

# Client Overview

**Company Name:** TalentEdge

**Industry:** EdTech

**Website:** <https://talentedge.com>

**Project Duration:** 2 Years

## Project Goals:



Increase organic search visibility.



Improve keyword rankings for key educational services.



Drive qualified traffic to the website.



Enhance user engagement and conversion rates.

## Project Objectives

- ◆ Boost brand awareness among target learners and educators.
- ◆ Optimize for high-value keywords related to education technology and learning.
- ◆ Increase traffic and conversions from organic search.
- ◆ Optimize content to address user needs and improve engagement metrics.



# SEO Strategy Overview

## • Technical SEO:

- Conducted full technical audit to identify and fix issues (e.g., page speed, mobile-friendliness, indexing).
- Implemented schema markup for educational courses and events.
- Ensured site health through regular maintenance and monitoring.



Activity	Report as Deliverable Yes/No
Website Technical Analysis	Yes
Keywords Research & Analysis	Yes
W3C Validation Check	Yes
Website Load Time Optimization	Yes
Competitive Analysis	Yes
Canonical Optimization (If required)	Yes
Penguin/ Panda Impact Check	Yes
Broken Links Check	Yes

# On-Page SEO:

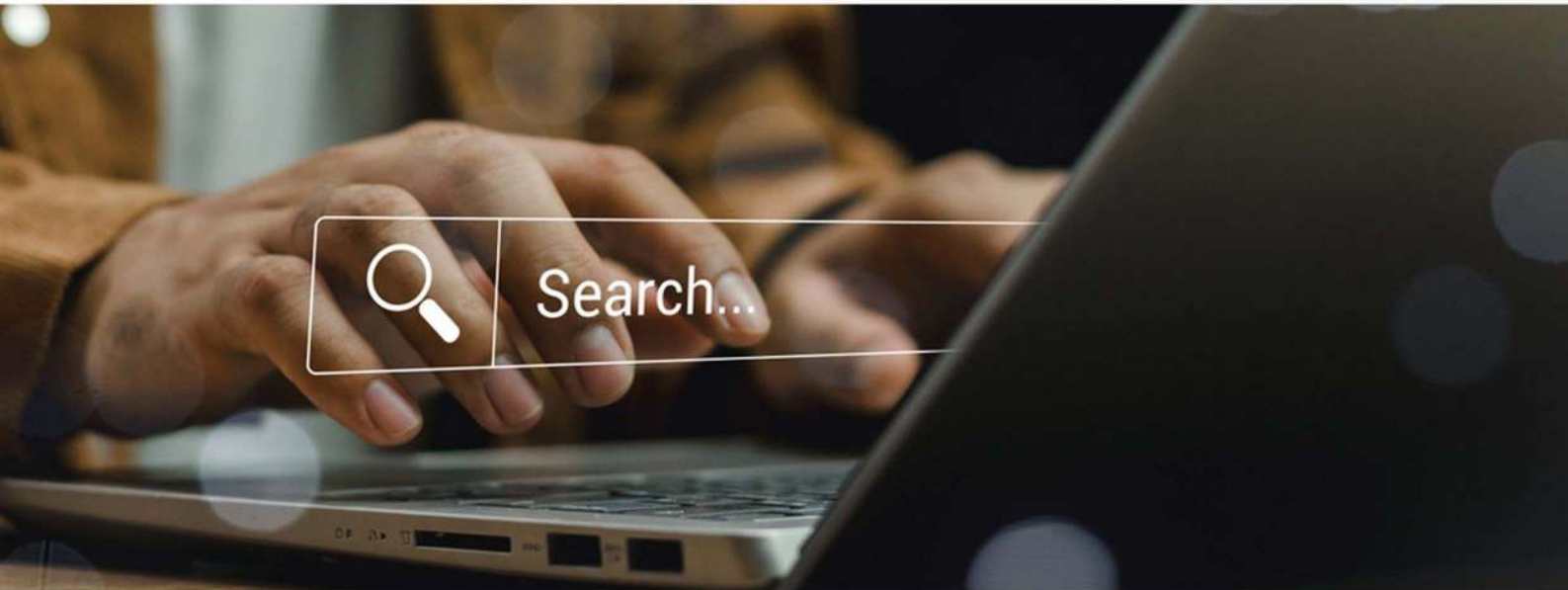
- Optimized title tags, meta descriptions, and headers for target keywords.
- Structured content to address search intent for learners, educators, and parents.
- Improved internal linking for better content discovery and SEO flow.



Activity	Report as Deliverable Yes/No
Initial Rank Report	Yes
URL Mapping	Yes
URLs Rewriting (If required)	Yes
Google Analytics Account Setup (If required)	Yes
Submission of Website in Google Webmaster Tool (If required)	Yes
Title & Meta Tags Optimization of Targeted Pages	Yes
H1 Tags Optimization of Targeted Pages	Yes
Web Content Duplicity Check	Yes
Page Development (If Required To Develop New Pages)	Yes
XML Sitemap Creation	Yes
Image Alt Tags Optimization	Yes
Robots.txt File Creation	Yes
Web Content Optimization	Yes
Installation Internal Blog into website ( If Required.)	Yes

# Content Strategy:

- Developed SEO-focused blog posts, guides, and learning resources targeting top educational search queries.
- Created pillar content and topic clusters around key themes such as online courses, skills development, and digital learning.
- Implemented content updates on underperforming pages to improve rankings.



Activity	Report as Deliverable Yes/No
Blog Content Creation	Yes
Image Share	Yes
Article Submission ( Single Content Single Resources)	Yes
Article Submission ( Single Content in Multiple Resources)	Yes
Blog Submission	Yes

# Keyword Research:

- Identified and targeted high-traffic keywords for each service and educational program.
- Focused on long-tail keywords relevant to user intent in the education sector.
- Prioritized keywords based on competition and search volume to drive effective results.

Course Category	Target URL	Keywords/Anchor Text
Business Management	<a href="https://talentedge.com/business-management-courses/">https://talentedge.com/business-management-courses/</a>	Business Management Courses
		Business Management Degree Online
		Business Management Courses Online
		Business Management Degree
		Online Business Courses
		Online Business Degree
		Online Management Courses
		Business Management Classes
		Business And Management Course
		Business Management Certificate
		Business Management Classes Online
		Business Management Online
		Operations Management Course
		Business Management Studies
		Business Management Programs
		Business Management Degree Courses
		Short Business Courses

Course Category	Target URL	Keywords/Anchor Text
		Executive Program In Strategic Management
		Mba In Project Management In lim
Finance	<a href="https://talentedge.com/finance-courses/">https://talentedge.com/finance-courses/</a>	Advanced Financial Management Courses
		Banking And Finance Course
		Finance Courses
		Financial Management Course
		Financial Management Course Description
		Financial Management Course Outline
		Financial Management Course Syllabus
		Financial Planning Courses
		Online Finance Courses
		Advanced Financial Management
		Short Term Courses In Finance
		Advanced Financial Management Course
		Fundamentals Of Financial Management
		Financial Advisor Course
		Finance Training Courses
		Finance Courses In India

Course Category	Target URL	Keywords/Anchor Text
		Certification Courses In Finance
		Business Finance Course
		Advanced Financial Management Topics
		Advanced Financial Management Course Outline
		Advanced Financial Management Syllabus
		Best Finance Courses
		Advanced Finance Courses
		Business And Finance Course
		Financial Management Training
		Financial Planning Courses Online
		Best Finance Courses In India
		Certified Financial Manager
		List of Certification Courses In Finance
		Finance Related Courses
		Financial Analyst Course
		Finance Certificate Programs
		Finance Courses In Mumbai

Course Category	Target URL	Keywords/Anchor Text
		Online Finance Degree
		Financial Analyst Certification
		List Of Professional Courses In Finance
		Business And Finance Degree
Brand Sales Marketing	<a href="https://talentedge.com/brand-sales-marketing-courses/">https://talentedge.com/brand-sales-marketing-courses/</a>	Integrated Marketing Courses Online
		Integrated Marketing Campaign Courses
		Integrated Marketing Communications Strategy Courses
		Integrated Marketing Strategy Courses
		Integrated Marketing Communication Course
		Advertising Management Pr Courses
		Marketing Communication Course
		Integrated Marketing Communication
		Imc Marketing Course Online
		Integrated Marketing
		Marketing Communication
		Marketing And Communications
		Integrated Marketing Campaign



Course Category	Target URL	Keywords/Anchor Text
		Integrated Marketing Communications Graduate Programs
		Masters In Integrated Marketing Communications
Analytic Courses	<a href="https://talentedge.com/analytics-courses/">https://talentedge.com/analytics-courses/</a>	Analytics Certification
		Data Science Using
		Excel & R
		Postgraduate Certificate In Business Analytics
		Marketing Analytics
		Data Analytics Courses
		Data Analytics Certification
		Business Analyst Course
		Business Analyst Certification
		Big Data Analytics Certification
		Business Analyst Training
		Business Analyst Certification For Beginners
		Big Data Analytics Training And Certification Program
		Marketing Data Analytics
		Data Analytics Certification Courses
		Certificate In Business Analytics

Course Category	Target URL	Keywords/Anchor Text
		Business Analytics Online Course
		Business Analyst Degree
		Business Analyst Course Online
		Business Analyst Certification Online
		Business Analytics Certification Online
		Data Science Certification
		Certified Business Analysis Professional
		Data Analytics Courses Online
		Marketing Analysis
		Big Data Hadoop Training
		Big Data Certification Cost
		Data Science Course
		Cbap Certification
		Business Analyst Online Training
		Big Data Online Course
		Data Science Online Course
Leadership & Strategy	<a href="https://talentedge.com/leadership-change/">https://talentedge.com/leadership-change/</a>	Strategic Performance Management Course
		Change Management Leadership Skills Course

Course Category	Target URL	Keywords/Anchor Text
		Strategic Management Process Program
		Performance Management Process
		Strategy Management Course Online
		Strategic Performance Management System
		Enterprise Performance Management
		Corporate Performance Management
		Change Management Leadership Skills
		Performance Management Cycle Program
		Business Performance Management Course Online
HR	<a href="https://talentedge.com/human-resource-management-courses/">https://talentedge.com/human-resource-management-courses/</a>	Online Certificate Program On Hr From Xlri Jamshedpur
		Human Resources Certificate Program Online
		Human Resources Certification Programs
		Human Resource Management Certificate
		Online Human Resources Certificate
		Human Resources Certification Online

Course Category	Target URL	Keywords/Anchor Text
		Human Resources Courses Online
		Human Resource Managements Degree
		International Human Resource Management
		Hrm Human Resource Management
		Human Resource Management Company
		Human Resource Management Courses Online
		Human Resource Management Online Course
		Hr Certificate Program Online
		Human Resources Professional Certification
		Human Resource Management Degree
		Human Resources Training Programs
		Hr Management Certificate
		Human Resources Certification Courses
		Human Resource Management Certificate
		Online Programs
		Human Resource Management Certificate Online Programs

Course Category	Target URL	Keywords/Anchor Text
		Hr Management Courses Online
Entrepreneurship	<a href="https://talentedge.com/entrepreneurship-courses/">https://talentedge.com/entrepreneurship-courses/</a>	Online Entrepreneurship Courses
		Executive Certification Course From lim
		Entrepreneurship Course
		Entrepreneur Training Courses
		Online Business Courses For Entrepreneurs
		Masters In Entrepreneurship Online
		Entrepreneurship Programs Online
		Entrepreneur Classes Online
		Business Entrepreneurship Courses
		Entrepreneurship Degree Online
		Small Business Entrepreneurship Online Courses
		Study Entrepreneurship Online
		Best Online Entrepreneurship Programs
		Entrepreneur Training Online

Course Category	Target URL	Keywords/Anchor Text
Supply Chain Management	<a href="https://talentedge.com/supply-chain-management-courses/">https://talentedge.com/supply-chain-management-courses/</a>	Supply Chain Management Online Courses In India
		Supply Chain Management Courses Online India
		Supply Chain Management Courses
		Strategic Management Courses Distance Learning In India
		Xlri Supply Chain Management
		Global Supply Chain Management Courses
		Online Courses For Supply Chain Management In India
		Global Supply Chain Management Certification
		Xlri Strategic Performance Management
		Global Supply Chain Management Syllabus
International Courses*	<a href="https://talentedge.com/university-of-dubai/hr-courses/">https://talentedge.com/university-of-dubai/hr-courses/</a>	Prepare For Global Hr Certifications
		Hr Management- University Of Dubai
		Distance Education In Dubai
		Online Executive Mba Hr In Dubai

Course Category	Target URL	Keywords/Anchor Text
		Online Mba Hr In Dubai
		Mba Hr Degree In Dubai
		Mba Hr Schools In Dubai
		Part Time Mba Courses In Dubai
		Mba Hr In Dubai
Digital Marketing	<a href="https://talentedge.com/learn-digital-marketing/">https://talentedge.com/learn-digital-marketing/</a>	Digital Marketing Course
		Digital Marketing Certificate Training
		Online Digital Marketing Courses
		Digital Marketing Certificate
		Internet Marketing Course
		Learn Digital Marketing
		Online Marketing Training
		Best Digital Marketing Course
		Digital Marketing Classes
		Digital Marketing Training Institute
		Digital Marketing Training Courses
		Online Digital Marketing
		Courses On Digital Marketing
		Courses For Digital Marketing

Course Category	Target URL	Keywords/Anchor Text
		Course In Digital Marketing
		Digital Marketing Online Certification Programs
		Digital Marketing Certificate Program Online
		Digital Marketing Certification
		Certification Digital Marketing
		Certificate In Digital Marketing
		Scope Of Digital Marketing In India
		Digital Marketing Best Course
		Best Courses In Digital Marketing
		Best Online Digital Marketing Courses
		Best Digital Marketing Online Course
		Digital Marketing Course In India
		Digital Marketing Certified Courses
		Digital Marketing Certificate Course
		Certified Digital Marketing Courses
		Certification Courses In Digital Marketing



Course Category	Target URL	Keywords/Anchor Text
		Certification Course In Digital Marketing
		Certificate Course In Digital Marketing
		Digital Marketing Course Online India

## Off-Page SEO:

- Built backlinks from reputable education and technology sites to boost authority.
- Developed partnerships with influencers in EdTech and education fields.
- Implemented a targeted outreach campaign to enhance domain authority.

Activity	Report as Deliverable Yes/No
Blog Submission	Yes
Social Profile linking	Yes
Guest Posting Live Links SBM	Yes
Forum Live Links SBM	Yes
PPT Submission	Yes
PDF Submission	Yes
Video Submission	Yes
Question/Answer ( Q/A Writing)	Yes
Social Bookmarking for Blog, Article, PR	Yes
(Relevant/Non-spammy) Industry Directories	Yes

## SERP Talentedge.com

Business Management Dashboard	30-Sep	30-Oct	30-Nov	30-Nov	31-Dec	31-Jan	28-Feb	31-Mar
Top 3	1	2	12	18	45	49	66	108
4 to 5	2	15	28	22	38	39	45	66
6 to 10	5	5	38	42	56	64	38	43
11 to 20	5	4	22	28	22	23	44	56
21 to 50	1	3	7	12	19	11	36	45
Beyond 50	5	3	4	6	11	6	42	55
<b>Total</b>	<b>19</b>	<b>32</b>	<b>111</b>	<b>128</b>	<b>191</b>	<b>192</b>	<b>271</b>	<b>373</b>

Activity	Report as Deliverable Yes/No
Blog commenting	Yes
Video Commenting	Yes
Blog Live Links SBM	Yes
PPT Live Links SBM	Yes
Forum Commenting	Yes
Social Commenting	Yes
Product Commenting	Yes
Video Live Links SBM	Yes
Q/A Live Links SBM	Yes
Ping Submission	Yes
Guest Posting	Yes
PR Posting	Yes
Niche Forum Profile Links	Yes
Social Media Post Links	Yes
Article Live links SBM	Yes
PDF Live Links SBM	Yes
Links from Reddit	Yes
Links from LinkedIn Company Directory	Yes

# Achievements & Key Results

- Organic Traffic Growth: Increased organic traffic by 200% in 2 Years.



## • Keyword Rankings:

- Achieved top 10 rankings for 108 including: 373

# Tools Used

- Analytics: Google Analytics, Google Search Console
- SEO Tools: SEMrush, Screaming Frog
- Technical Audits: Sitebulb, GTmetrix, Google PageSpeed Insights
- Content Optimization: SurferSEO, Grammarly
- Backlink Analysis: Semrush