

Connective9



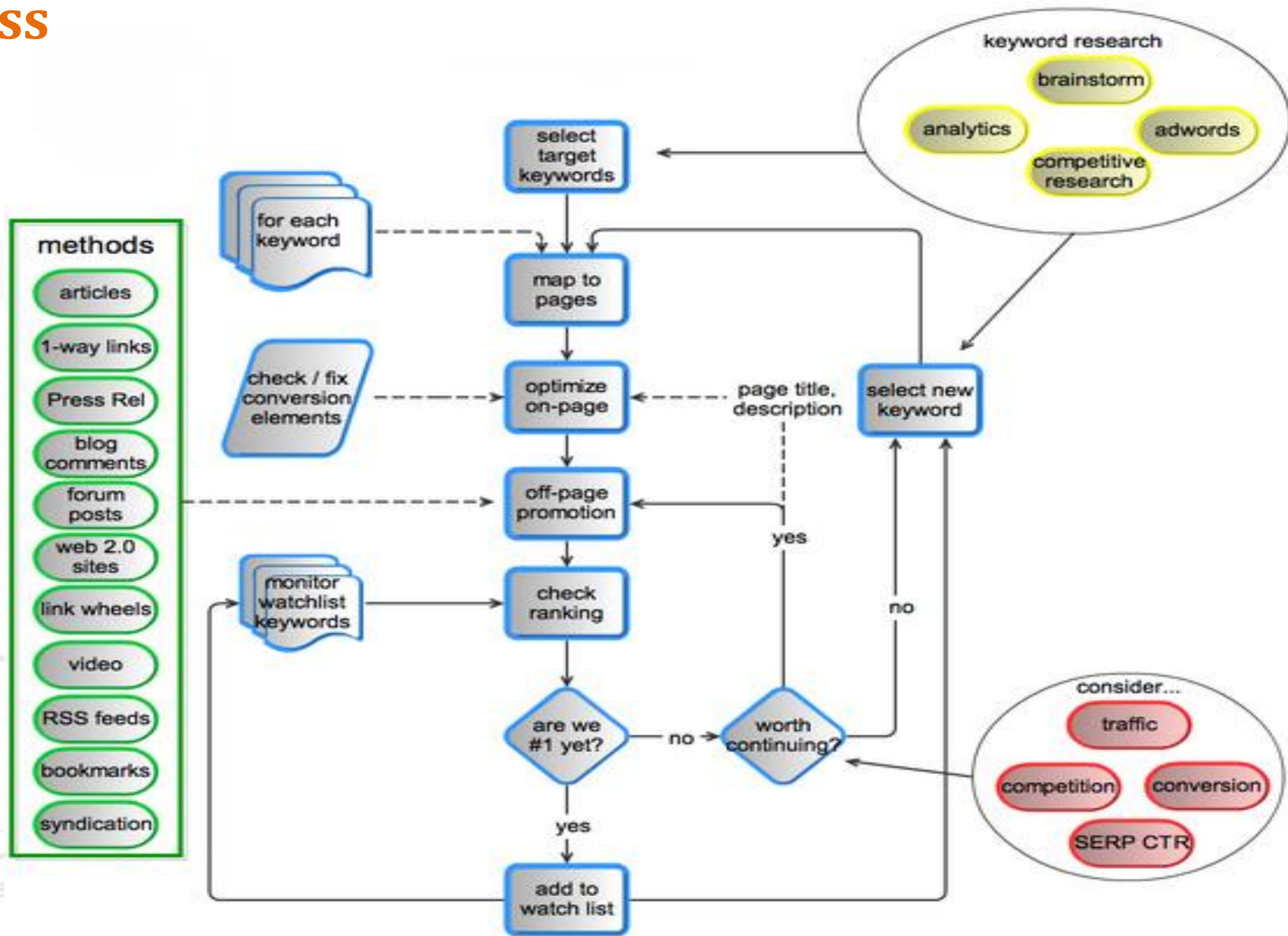
Your Preferred Digital Partner

SEO Case Study - nldalmia.in



SEO Case Studies – C9 Campaigns

SEO Process



Activities Done

On-Page Activities

- New pages development
- Title and meta tags optimization
- H1 tags optimization
- Web content optimization
- Increased the density of targeted keywords in the content
- Broken links removal
- Sitemap.xml file implementation
- Robots.txt file implementation

Off-Page Activities

- Social Bookmarking
- Classifieds Submissions
- Blog Posting
- Blog Bookmarking
- Article Submission
- Article Bookmarking
- Image Submission
- PPT Submission

Title & Meta Tag Implementation

```
view-source:nldalmia.in

<meta name="viewport" content="width=device-width, initial-scale=1, maximum-scale=1">

<title>Top MBA College | Business School in Mumbai -NL Dalmia</title>

<!-- This site is optimized with the Yoast SEO plugin v3.7.0 - https://yoast.com/wordpress/plugins/seo/ -->

<meta name="description" content="MBA in Mumbai - NL Dalmia, one of the top management institutes in Mumbai, also offers Bloomberg lab in MBA. We are counting the list of top 10 MBA colleges in Mumbai."/>

<meta name="robots" content="noodp"/>

<meta name="keywords" content="MBA in Mumbai, top management colleges in Mumbai, management institutes in Mumbai, top business schools in Mumbai, top MBA colle

<link rel="profile" href="http://cmpg.org/xfn/11"/>
```

XML Sitemap Implementation

Sitemap	Last Modified
http://nldalmia.in/post-sitemap.xml	2013-05-11 06:04 +00:00
http://nldalmia.in/page-sitemap.xml	2017-04-22 06:10 +00:00
http://nldalmia.in/non-teaching-staff-sitemap.xml	2015-12-16 16:44 -01:00
http://nldalmia.in/partners-sitemap.xml	2015-09-15 17:45 +00:00
http://nldalmia.in/awards-sitemap.xml	2016-02-04 08:47 -01:00
http://nldalmia.in/annual-event-sitemap.xml	2017-01-14 04:35 -01:00
http://nldalmia.in/publications-sitemap.xml	2015-11-06 09:08 -01:00
http://nldalmia.in/testimonials-sitemap.xml	2015-11-18 08:14 -01:00
http://nldalmia.in/logos-sitemap.xml	2015-12-18 06:03 -01:00
http://nldalmia.in/placement_team-sitemap.xml	2015-12-16 17:03 -01:00
http://nldalmia.in/latest-update-sitemap.xml	2017-06-02 10:49 +00:00

Article Submission

The screenshot shows a web browser window with the address bar displaying a Tumblr post URL: <https://smithjayden93.tumblr.com/post/160763439977/the-role-of-top-business-schools-in-providing>. The page features a purple header with the Tumblr logo and a search bar. Below the header, there are navigation tabs for 'POSTS', 'LIKES', and 'ARCHIVE'. The main content area displays the title 'The Role Of Top Business Schools In Providing Management Experts To Diverse Industries' and a short paragraph of text. To the right, there is a 'RECENTLY LIKED' section with several small image thumbnails.

Blog Creation & Maintenance

The screenshot shows a Blogger blog page with the URL nl-dalmia.blogspot.in. The main heading is 'Management Studies and Research in Mumbai'. Below the heading, the date 'Wednesday, 17 May 2017' is displayed. The main content area features the title '4 Best Features Of A Top Business School' and a paragraph of text. To the left of the text is a logo for 'N. L. Dalmia Institute of Management Studies and Research'. To the right, there is an 'About Me' section for 'Jayden Smith' with a 'Follow' button and a 'View my complete profile' link. Below that is a 'Blog Archive' section showing '2017 (5)' and 'May (1)'. The page has a light blue and orange color scheme with decorative floral patterns on the sides.

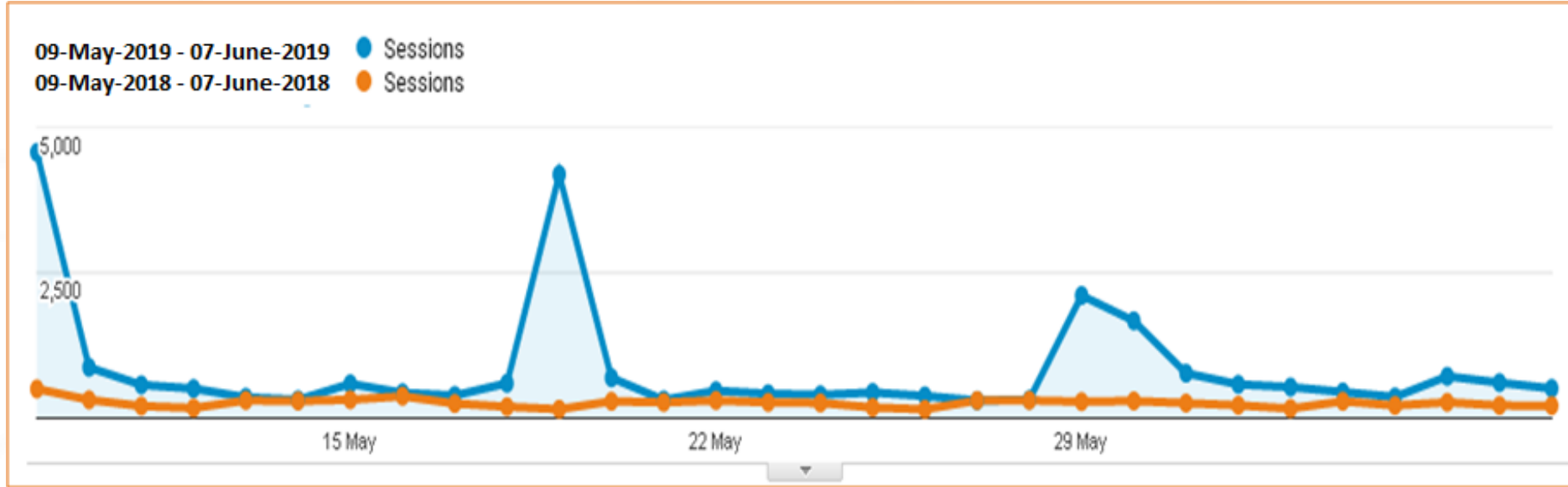
Keywords Ranking

Keywords	Current Ranking	Initial Ranking
	1-June-19	1-Jan-19
best mhrdm course in mumbai	2	18
part time mba colleges in mumbai	2	12
best mfm course in mumbai	3	Not in 300
bloomberg lab in mba colleges	3	29
best mmm course in mumbai	3	Not in 300
part time mba in finance in mumbai	4	49
part time mba in mumbai	4	30
part time mba courses in mumbai	4	33
top mms colleges in mumbai	6	58
pgdm courses in mumbai	8	132

Improvement in Traffic

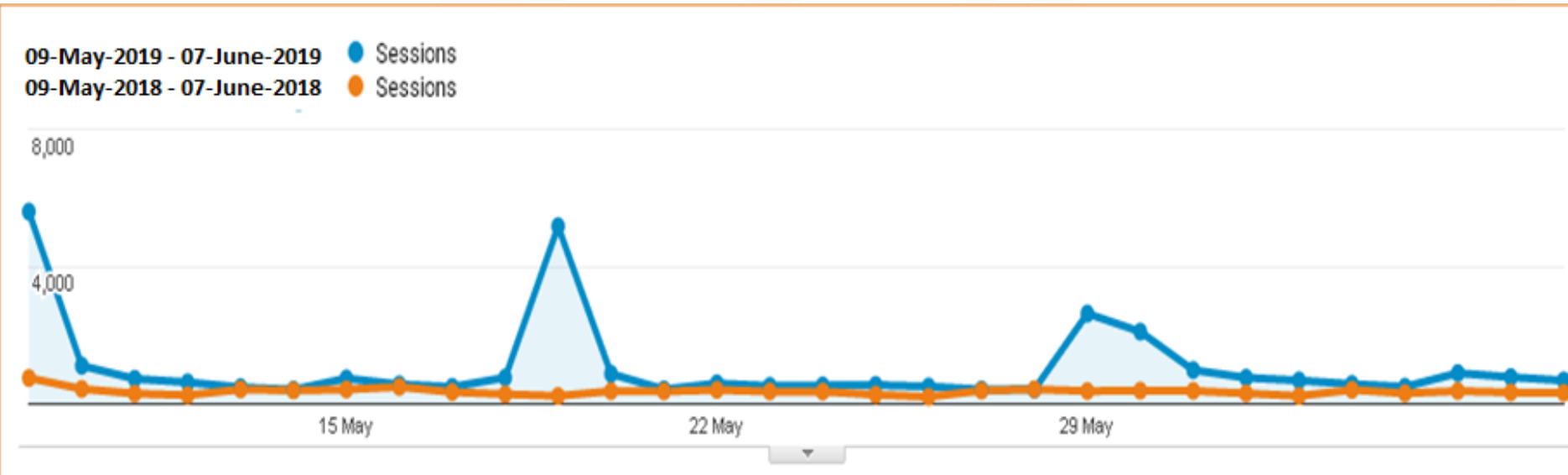
Parameters	Current Month	Initial Month	% Change
Organic Traffic	25,478	7,879	223.37%
Total Traffic	32,194	10,915	194.95%

nldalmia.in



Organic Traffic

223.37% ↑
25,478 vs 7,879



Total Traffic

194.95% ↑
32,194 vs 10,915

Activities Done

On-Page Activities

- URL re-writing
- Title and meta tags optimization
- H1 tags optimization
- Web content optimization
- Increased the density of targeted keywords in the content
- Internal linking optimization
- Sitemap.xml file implementation
- Robots.txt file implementation

Off-Page Activities

- Social Bookmarking
- Classifieds Submissions
- Blog Posting
- Blog Bookmarking
- Article Submission
- Article Bookmarking
- Image Submission

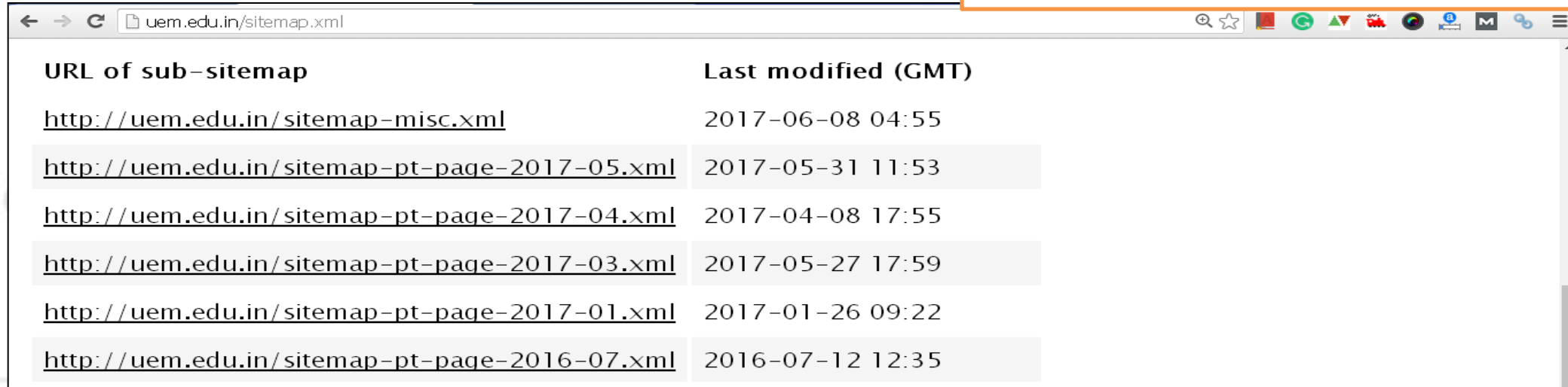
Title & Meta Tag Implementation

```
<title>Best BBA MBA Management College in Kolkata - UEM Kolkata</title>
```

```
<!-- This site is optimized with the Yoast SEO plugin v4.2.1 -  
https://yoast.com/wordpress/plugins/seo/ -->
```

```
<meta name="description" content="Management Institute in Kolkata - UEM is one  
of the best BBA MBA management colleges in Kolkata offering education through  
innovative pedagogy."/>
```

XML Sitemap Implementation



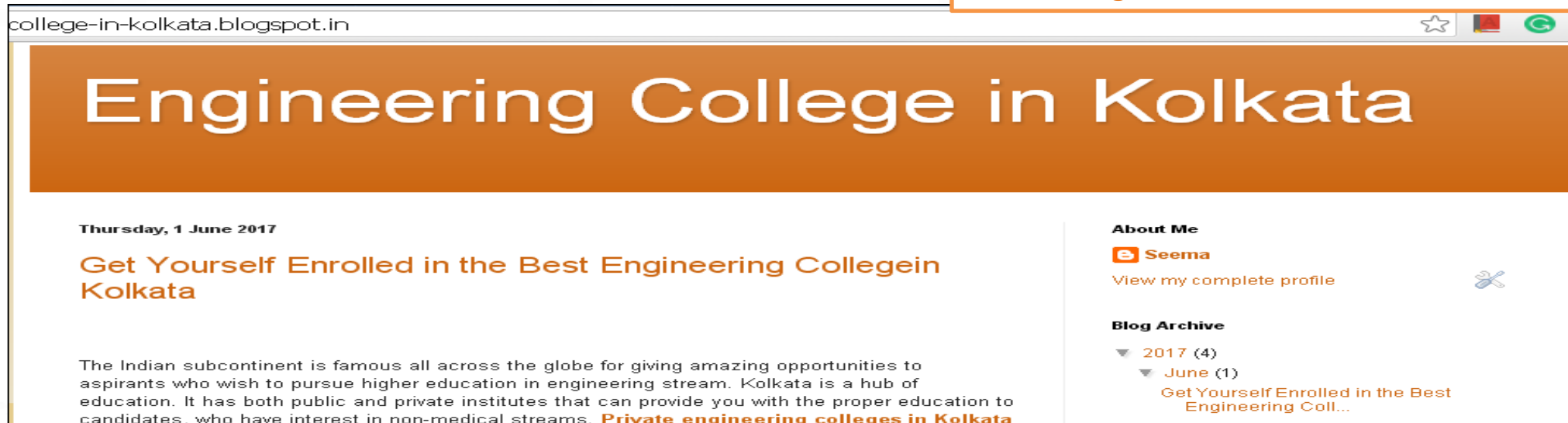
URL of sub-sitemap	Last modified (GMT)
http://uem.edu.in/sitemap-misc.xml	2017-06-08 04:55
http://uem.edu.in/sitemap-pt-page-2017-05.xml	2017-05-31 11:53
http://uem.edu.in/sitemap-pt-page-2017-04.xml	2017-04-08 17:55
http://uem.edu.in/sitemap-pt-page-2017-03.xml	2017-05-27 17:59
http://uem.edu.in/sitemap-pt-page-2017-01.xml	2017-01-26 09:22
http://uem.edu.in/sitemap-pt-page-2016-07.xml	2016-07-12 12:35

Article Submission



A screenshot of a Medium article submission page. The browser address bar shows the URL: <https://medium.com/@smithjayden93/top-management-colleges-in-kolkata-how-can-they-fulfill-the-demand-for-talented-prc>. The page features a profile picture of Jayden Smith, the author, and the article title: "Top Management Colleges In Kolkata— How Can They Fulfill The Demand For Talented Professionals". The article text begins with: "The demand for well-trained, highly qualified and efficient management professionals can be seen in almost all the industries. The recruiters always look for the fresh talents who have proper knowledge about the subject and".

Blog Creation & Maintenance



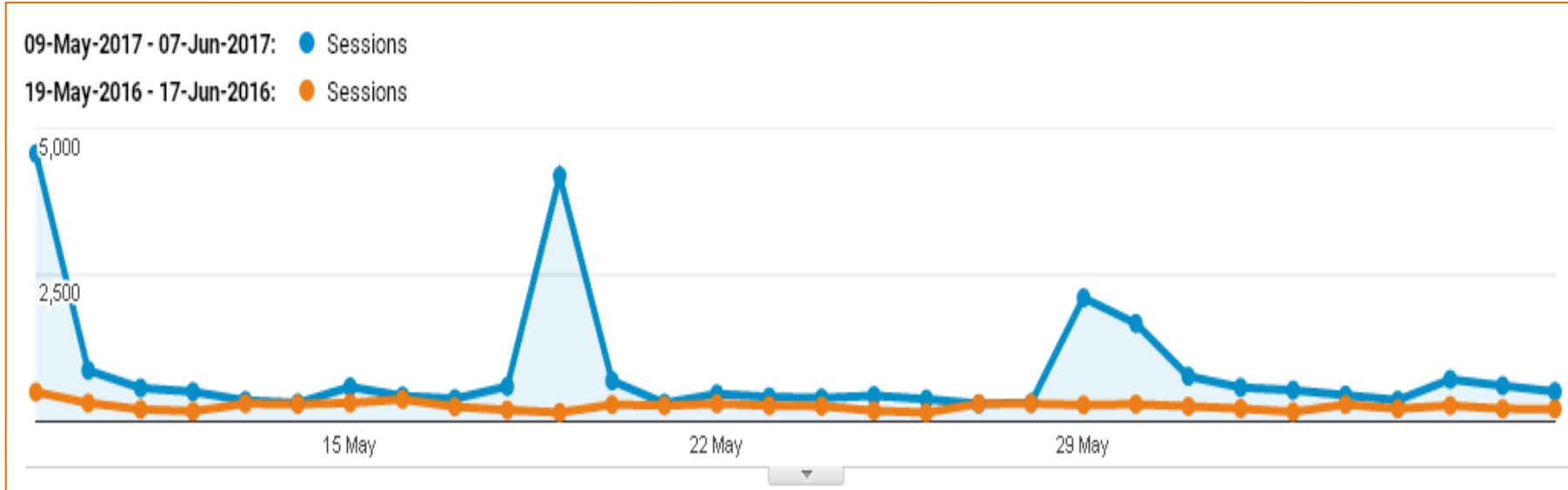
A screenshot of a Blogger blog page. The browser address bar shows the URL: college-in-kolkata.blogspot.in. The main heading of the blog is "Engineering College in Kolkata". The post date is "Thursday, 1 June 2017". The post title is "Get Yourself Enrolled in the Best Engineering College in Kolkata". The post content starts with: "The Indian subcontinent is famous all across the globe for giving amazing opportunities to aspirants who wish to pursue higher education in engineering stream. Kolkata is a hub of education. It has both public and private institutes that can provide you with the proper education to candidates, who have interest in non-medical streams. [Private engineering colleges in Kolkata](#)". The right sidebar contains an "About Me" section for "Seema" and a "Blog Archive" section showing "2017 (4)" and "June (1)".

Keywords Ranking

Keywords	Current Ranking	Initial Ranking
	1-June-19	1-Dec-18
m tech colleges in kolkata	3	Not in 300
b.tech colleges in kolkata	4	Not in 300
b.tech college in kolkata	4	Not in 300
btech college in kolkata	4	89
private engineering college in kolkata	5	Not in 300
private engineering colleges in kolkata	5	Not in 300
cse colleges in kolkata	8	69
kolkata engineering colleges	8	76

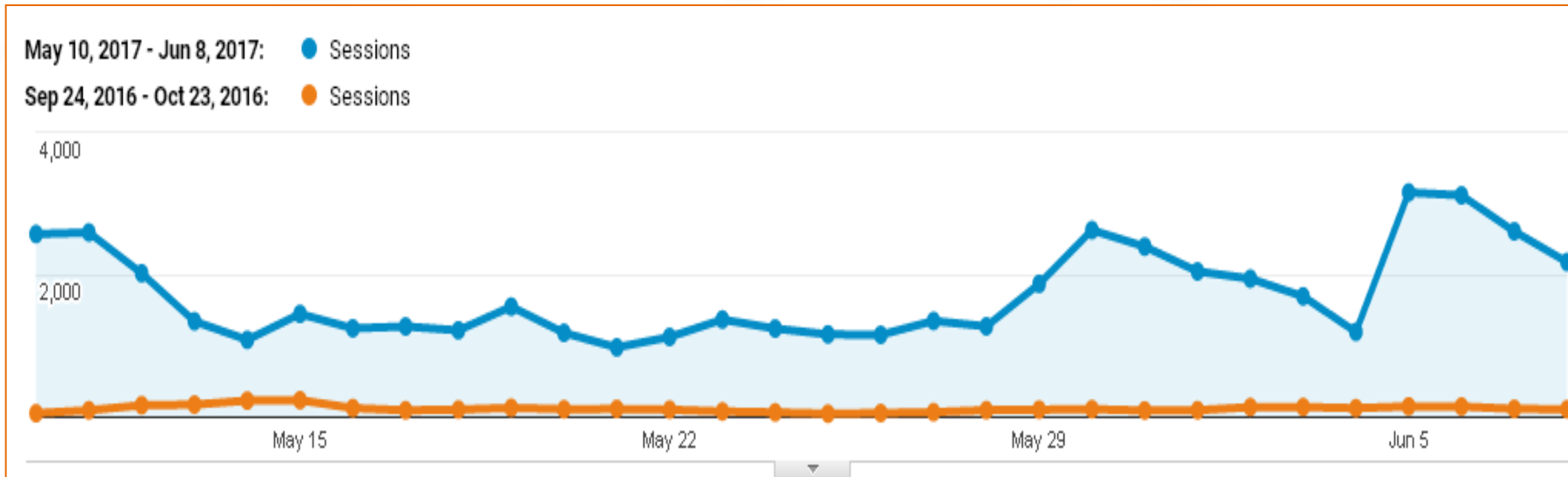
Improvement in Traffic

Parameters	Current Month	Initial Month	% Change
Organic Traffic	35,081	1,906	1,740.56%
Total Traffic	51,981	3,550	1,364.25%



Organic Traffic

1,740.56% ↑
35,081 vs 1,906



Total Traffic

1,364.25% ↑
51,981 vs 3,550

Thank you!

