



# Kāsiga School

**Industry:** Education (Residential School In India)

SEO and Google Ads Case Study. →







# About Kasiga



Kasiga School is a top-ranking, co-educational, English-medium residential school located in Dehradun, established in 2007 by Mr. Ramesh Batta and Mrs. Poonam Batta. Affiliated with both CBSE and Cambridge International (CIE), the school offers a globally recognized academic framework combined with a strong focus on complete development that spans intellectual, physical, social, and emotional growth.

**Target Audience:** Parents across India (and abroad) seeking best-in-class residential schooling for their children.

[www.kasigaschool.com](http://www.kasigaschool.com)





# Objectives / Goals



## TRAFFIC INCREASE

Grow organic traffic by optimizing pages and improving visibility on Google SERPs.



## KEYWORD RANKING

Achieve top 10 Google rankings for high-intent keywords related to boarding schools.



## DOMAIN AUTHORITY

Strengthen Kasiga's domain credibility through quality backlinks and optimized content.



## BRAND VISIBILITY

Position Kasiga prominently across search engines to enhance digital brand recall.



## LOCAL SEO (GMB)

Optimize Google My Business listing to increase visibility and engagement for local school-related searches.



## GOOGLE ADWORDS

Run targeted Google Ads campaigns to boost visibility, drive qualified traffic, and support admission-related lead generation.



## LEAD GENERATION

Increase admission inquiries through SEO-driven traffic and call-to-action optimization.



## CONTENT MARKETING

Develop keyword-rich, informative content to engage users and support SEO growth.



# Challenges



Despite being one of the top co-educational boarding schools in India, Kasiga School struggled with:

- Low visibility on Google Search
- Minimal organic traffic to the website
- Competition from newer schools investing aggressively in digital marketing
- Lack of keyword optimization across existing web pages

Kasiga approached us with a need to improve its online presence and reach a larger parent base through search engines, especially Google.





# SEO Strategy & Implementation

## DETAILED SEO AUDIT

Conducted a full website audit to identify SEO gaps and prioritize key improvements.

## KEYWORD RESEARCH

Identified high-volume, parent-focused keywords like "best boarding school in Dehradun."

## ON-PAGE OPTIMIZATION

Optimized titles, meta descriptions, headers, and internal links for better crawlability.

## TECHNICAL SEO

Fixed broken links, improved mobile responsiveness, and ensured proper site indexing.

## WEBSITE OPTIMIZATION

Enhanced site speed and user experience across devices for lower bounce rates.

## LINK BUILDING

Secured high-quality backlinks from relevant education and local directories.

## LOCAL SEO

Improved local presence through GMB updates, location-based content, and reviews.

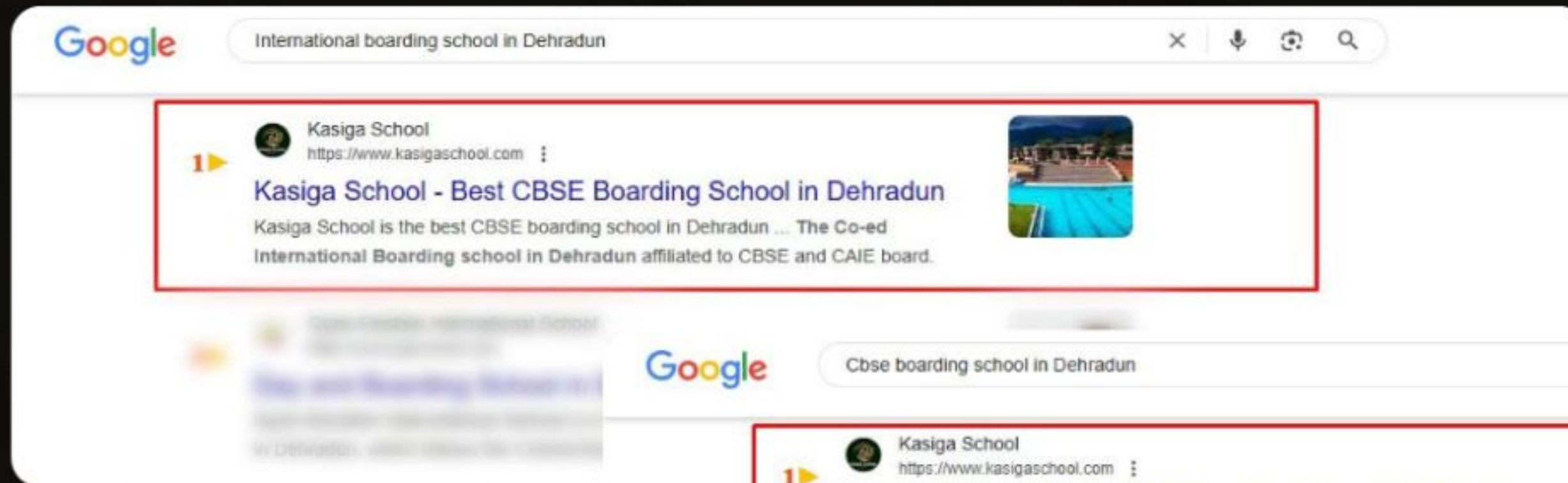
## TRAFFIC INCREASE

Consistent SEO efforts led to a steady month-on-month rise in organic traffic.



# Results

## Top 4 Keyword Ranked

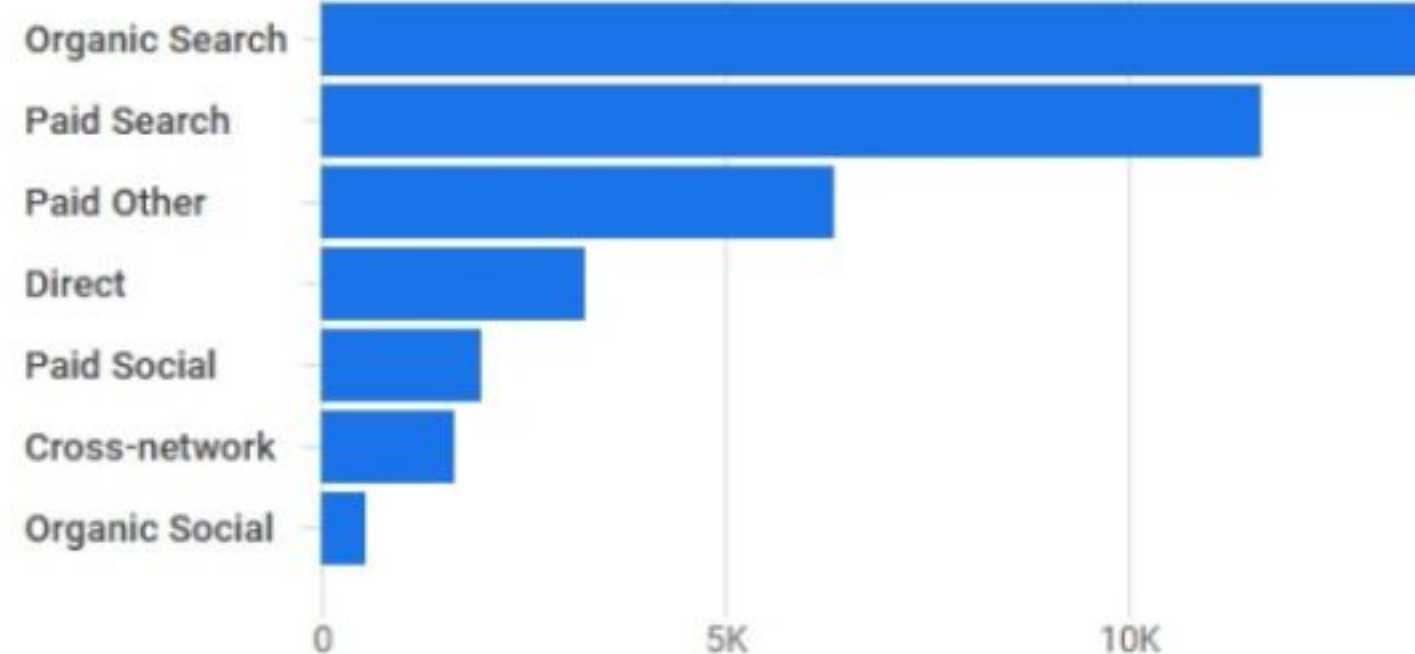




## 3 Month Website Traffic



### New users by First user primary channel group (Default Channel Grou... ▼



### Sessions by Session primary ch... ▼

SESSION PRIMARY ...	SESSIONS
Organic Search	19K
Paid Search	13K
Paid Other	7.3K
Direct	4.1K
Paid Social	2.1K
Cross-network	1.9K
Organic Social	632

## Discovered Blogs / Articles

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top pages				↓ Clicks	Impressions
				CTR	Position
https://www.kasigaschool.com/blog/positive-and-negative-effects-of-ai-on-education/				5,374	168,503
				3.2%	15.4



# ADS Strategy & Implementation

## TARGET AUDIENCE

Focused on parents aged 30–55 in tier-1 and tier-2 cities, researching residential schools

## KEYWORD RESEARCH

Targeted transactional and branded keywords aligned with school admission intent.

## BIDDING STRATEGY

Used a manual CPC and target CPA bidding strategy to control costs and optimize leads.

## AD GROUP STRUCTURE

Segmented campaigns by curriculum, location, and boarding school intent for better CTR.

## CONVERSION TRACKING

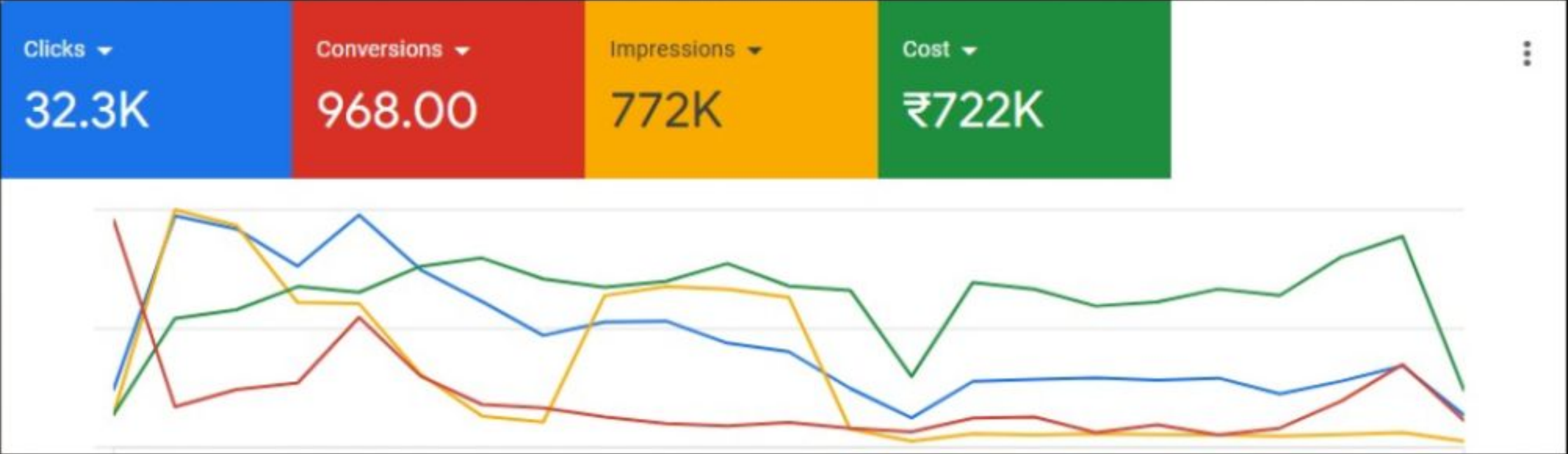
Implemented form fill and call tracking to accurately measure campaign ROI.

## PERFORMANCE MONITORING

Continuously analyzed impressions, clicks, and conversions to fine-tune campaign delivery.



# Results



Duration for Run Ads	5 Months
Cost	7,22,390 /-
Clicks	32,253
Conversions	968





**Thank You**