

Connective9



Your Preferred Digital Partner

SEO Case Study - gim.gitam.edu

SEO = SEARCH ENGINE OPTIMIZATION

1

SEO is meant to optimize a website's content for search engines



Therefore, the goal of SEO is to make content that's friendly, accessible, and relevant to users, as is it is to Google and Bing.

3

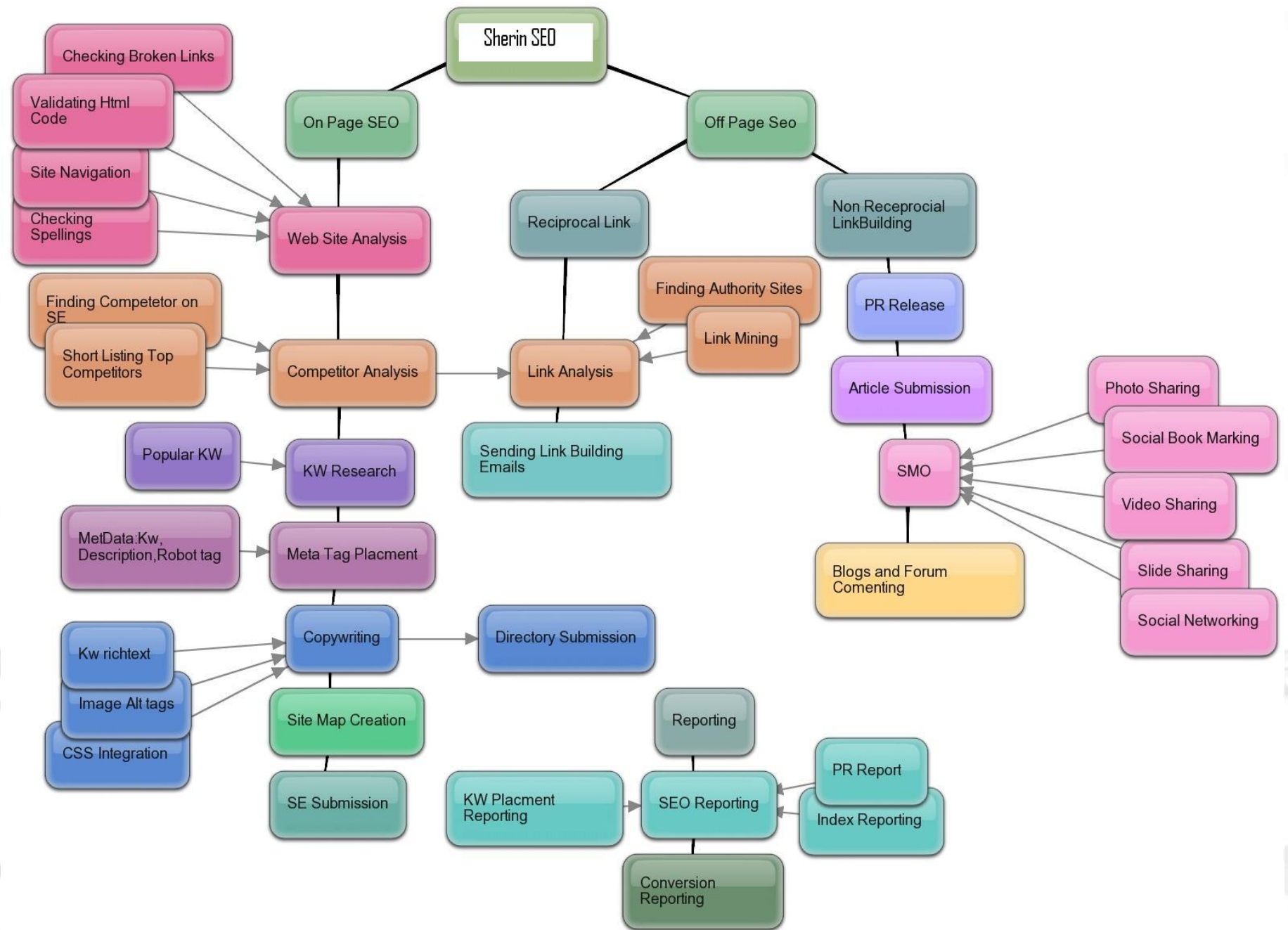
2

A search engine's job is to satisfy users' queries by presenting relevant and authoritative results



SEO Case Studies – C9 Campaigns

SEO Process



Activities Done

On-Page Activities

- New landing pages created
- 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

```
<!DOCTYPE html><html xmlns="http://www.w3.org/1999/xhtml"><head><title>MBA Colleges in Andhra Pradesh, No-1 B Schools in Andhra Pradesh</title><meta name="viewport" content="width=device-width, initial-scale=1" /><meta name="keywords" content="mba colleges in andhra pradesh, mba in andhra pradesh, andhra pradesh mba colleges, institutes offering mba in andhra pradesh, mba college andhra pradesh, mba andhra pradesh college, mba colleges andhra pradesh, mba colleges in andhra pradesh, list of mba colleges in andhra pradesh" /><meta name="description" content="MBA Colleges in Andhra Pradesh - Get detailed information on MBA courses, programs, eligibility criteria and entrance exams for taking admission in Top B Schools in Andhra Pradesh"/><meta property="og:title" content="MBA Colleges in Andhra Pradesh, No-1 B Schools in Andhra Pradesh" /><meta property="og:site_name" content="GITAM
```

1. gim.gitam.edu/cima
2. gim.gitam.edu/acca
3. gim.gitam.edu/mba-colleges-AP
4. http://gim.gitam.edu/bba-course-visakhapatnam
5. http://gim.gitam.edu/mba-colleges-visakhapatnam
6. gim.gitam.edu/top-mba-colleges
7. gim.gitam.edu/best-bba-colleges-india



```
<?xml version="1.0" encoding="UTF-8"?>
<urlset
  xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
  xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
  xsi:schemaLocation="http://www.sitemaps.org/schemas/sitemap/0.9
    http://www.sitemaps.org/schemas/sitemap/0.9/sitemap.xsd">
  <url>
    <loc>http://gim.gitam.edu/</loc>
  </url>
  <url>
    <loc>http://gim.gitam.edu/admissions/downloads</loc>
    <lastmod>2016-06-14T05:31:37+00:00</lastmod>
  </url>
  <url>
    <loc>http://gim.gitam.edu/about/GITAM-Institute-of-Management</loc>
    <lastmod>2016-06-14T05:31:38+00:00</lastmod>
  </url>
</urlset>
```

XML Sitemap Implementation





Live Links

<https://www.slideshare.net/KeshavMalad/top-mba-colleges-in-india-75045199>

<https://www.scribd.com/presentation/345216950/Top-MBA-Colleges-in-India>

<http://www.slideboom.com/presentations/1742348/Top-MBA-colleges-in-India>

<http://www.authorstream.com/Presentation/keshav552046-3105927-top-mba-colleges-india/>

http://www.mediafire.com/file/918uthc73t1199o/Top_MBA_colleges_in_India.pptx

http://www.mediafire.com/file/rwldjy377ybay7k/CIMA_India.pptx

<https://www.scribd.com/presentation/345217587/ACCA-in-India>

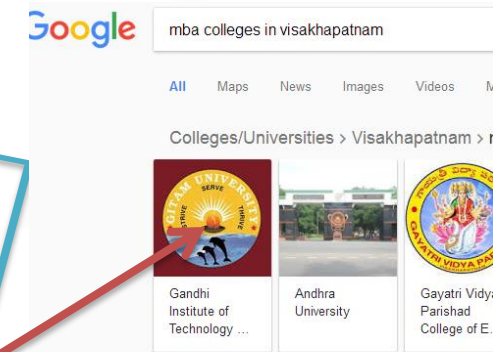
<https://www.slideshare.net/KeshavMalad/bachelor-of-commerce-honours-75045445>

The screenshot shows a web browser window displaying a file on 4shared. The address bar shows the URL: https://www.4shared.com/office/4gYmwCpcei/Bachelor_of_commerce_honours.html. The page title is "Bachelor of commerce honours.pdf" by Keshav M., 478 KB, dated 2017-04-15. It includes a search bar, "Log In" and "Sign Up" buttons, and a "Report Abuse" link. The main content area features an advertisement for GITAM INSTITUTE OF MANAGEMENT, VISAKHAPATNAM | AP | INDIA, with contact information and a "View document" button. A sidebar on the right shows a "My" folder containing files like "BBA cou...", "Bachelor...", and "MBA in H...".

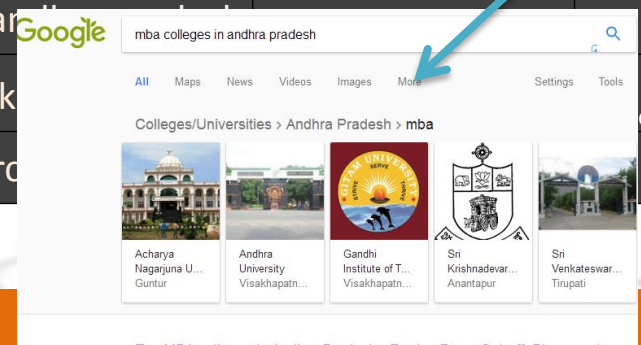
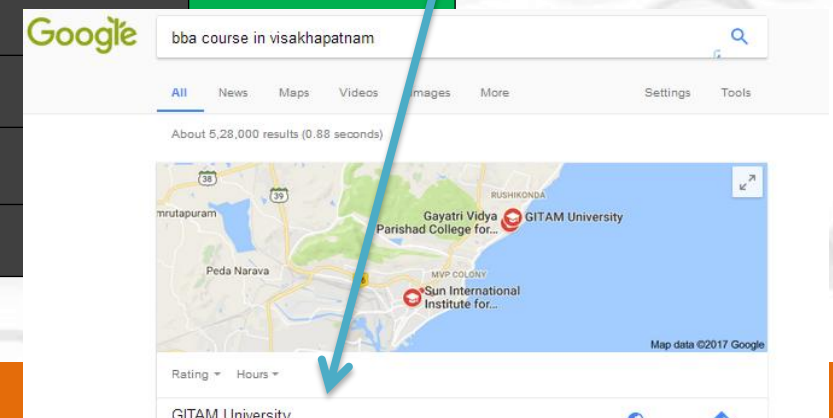
Sr. No.	URL	Status
1	http://issuu.com/keshavmalad/docs/bachelor_of_commerce_honours	Live
2	http://www.mediafire.com/file/nuqq3aljmo81b1y/Bachelor_of_commerce_honours.pdf	Live
3	https://www.4shared.com/office/4gYmwCpcei/Bachelor_of_commerce_honours.html	Live
4	https://www.datafilehost.com/d/801cc5bd	Live
5	http://docdro.id/MWki5rf	Live
6	https://www.4shared.com/office/ao9dEgeNei/MBA_in_HR.html	Live
7	http://issuu.com/jamespatty/docs/mba_in_hr	Live
8	http://docdro.id/PoplUSD	Live
9	https://www.datafilehost.com/d/e8246d29	Live
10	https://www.mediafire.com/?66fx0rezc26ds5j	Live

gim.gitam.edu Keywords Ranking

Sr.No	Keywords	Baseline Ranking	05 April 2017	05 May 2017	05 June 2017
1	cima india	20	20	15	18
2	acca in india	65	61	34	38
3	mba colleges in andhra pradesh	31	40	26	3
4	top mba colleges in india	..	Not in 100	Not in 100	Not in 100
5	best mba colleges in india	..	Not in 100	Not in 100	Not in 100
6	top management colleges in india	47	47	44	78
7	bba course in visakhapatnam	16	Local - 2nd & Organic - 9	8	1 & 8
8	best colleges for bba in india	..	Not in 100	34	62
9	bba colleges in india	..	Not in 100	48	62
10	bba in business analytics	3	1	1	1
11	MBA in HR	83	46	45	40
12	Integrated MBA	11	6		
13	top bba colleges in andhra pradesh	17			
14	mba colleges in visakhapatnam		1st Position & Organic - 22		
15	bachelor of commerce		Not in 100		



MBA colleges in Visakhapatnam | Shiksha.com
 www.shiksha.com > MBA
 View 26 MBA colleges in Visakhapatnam. See eligibility, reviews and other details.



EO Case Studies

Thank you!

