

Harvest International School

Harvest International is an innovative “unconventional” institution that has taken the contour of education beyond the four walls of a classroom, setting a new trend in the education paradigm. They have a clear objective in helping the students in coping with a fast-changing world and unpredictability, where learning is a continuous process, an essence of the 21st-century education, keeping in mind the national and global context.

654.97%

Organic Traffic Improvement

473.49%

Website traffic Increased

22

No of Keywords Ranking in 1st Page



Some Competitive Keywords in the Program



Keywords

- Schools with IB curriculum
- Best CBSE schools in Bangalore
- Top 10 schools in Bangalore
- International schools in Bangalore
- Best Schools in Bangalore

Ranking

- #1
- #1
- #1
- #1
- #1

Implementing applicable structured data & investigation in SEO

The Challenge

- Not Ranking on Google search
- To increase organic leads
- To increase organic leads

Discover

- Complete Website audit report
- Mapping website user journey
- Fixed the technical issue of the website
- Improved the quality of the content on the website pages
- Additional location pages with target keywords

Define

- Increased website visitors on 10% every month
- Receiving 20-35 organic leads per month
- Improved keyword ranking for broad keywords
- Organic conversion rate increased up to 28%

Results

