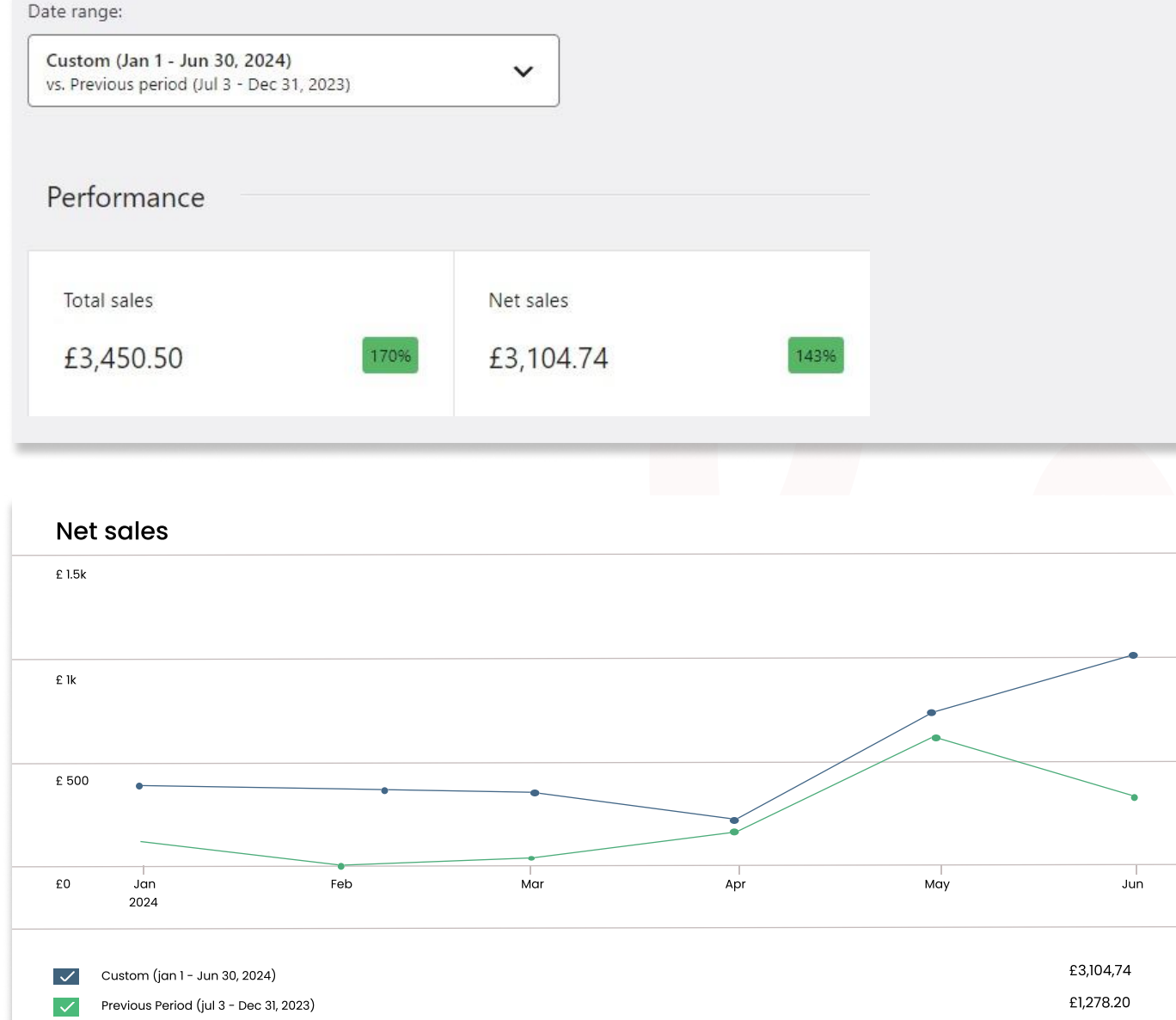


170% increase in course enrollments In 6 Months Through Data Driven SEO Strategy



Client Background

A leading provider of AML & KYC online courses, faced the challenge of low visibility, attracting only **428 monthly visitors and low sales volume.**

4,300 monthly visitors in 1 year

170% increase in course enrollments.

Process Overview

Website Audit & Optimization

Technical SEO

- Site speed optimization
- Fixed Broken links,
- Improved website mobile responsiveness

On-Page Optimization

- Meta titles & descriptions optimization
- Necessary keyword integration across website

Market & Keyword Research

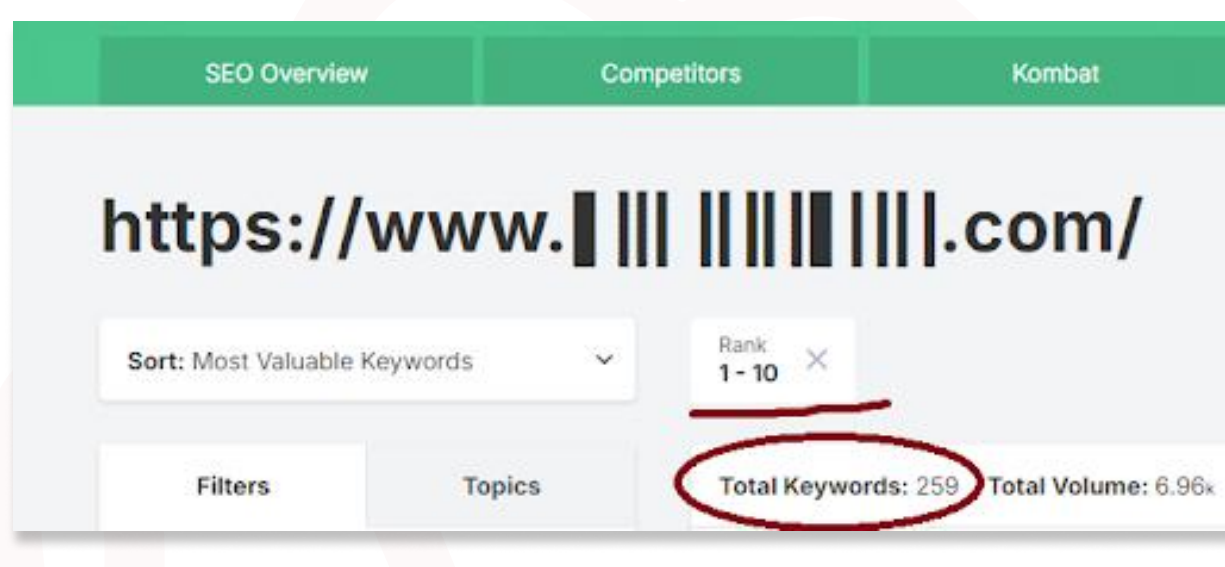
- **Target Audience (TA) Mapping:** Students & early professionals looking for KYC & AML courses
- **Search Behaviour & Keyword Mapping:** To align website content with the exact search intent of TA.

Keywords Identified

- Company Search
- LEI Search
- Stock Search
- Sanction Screening.

Strategic Content Creation

- Goal: Position the client as an authority in AML KYC training.
- Search driven informative blog posts,
 - Course descriptions,
 - FAQ & Resources addition



Website Audience Segmentation

Goal: Website communication optimization as per audience interests

Type A: Seeking foundational knowledge

Type B: Experienced professionals looking for growth

Freemium Strategy Adoption

Goal: Provide low-risk engagement opportunity for first time and repeat visitors

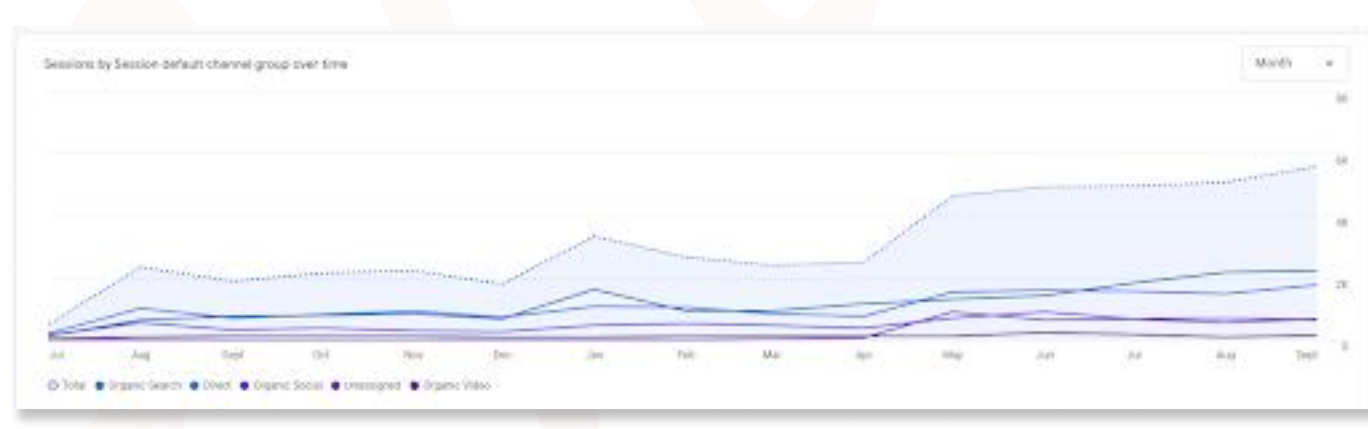
- Free access to foundational courses
- Free Demo Courses
- Lifetime study material access
- Course preview for paid courses

Conversion Rate Optimization (CRO)

Action Oriented CTAs: Free Demo for course enrolment

Goal: Build a smooth journey from interest capture to conversion.

Session Recording to analyze user behaviour



Key Takeaway

- Modern customers and internet today is information hungry
- User search intelligence, Data analysis is key to organic growth

Today's It's not about SEO but for an edtech industry SEO with Data Driven and Search Intelligence needed. A robust and innovative SEO strategy is essential for organizations aiming for growth and visibility. This case study serves as a testament to the significant impact that strategic SEO initiatives can have, not only in the EdTech industry but across all sectors.