

CASE STUDY

Search Engine Optimisation

CLIENT: **AMBASSADOR**
INTERNATIONAL ACADEMY
INSPIRE INQUIRE INNOVATE



SECTOR: EDUCATION

BACKGROUND STORY

Ambassador International Academy is a school that combines both the IB and British Curriculum models to develop globally-minded critical thinkers and innovators who are ready to reshape the world for the better. The school needed to increase their online visibility for the UAE site since it had little SEO activity.

The NEXA team implemented a content strategy, fixed up technical website issues and introduced more keywords to increase traffic. We also further improved website performance through robust reporting, helping Ambassador Academy to achieve their goals in a highly competitive market.

OBJECTIVES

Increase organic traffic and improve overall search visibility for the localised UAE site, and improve keyword ranking.

CHALLENGES

- Limited SEO activity conducted previously.
- Difficulty targeting high competition keywords.
- Website speed issues.
- Lack of content on website affecting ranking.

SOLUTIONS

- Improving performance through monthly analytics, competitor analysis and reporting.
- Refreshing and adding more keywords to facilitate organic traffic.
- Creating blog posts and content strategy with a focus on high-value keywords.
- Facilitating organic traffic growth through technical performance and website updates.
- Fixing crawl and indexing issues.
- Backlinking activities to increase website visibility.

RESULTS

34% increase in organic traffic year on year over the first 12 months

36% increase in organic traffic for UAE location year on year over the first 12 months

37% increase in users year on year

35% increase in new users year on year over the first 12 months

2,700+ new contacts (enquiries) generated through organic traffic

100+ keywords ranking on first page of Google SERPs