



SUCCESS STORY

ABOUT CLIENT:

Over a decade of excellence in academics, scholastic & non-scholastic, we open the doors of the temple of learning in education.

Sunflower Vedic School (SVS), is backed by strong values & commitments towards nurturing the future generation and empowering them with knowledge, wisdom and infusing the 5 sense of discrimination is their mission.

20%
Increase In Leads



150+
Qualified Admission
Enquiries.



3000+
negative keywords
Added



CHALLENGES:

- ⦿ Rank drop due to heavy competition
- ⦿ Improve traffic from organic search
- ⦿ Recover ranking for main keywords
- ⦿ Increase organic enquires
- ⦿ Generate qualified leads who are seeking admission [2018- 2019]

RESULT:

- ⦿ Daily Organic leads went up by 20%
- ⦿ Regained the lost positions with various organic optimization strategies
- ⦿ Generated over 150 qualified admission enquires

HOW SOCIAL DNA ADDRESSED THE NEED?



- ⦿ Keyword research to identify high-traffic keywords
- ⦿ Building high-quality, unique content
- ⦿ Benchmarking current performance and data to measure impact and growth and report on results at a later time
- ⦿ Created landing page
- ⦿ Deployed Geo-targeted ads to the local audience
- ⦿ Added 3000+ negative keywords to ensure the lead quality

