

Exceeding Website Traffic Goals by 75-100%, and Leads to Boot!

Sri Sri Ravishankar Vidya Mandir: A Customer Success Story

Could digital marketing be what you need to take your sales and marketing to the next level? What are the market conditions that make a strong digital presence necessary? What strategies can ensure your digital success in the short and long terms?

These are some of the pertinent questions we answer through the following case study that details our work with our client, Sri Sri Ravishankar Vidya Mandir ([SSRVM Bangalore South](#)) - an educational institution set up by one of the leading philosophical and spiritual minds of our times - for whom we delivered 75 - 100% increase in website traffic goals above the targeted objective and also leads to the tune of 3-5/day.



1 Introducing SSRVM: The School of Values

*"The aim of education is the knowledge, not of facts, but of values."
- William S. Burroughs*

An initiative of the Art of Living Foundation, Sri Sri Ravishankar Vidya Mandir or SSRVM is a CBSE school that offers holistic education to nurture young individuals. The focus is on the timeless art of developing the inherent values of children with a view towards moulding them into individuals who are truly well-educated and, just as importantly, happy.

*"Happiness is that state of consciousness
which proceeds from the achievement of one's values."
- Ayn Rand*

A philosophy of education that finds resonance in some of its most towering figures, realizing your values as the path to happiness is a simple, if not easy, path laid out by the ancients and contemporary philosophers alike.

Creative teaching methods are employed all across the spectrum of education offered at SSRVM - from academics to sports and ancient wellness sciences such as yoga, pranayama, and meditation - to accomplish this goal.

The idea behind employing such an eclectic mix of educational practices is to bring together the best of all worlds, that is, to harness the ancient and be innovative with the modern.

Immortal Dreamz served the brand of the school located in South Bangalore, which offers classes from the pre-primary to the twelfth-grade levels.

2. Client Requirements: Website Traffic to Boost Admissions

The client, SSRVM Bangalore South, found itself at a crossroads with regards to the volume of admissions.

- a. **Market Study:** With the Bangalore market being one that draws large numbers of residents from out of town, online search has been seen to take precedence over word of mouth when it comes to the hunt for services such as children's education.

Below are few search terms with huge search number in Google:

Keywords	Searches in India
Schools near me	74,000
CBSE schools in bangalore	5,400
Schools in kanakapura road	480
Best schools in south bangalore	450

- b. **Zooming in on Digital Marketing:** With this thought in mind, the client now looked to digital marketing to turn things around for them. It was after a round of dissatisfaction with other vendors that SSRVM Bangalore South approached [Immortal Dreamz](#) to achieve their website traffic goals for them, which would, in turn, give a boost to admissions.
- c. **Identifying the Objective:** The volume of website traffic required to achieve these admission goals was determined to be 30 to 40 clicks/day, which was to be achieved primarily through Google PPC (pay-per-click) ads.
- d. **SEO for Targeted Keywords:** Search engine optimization (SEO) is a stable and long-term organic branding strategy which yields long-lasting results for a business, without the need to spend a penny on it. Instead, frequent exposure to the brand, which can be achieved through the appropriate use of SEO, leads to garnering trust and therefore revenue for the brand. SSRVM Bangalore South was hence keen to employ SEO for their brand along with the above-mentioned strategies.

Best CBSE School in Kanakapura Road | Sri Sri Ravishankar Vidya ...
<https://bangaloresouth.ssrvm.org/> ▼
Best CBSE School in Kanakapura Road. SSRVM. Sri Sri Ravishankar Vidya Mandir Bangalore South.
Pre Primary – XII. Admission Enquiry. Contact 080 ...

3. Struggling with Digital: Pain Points Faced

The pain points faced by the client were two-fold:

- a. **Low Traffic to Website:** On the one hand, the paid campaigns they had employed in the past had encountered two problems - a low number of clicks leading to less than optimum traffic to the website, combined with very low lead generation through form submissions and enquiry calls from the visitors who did land on their website.

b. **Low Search Rankings:** On the other hand, their search rankings were low and gave them much less online visibility than was desired.

4. Enter Immortal Dreamz: Strategies Employed

To solve the client's pain points, we employed a two-pronged approach - one with a view towards quick, short-term results and another with long-term payoffs in mind. Paid campaigns - in particular, Google PPC (pay per click) campaigns - would take care of garnering results the short term while search engine optimization (SEO) would take care of the same in the long term.

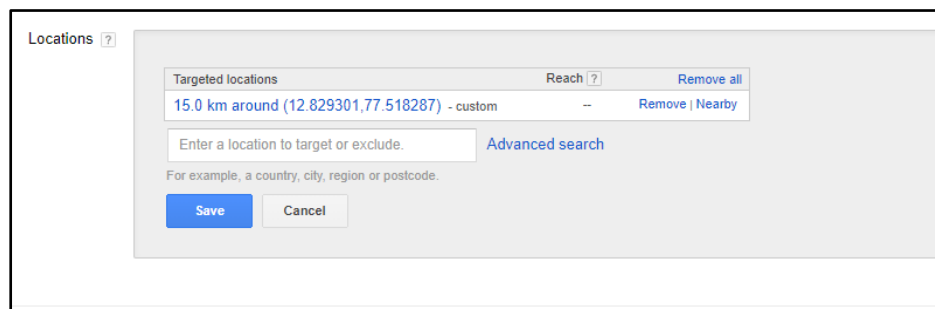
a. Paid Campaigns (PPC)

Pay-per-click campaigns on Google bring the best conversions results within the paid campaigns space and this instance proved to be no exception. Here is the process that was employed.

- **Targeting the Right Audience:** Whether your brand is able to reach the right target audience can make or break your campaign. If audience targeting is not done right, the click-rate may be great but you may see no conversions. For SSRVM Bangalore South, the paid campaigns included both a Google AdWords campaign as well as a Facebook campaign. Wherever possible, we targeted these at parents with children of ages 4-17, bearing in mind the fact that the decision-makers in this scenario were, indeed, parents.

Parents: Parents with toddlers (01-02 years) , Parents with preschoolers (03-05 years) , Parents with early school-age children (06-08 years) , Parents with teenagers (13-18 years) or Parents with preteens (08-12 years)

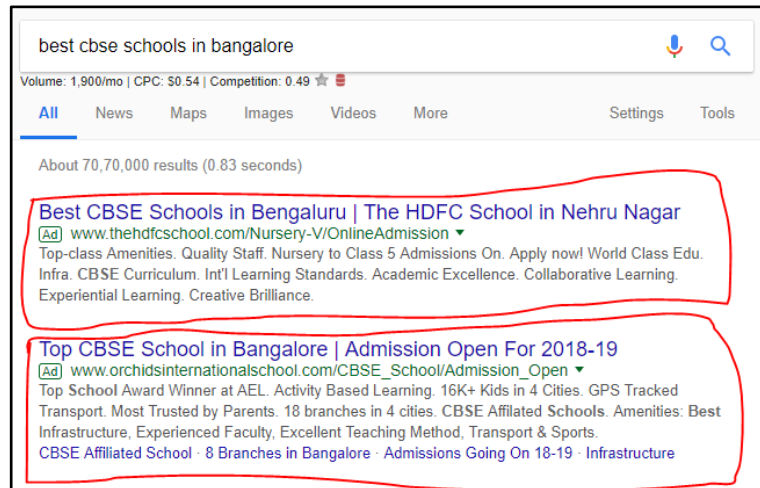
- **Targeting the Right Location:** Location is a key criterion when it comes to deciding on school admissions. Usually, children of the targeted age group do not opt for distant schools as the commute then becomes a concern. With this in mind, locations within a 10-15 km radius of the school were targeted.



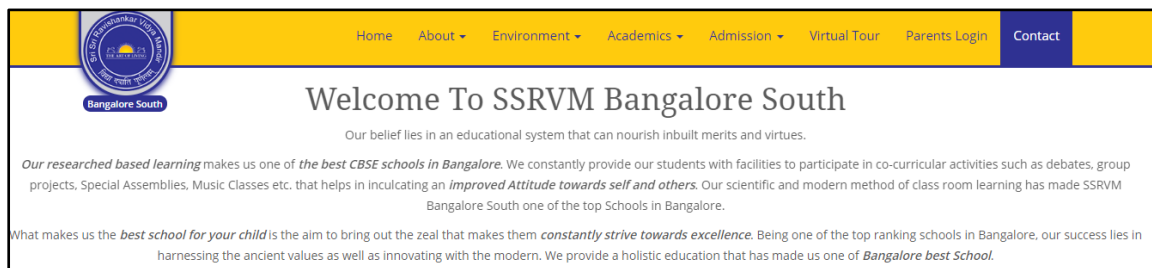
The screenshot shows the 'Locations' targeting interface in Google Ads. It features a table of 'Targeted locations' with columns for 'Reach' and 'Remove all'. A single entry is shown: '15.0 km around (12.829301,77.518287) - custom', with a 'Reach' of '--' and 'Remove | Nearby' options. Below the table is a search input field with the placeholder 'Enter a location to target or exclude.' and an 'Advanced search' link. A note below the input field reads 'For example, a country, city, region or postcode.' At the bottom are 'Save' and 'Cancel' buttons.

- **Competitor Analysis:** An analysis of competition, that is, the campaigns - especially paid campaigns - put in place by other schools in the target area, was also performed to gain an in-depth understanding of how to better the client's results and also to help position SSRVM differently and stand out from the competition.
- **Targeted Keyword Research:** Once the right target audience and location had been identified, the best keywords to include in the campaign had to be identified. This

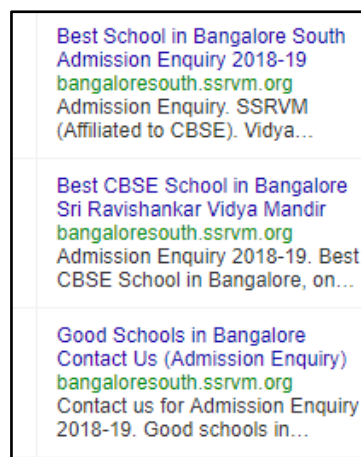
was done through a study of keywords with high search volumes and also the top keywords used by other competitors.



- **Landing Page Optimization:** Landing pages play a major role in adding to an ad’s relevance. The higher the relevance of an ad, the better they perform. Initially, no content was present on the landing page except the enquiry form. We suggested that they add keyword-optimized content to it, which proved to be a crucial element in boosting ad performance.



- **Budget Finalization:** With the target number of clicks per day in mind, we finalized on an economical budget for the client.
- **High-Quality Ad Copy:** Ad copy also adds much value to an ad’s relevance. We put together compelling ad copy for the client that was designed to ensure clicks.
- **Analysis and Improvements to Ad Relevance:** Ad relevance is a measure of how well your ads will perform. We worked on improving all major factors that boost the relevance score of the ads.

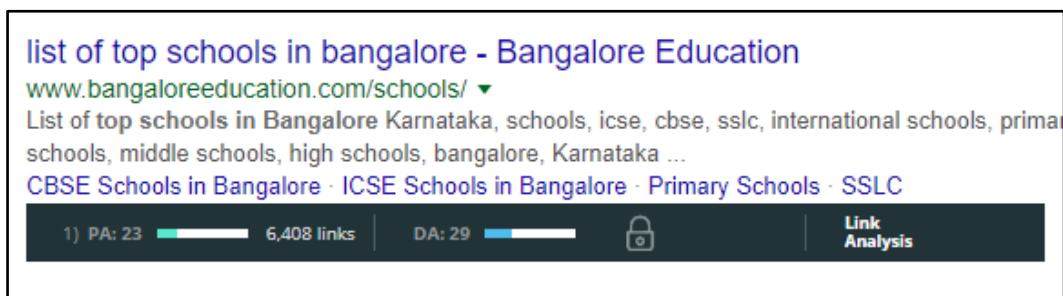


b. Search Engine Optimization

At the start of the project, the client found themselves ranking in the 3rd and 4th pages of Google Search for most of the targeted keywords. The value addition, however, comes in when one's website is able to rank on the 1st page. To achieve this, a powerful series of steps was planned and executed that would allow us to beat the competition and get placed on the 1st page for the targeted keywords. Here are the steps we took to get results on the SEO front.

- **Competitor Analysis:**

- i. Listed out all top competitors for the targeted keywords who were ranking on the 1st of Google Search.
- ii. Listed out PA (page authority), DA (domain authority), backlinks, website errors, and on-page SEO factors.
- iii. Worked on improving these for SSRVM Bangalore South.
- iv. Kept track of their performance and set a target for the same.



- **On-page SEO:**

- i. Wrote SEO-friendly meta title and description for all web pages.
- ii. Added SEO-friendly meta keywords for all web pages.
- iii. Made web page URLs SEO-friendly.
- iv. Added ALT tags to make images SEO-friendly.
- v. Made webpage content SEO-optimized with keywords... and more.

- **Off-Page SEO:**

- i. Collected all available backlinks for the website
- ii. Removed available spammy backlinks that lowers website ranking
- iii. Worked on generating quality backlinks
- iv. Worked on replicating major backlinks from competitors... and more.

- **Keyword Performance Tracking**

Regular tracking of keywords performance helped the website rank faster as did working primarily with low-performing keywords.

Keywords	Date and Ranking of Keywords	
	31-Jan-18	3-May-18
CBSE SCHOOL IN KANAKPURA ROAD	1.3 (2nd page 3rd position)	0.7 (1st page 7th position)
BEST SCHOOL ON KANAKPURA ROAD	1 (1st page 10th position)	0.6 (1st page 6th position)
TOP 10 SCHOOL ON KANAKPURA ROAD	2 (2nd page 10th position)	0.3 (1st page 3rd position)
BEST CBSE SCHOOL IN KANAKAPURA ROAD	1.4 (2nd page 4th position)	0.4 (1st page 4th position)
Top education school in kanakapura road	1.7 (2nd page 7th position)	0.5 (1st page 5th position)
TOP SCHOOL IN KANAKPURA ROAD	0.5 (1st page 5th position)	0.3 (1st page 3rd position)

Summary of Results

- a. **Paid Ads:** Paid ads performed beyond expectations (target: 30-40 clicks/day) and brought in 60 to 70 clicks/day, resulting in lead generation to the tune of 2-3 forms filled/day and 1-2 calls received/day over the course of 6-7 months.
- b. **SEO:** Efforts resulted in the search rankings going up, with all keywords ranking on the first page of Google Search within a short span of 3 weeks.

Thus, not only was the website traffic goal of 30 to 40 clicks /day not only met, but exceeded by 75-100%. These targeted clicks brought quality leads as well for the client. This resulted, as regular interaction with the client revealed, in the end objective of higher admissions being met.

Conclusion

Both the paid campaigns and search engine optimization gave results that not just met but exceeded expectations by a margin of 75-100%. Also, with the conversions that were achieved, SSRVM Bangalore South found that their admission goals were met.

Digital marketing had, indeed, worked for them, when done right.