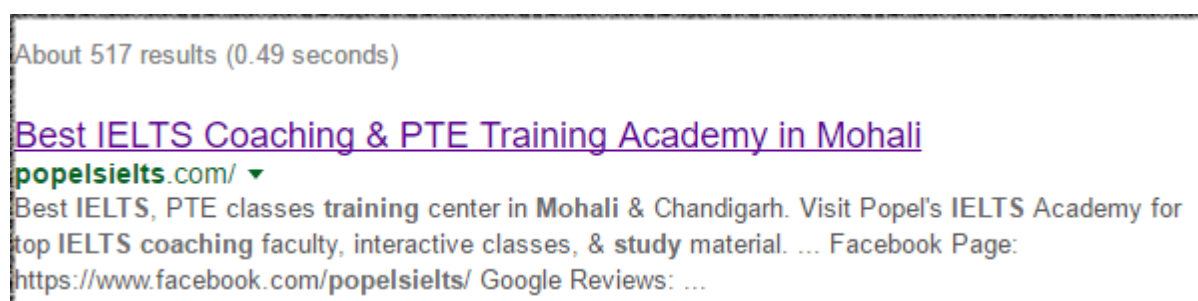
IELTS & PTE Training in Mohali & Chandigarh

Why are we so special? There are hundreds of IELTS coaching centers in Mohali and Chandigarh region but Popel's IELTS Academy has managed to earn students' trust with practical study approach. We use modern teaching methodologies, advanced coaching material, and also offer support through modern communication channels. This the reason Popel's is counted amongst the ...

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Meta Planning & Optimization

Meta details are a big ranking factor in Google and if planned incorrectly, they can really damage chances of appearing for relevant search queries. Our team **optimized the Meta details to instantly boost website's local authority and search visibility.**



Conclusion

Popel's Institute wanted to rank above its much bigger competitors in Google, and our team delivered the same in less than one month.

While keeping an eye on client's budget and work hours at hand, **we zeroed on resources that can quickly generate results and proved our expertise.**

Drop a mail at hello@upreports.com to request marketing plan and growth strategies.

Do you want to be discovered by local customers or international clients on Google?

Get in Touch

Note:

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