

Content creation and marketing for a yoga studio in India

A case study

CONTENT CREATION AND MARKETING FOR TRAFFIC

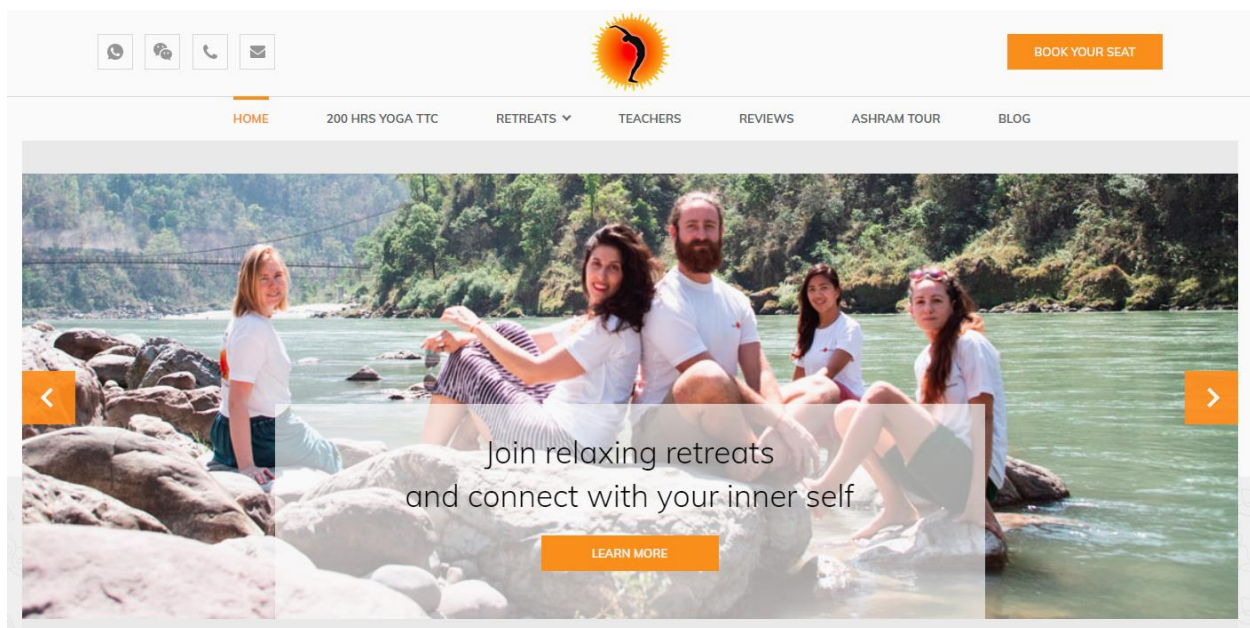
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Client Introduction

Client is an India based yoga studio that specializes in yoga teacher training programs and online wellness retreats. The yoga school based in Rishikesh wanted to create a strong base of informative content to educate people about yoga and health.

The seasoned team of yoga teachers also aimed to generate course leads in the long run.



Project Deliverables

The yoga studio realized the challenges of being active in a highly competitive industry and set practical content and traffic goals.

The yoga school was looking for a team of content creators and SEO experts that can develop authoritative content in the form of blogs and build overall online presence to impress potential students.

“Building a strong content base through blogs and overall online presence for informative search terms”

Major project deliverables were as follows:

- * Content creation and marketing strategy
- * Ranking blogs for diverse yoga centric keywords.
- * Initial base of authoritative content
- * SEO efforts to improve ranking and visibility

Initial analysis and findings

Ekattva’s audience is primarily international yoga enthusiasts and Indian professionals interested in wellness. To understand the audience better, we undertook:

- ❖ **Competitor Analysis:** Content of leading yoga schools in India and USA were thoroughly studied to gather strategic insights.

- ❖ **Audience Analysis:** Research to identify triggers and concerns of yoga teacher aspirants and wellness seekers.
- ❖ **Team Discussions:** Discussions for fresh insights and ideas to create engaging content in client's budget.

Action plan highlights

To create informative content and make it rank on relevant channels, our content and SEO experts created a detailed content creation and marketing plan. Under it, we deployed comprehensive SEO, content, and brand strategies.

Some of the major work details are shared below:

BLOG CREATION

- ✓ Extensive keywords research to identify unique set of keywords for every blog idea.
- ✓ Analysis of top ranking content to determine depth and quality requirements.
- ✓ Search Console review for keyword and search insights
- ✓ Blog writing as per findings
- ✓ Visual media planning for blogs
- ✓ Blog publishing
- ✓ Future enhancements as per Console findings
- ✓ More

Client was on a small budget and hence only 2 blogs were created per month.

BLOG MARKETING

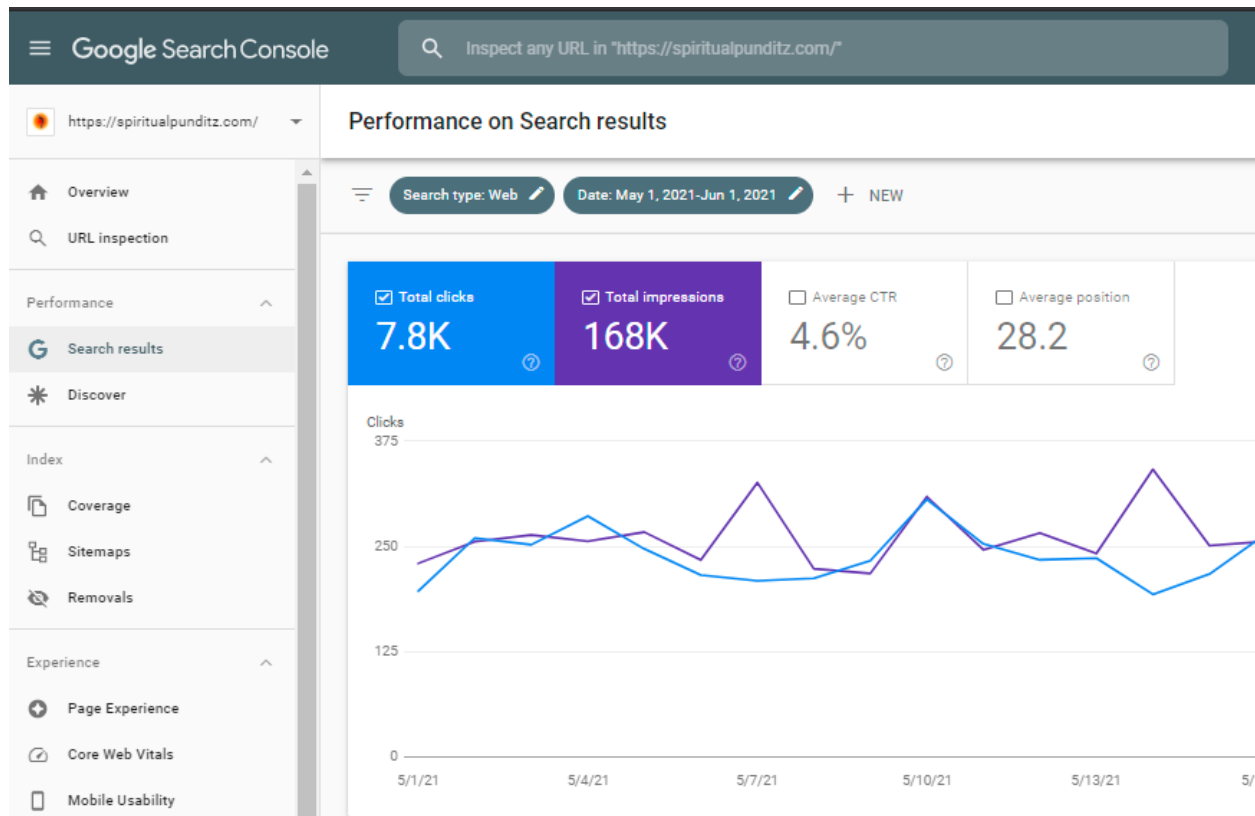
- ✓ Link building on relevant websites
- ✓ Blog sharing on popular communities
- ✓ Summary posts publishing on free blogging sites
- ✓ Sharing on QA platforms
- ✓ Internal linking to improve indexing
- ✓ Backlinks through guest contributions
- ✓ Contributions on content curation sites
- ✓ More

SOCIAL SHARING

- ✓ Sharing on major social media channels
- ✓ Sharing in Facebook groups
- ✓ Engagement through comments
- ✓ Activity in relevant social channels

Results

On a small monthly content creation and marketing budget of \$600 per month, the yoga school is currently generating following traffic numbers:



Note: The yoga school partnered with us for 2 years without pausing work

The website has been ranking for hundreds of keywords. Majority traffic is coming from 15+ pages.

<div> <div>Search type: Web</div> <div>Date: May 1, 2021-Jun 1, 2021</div> <div>+ NEW</div> </div>				
Top queries	↓ Clicks	Impressions	Position	
transcendental meditation	1,186	6,129	2.9	
for diabetes	337	1,293	2.8	
surya bhedi pranayam	314	1,596	2.7	
mantras	160	1,469	4.6	
transcendental meditation	143	598	2.6	
mudras for	123	409	2.8	
transcendental meditation	122	1,765	6.7	
mantras for meditation	100	356	2.4	
mantras list	83	637	4.9	
transcendental meditation	72	233	2.3	
meditation mantra	66	732	4.6	
surya bhedi	56	235	2.1	
1 hour anulom vilom	49	429	1	
standing asanas and	48	316	3.3	

Conclusion

Team Upreports achieved success with all the project deliverables and that too in a highly competitive industry. We established the yoga studio on top Google searches at a small budget and have been retained for the third year as well with 25% increase in budget.

As a [digital marketing agency in India](#), We have a collective work experience of over 20 years and understand what it takes to deliver results on challenging projects. Send an email at hello@upreports.com to discuss your business goals with top team of SEO experts and digital marketers.

Do you want to improve your website ranking
and overall online presence?

Get in Touch

Note:

- *All links, images, and screenshots used in this case study have been used only for clarity.*
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