

Training Industry

Empowering Growth through Local SEO Evolution

Softspace Solutions

54.17% Organic Traffic
Surge & SERP
Dominance in 6 Months



Elevating careers through industry-tested **IT Training** & Counselling.

A distinguished IT training institute in Nagpur, has gained recognition for its commitment to excellence in education and skill development. With a diverse range of high-quality courses, they transform career aspirations into reality through industry-tested processes.

This case study will explore the strategies and methodologies employed by Softspace Solutions to achieve such recognition and success in the competitive IT training landscape.



To significantly boost **organic traffic**, enhance online visibility & generate organic **leads**.

Client's Challenges:

- Limited Organic Web Traffic
- Weak SEO Presence
- Low Conversion Rate on the Website
- Improve Target Keyword Ranking
- Looking for a Good Content Strategy



The Methodology



To enhance Softspace Solutions' SEO, a comprehensive approach was adopted. By identifying key cluster topics related to the institute's services, we recommended an aggressive content strategy featuring expertly crafted long-form blogs, each exceeding 1,500 words.

01

PHASE

Keyword Research

A comprehensive analysis was conducted to pinpoint relevant, high-impact keywords. These keywords formed the foundation for content creation.

03

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Content Calendar

A strategically planned content calendar ensured a consistent publishing pattern. Blogs were posted at regular intervals to maintain audience engagement.

02

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In-Depth Content

The content created was meticulously researched, offering in-depth insights into IT training, technology trends, and educational best practices.

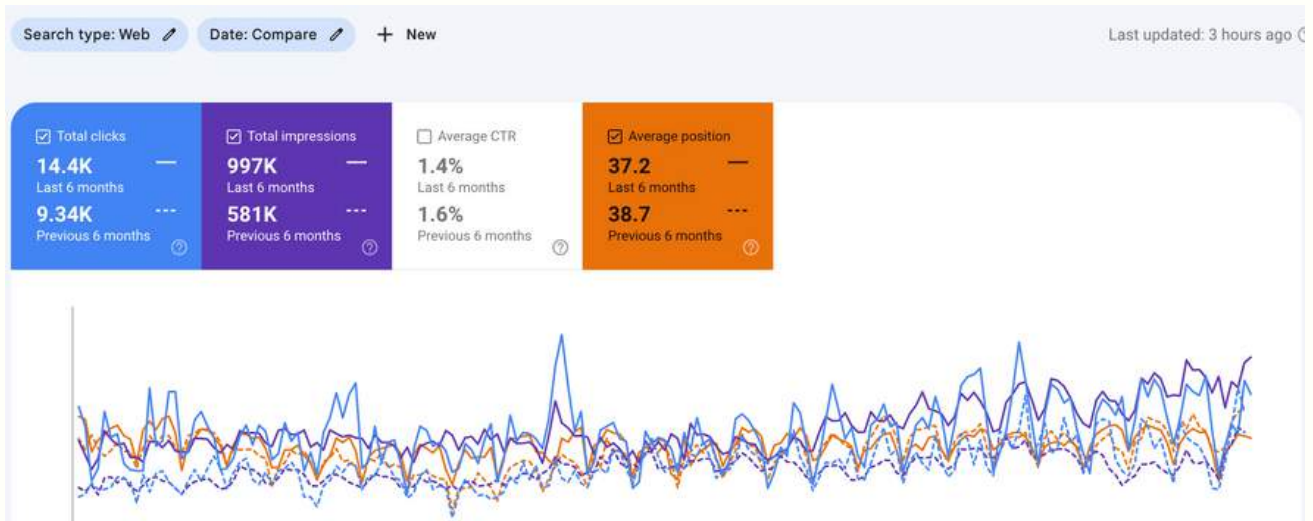
04

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Internal Link Building

Created a strategic internal link network for easier navigation, increased page authority, and improved overall site structure for better user experience.

The Transformation



➤ Organic Traffic Surge

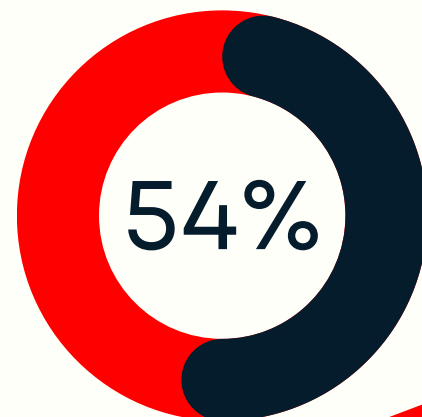
Saw a remarkable **54.17%** increase in organic traffic in just 6 months, demonstrating the effectiveness of the content-driven SEO strategy.

➤ Impressions Amplified

Impressions surged by 71%, showcasing the substantial improvement in the institute's web presence visibility.

➤ Keyword Dominance

Over **30+ target keywords** secured top positions on SERPs, enhancing Softspace Solutions' reach to their intended audience.



Results That Matter



The partnership with FoxMarketeer not only resolved Softspace Solutions' challenges but also propelled them into a new era of digital marketing success.

With dedicated focus on local SEO through meticulous keyword research and high-quality content, the institute witnessed a remarkable **54.17%** surge in organic traffic, top rankings for **30+ target keywords**, and a **71% increase in impressions**, highlighting the transformative impact of this strategy in the realm of digital marketing.



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