

# LOCAL SEO – CASE STUDY

*Popelsielts.com*



## Client Introduction

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

The screenshot shows the website for Popel's IELTS Academy. At the top left is the logo with a globe icon. To the right is a portrait of a woman with the text: "Hi, I am Popel. I am here to turn your dreams into reality." Below the logo is a navigation menu with links: Home, About Us, Gallery, Courses, Study Visa, and Contact Us. A search bar is located on the right side of the menu. The main content area features a large image of five diverse students sitting together and smiling. To the right of the image is a section titled "What is PTE?" with a brief description and a "READ MORE" button. Below this is a "Testimonials" section with a quote and a "View All Testimonials" link. At the bottom of the page, there is a banner for "IELTS & PTE Training in Mohali & Chandigarh".

**POPEL'S IELTS ACADEMY**

Hi, I am Popel.  
I am here to turn your dreams into reality.

Home About Us Gallery Courses Study Visa Contact Us

Search The Website.... Q

**What is PTE?**

PTE stands for Pearson Test of English. It has two versions: PTE Academic and PTE General. PTE is taken by candidates to test their English reading, writing, listening and speaking skills. The duration of the test is three hours.

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**Testimonials**  
View All Testimonials

*I think perfection is the word that best defines this institute. I was good before I came here but now I can feel the best within me and especially after meeting Popel Ma'am. With each and every material provided by her, you can just witness the constant graph of growth in you. Features like 'Trend analysis of performances' will always guide and motivate you to proceed in the right direction. Thank you Ma'am for your time, dedication and focus- you are certainly the best.*

**IELTS & PTE Training in Mohali & Chandigarh**

## Project requirements

The institute approached us to make its brand 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

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To get a clear idea of website's health, brand assets, and search engine authority, our team of optimization experts undertook extensive brand checkup. 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

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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

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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

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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.

**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.

Google | ielts classes mohali

Back to web results for ielts classes mohali

- Best IELTS, PTE Academy in Mohali - Popel's Academy**  
5.0 ★★★★★ (115) - English Language Class  
3rd floor, SCF 12, Phase 5, Sector 59, Mohali, Punjab 160059  
098159 64799  
Opens at 8:00 AM  
[WEBSITE](#) [DIRECTIONS](#)
- IELTS In Mohali**  
No reviews - English Language School  
Scf 74, Phase 10, Sector 64  
0172 509 9919  
Closed today  
[WEBSITE](#) [DIRECTIONS](#)
- Tajinder's English Classes**  
4.8 ★★★★★ (20) - English Language School  
SCF 54, 2nd Floor, Phase 7, Sector 61  
098141 15132  
[DIRECTIONS](#)
- Best IELTS Coaching Institute in Chandigarh**  
4.5 ★★★★★ (9) - English Language School  
Phase 11  
[WEBSITE](#) [DIRECTIONS](#)

### Best IELTS, PTE Academy in Mohali - Popel's Academy ★


English Language Class

**Address:** 3rd floor, SCF 12, Phase 5, Sector 59, Mohali, Punjab, Sahibzada Ajit Singh Nagar, Punjab 160059 [Website](#) [Directions](#)

**Phone:** 098159 64799

**Hours:** Open today · 8AM-7PM ▾

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Google | ielts academy in mohali

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About 1,47,000 results (0.43 seconds)



### Best IELTS, PTE Academy in Mohali - Popel's Academy

5.0 ★★★★★ (115) - English Language Class

3rd floor, SCF 12, Phase 5, Sector 59, Mohali, Punjab · 098159 64799

Opens at 8:00 AM

[WEBSITE](#) [DIRECTIONS](#)

## Website content optimization

Because the budget didn't allow complete overhaul of website content, 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.

[READ MORE](#)



### IELTS & PTE Training in Mohali & Chandigarh

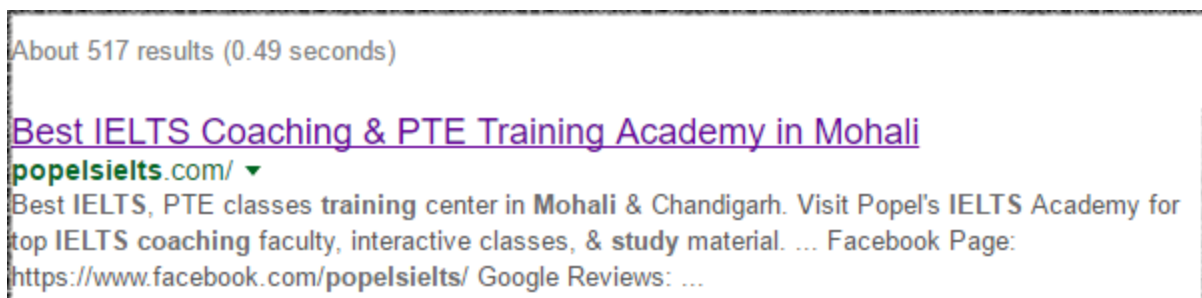
Why are we so special? There are hundreds of IELTS coaching centers in Mohali and Chandigarh region but Popel's IELTS Academy has managed to earn students' trust with practical study approach. We use modern teaching methodologies, advanced coaching material, and also offer support through modern communication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

[READ MORE](#)

# Meta planning and optimization

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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

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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.

Do you want to be discovered by local customers or international clients on Google? Drop a mail at [hello@upreports.com](mailto:hello@upreports.com) to request marketing plan and growth strategies.