Connective9

Your Preferred Digital Partner

SEO Case Study - **RathoreDesign.com**

SEO Case Studies

SEO Case Studies – C9 Campaigns

SEO Process

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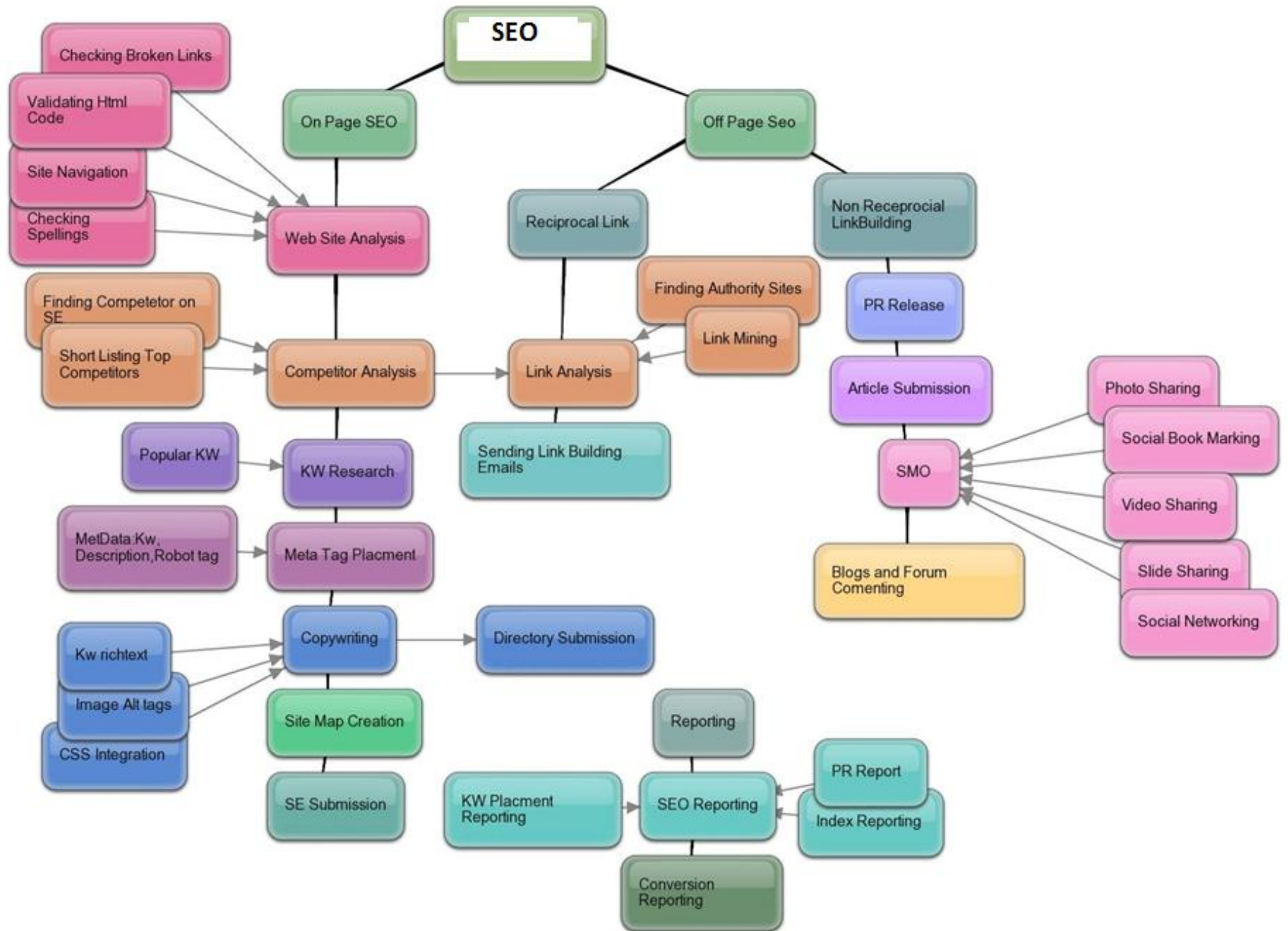
Activities Done

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
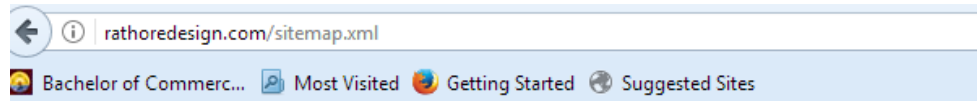- Robots.txt file implementation

Off-Page Activities

- Social Bookmarking
- Classifieds Submissions
- Blog Posting
- Blog Bookmarking
- PDF Creation & Submission
- PPT Creation & Submission
- Image Submission
- Video Creation & Submission

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```
51  <!-- This site is optimized with the Yoast SEO plugin v4.9 - https://yoast.com/wordpress/plugins/seo/ -->
52  <meta name="description" content="Bhanwar Rathore Design Studio (BRDS) is one of the premier entrance-coaching studio run by NIDians, NIFTians and IITians.
53  <link rel="canonical" href="http://rathoredesign.com/" />
54  <meta property="og:locale" content="en_GB" />
55  <meta property="og:type" content="website" />
56  <meta property="og:title" content="NID,NIFT,CEPT,NATA Coaching Studio - Bhanwar Rathore Design Studio" />
57  <meta property="og:description" content="Bhanwar Rathore Design Studio (BRDS) is one of the premier entrance-coaching studio run by NIDians, NIFTians and I
58  <meta property="og:url" content="http://rathoredesign.com/" />
```

All Target Pages

rathoredesign.com/sitemap.xml

Bachelor of Commerc... | Most Visited | Getting Started | Suggested Sites

XML Sitemap Index

This is a XML Sitemap which is supposed to be processed by search engines which follow th
It was generated using the Blogging-Software WordPress and the Google Sitemap Generator
You can find more information about XML sitemaps on sitemaps.org and Google's list of site

This file contains links to sub-sitemaps, follow them to see the actual sitemap content.

URL of sub-sitemap	Last modified (GMT)
http://rathoredesign.com/sitemap-misc.xml	2017-06-23 11:20
http://rathoredesign.com/sitemap-pt-page-2017-06.xml	2017-06-23 11:20
http://rathoredesign.com/sitemap-pt-page-2017-05.xml	2017-05-23 10:30
http://rathoredesign.com/sitemap-pt-page-2017-04.xml	2017-06-15 14:29

All Pages Meta updated properly.

XML Sitemap Implementation

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PPT Creation & Submission

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RathoreDesign.com   Keywords Ranking

	SERP Report Of RathoreDesign.com		
Sr.No	**Keywords**	**Baseline Ranking**	**Friday, June 1,-2019**
1	NID	29	1 & 7
2	NID Coaching	15	4
3	NID Study Material	14	4
4	NID Coaching in Delhi	9	9
5	NID Coaching classes in Delhi	12	9
6	NID Result	18	9
7	NID Results	25	8
8	NID Result 2016	26	10
9	NID Coaching in Mumbai	9	6
10	NID Coaching in Pune	10	8
11	NID Coaching in Kolkata	8	6
12	NID Coaching in Ahmedabad	6	2
13	NID Coaching in Gurgaon	4	1
14	NID Coaching in Chandigarh	7	1
15	NID Coaching in Baroda	4	1
16	NID Coaching in Rajkot	4	1
17	NID Admission	36	20

18	NID Admission 2016-17	Not in 100	22
19	NID Admission 2017-18	Not in 100	36
20	NID 2017	Not in 100	16
21	NID Sample Papers	30	19
22	NID Mock Test Papers	19	16
23	NID admission form	24	19
24	NID Result Date	67	12
25	NID Result 2016 date	20	12
26	NID Studio Test	24	3
27	National Institute of Design	74	40
28	NIFT	43	27
29	NIFT Coaching	20	15
30	NIFT Study Material	19	16
31	NIFT Coaching in Delhi	22	20
32	NIFT Coaching classes in Delhi	26	22
33	NIFT Result	24	20
34	NIFT Results	65	72
35	NIFT Result 2016	32	17
36	NIFT Coaching in Mumbai	13	8
37	NIFT Coaching in Pune	19	14
38	NIFT Coaching in Kolkata	15	18

39	NIFT Coaching in Ahmedabad	12	3
40	NIFT Coaching in Gurgaon	14	Local - 12 & Organic = 3
41	NIFT Coaching in Chandigarh	17	Local - 15 & Organic = 1
42	NIFT Coaching in Baroda	11	Local - 1 & Organic = 7
43	NIFT Coaching in Rajkot	8	8
44	NIFT Admission	58	33
45	NIFT Admission 2016-17	35	15
46	NIFT Admission 2017-18	22	18
47	NIFT 2017	30	17
48	NIFT Sample Papers	33	18
49	NIFT Mock Test Papers	22	7
50	NIFT admission form	27	20
51	NIFT Result Date	28	20
52	NIFT Result 2016 date	34	20
53	NIFT Situation Test	26	8
54	CEED	29	28
55	CEED Coaching	16	9
56	CEED Study Material	30	14
57	CEED Coaching in Delhi	15	12
58	CEED Coaching classes in Delhi	18	13
59	CEED Result	29	15

60	CEED Results	50	30
61	CEED Result 2016	32	24
62	CEED Coaching in Mumbai	17	12
63	CEED Coaching in Pune	21	16
64	CEED Coaching in Kolkata	14	10
65	CEED Coaching in Ahmedabad	11	4
66	CEED Coaching in Gurgaon	11	Local - 1 & Organic = 5
67	CEED Coaching in Chandigarh	17	Local - 3 & Organic = 7
68	CEED Coaching in Baroda	16	Local - 1 & Organic = 5
69	CEED Coaching in Rajkot	13	6
70	CEED Admission	63	48
71	CEED Admission 2016-17	95	28
72	CEED Admission 2017-18		25
73	CEED 2017	33	17
74	CEED Sample Papers	21	30
75	CEED Mock Test Papers	28	18
76	CEED admission form	49	40
77	CEED Result Date	34	30
78	CEED Result 2016 date	36	19
79	UCEED	27	30
80	UCEED Coaching	24	5

BrdsIndia.com   Keywords Ranking

81	UCEED Study Material	12	17
82	UCEED Coaching in Delhi	6	3
83	UCEED Coaching classes in Delhi	9	5
84	UCEED Result	25	16
85	UCEED Results	41	17
86	UCEED Result 2016	14	14
87	UCEED Coaching in Mumbai	11	6
88	UCEED Coaching in Pune	14	9
89	UCEED Coaching in Kolkata	8	Local - 1 & Organic = 5
90	UCEED Coaching in Ahmedabad	6	Local - 1 & Organic = 1
91	UCEED Coaching in Gurgaon	5	1
92	UCEED Coaching in Chandigarh	7	1
93	UCEED Coaching in Baroda	2	Local - 1 & Organic = 1
94	UCEED Coaching in Rajkot	2	1
95	UCEED Admission	56	32
96	UCEED Admission 2016-17	35	26
97	UCEED Admission 2017-18	21	20
98	UCEED 2017	35	17
99	UCEED Sample Papers	24	22
100	UCEED Mock Test Papers	12	6
101	UCEED admission form	37	27
102	UCEED Result Date	35	20
103	UCEED Result 2016 date	31	18

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Google (Backlinks & Index in Webmaster Tool's)
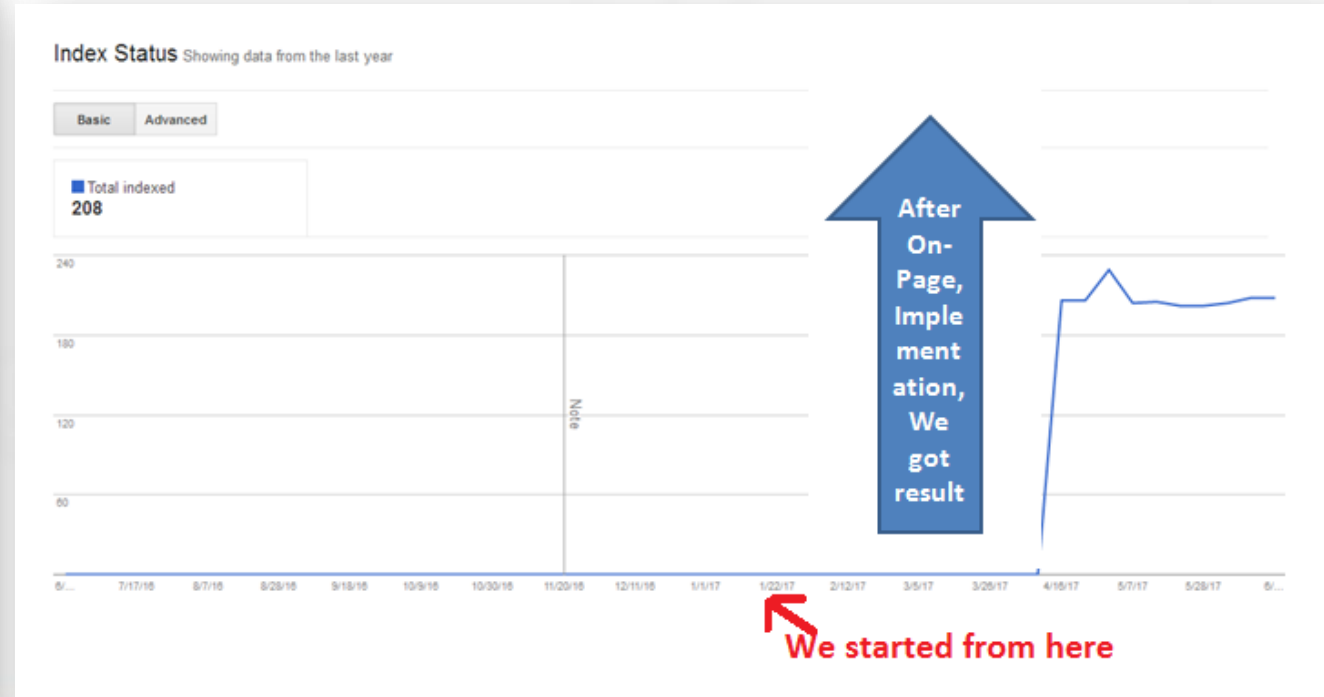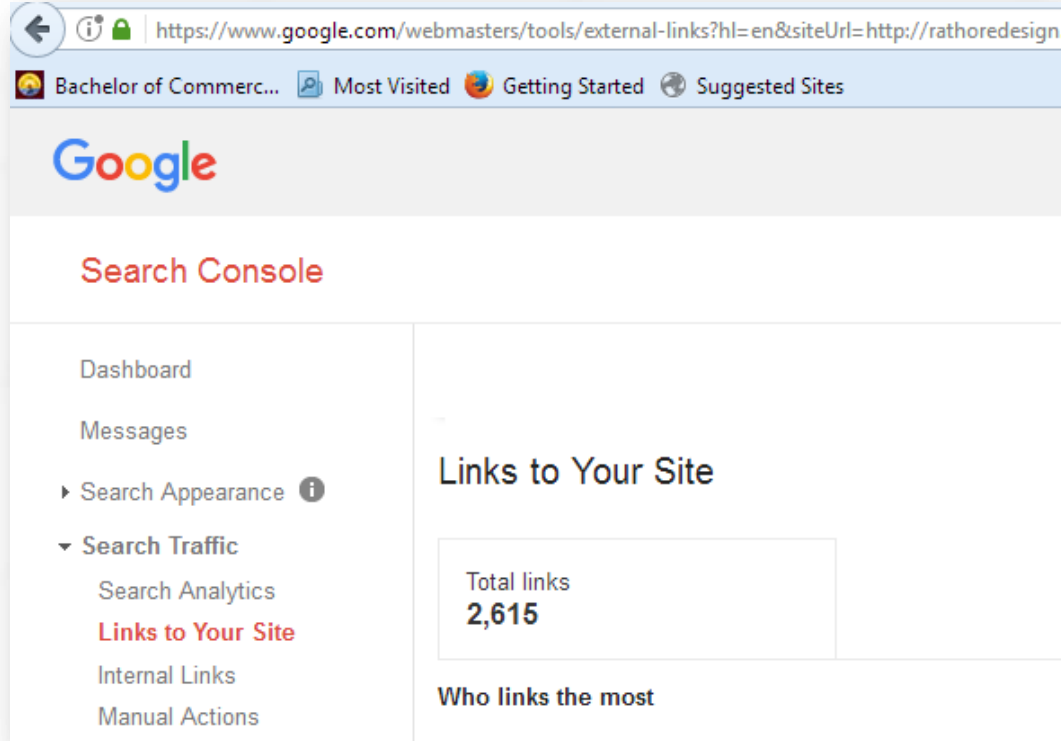
Improvement in Backlinks & Indexing

Parameters	Current Month	Initial Month	% Change
Backlinks (Google)	11,600	Nill	11,600

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Google (Backlinks & Index in Manual)

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Google Traffic

Search Analytics

Analyze your performance on Google Search. Filter and compare your results to better understand your user's search patterns. Learn more.

☑ Clicks   ☑ Impressions   ☑ CTR   ☑ Position

⚠ Metrics are calculated by page for this group or filter. Learn more.

○ Queries   ◉ **Pages**   ○ Countries   ○ Devices   ○ Search Type   ○ Dates
No filter ▾   No filter ▾   No filter ▾   No filter ▾   Web ▾   Last 28 days ▾
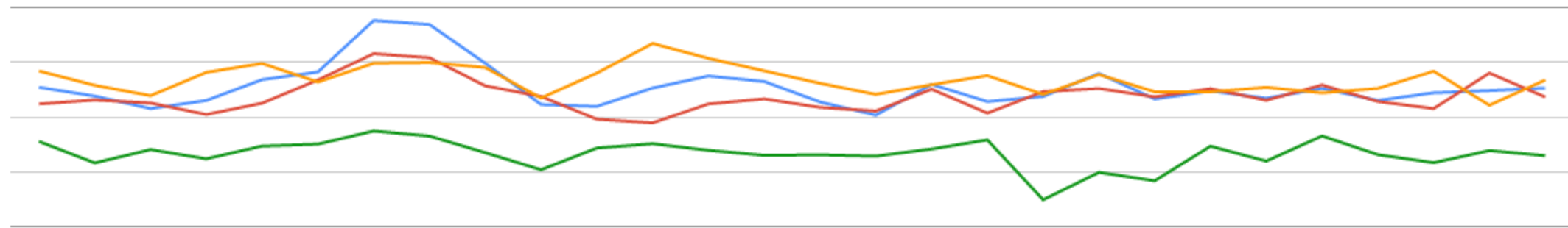
Total clicks	Total impressions	Avg. CTR	Avg. position
10,709	266,260	4.02%	8.0

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Google Traffic

Thank you!