

The Client



Asian Academy of Film and Television, a premiere film and television institute based at Noida, India.

The Challenge

- To get top 10 ranking for the client at Google.com, Yahoo.com and MSN.com.
- To get students joining their various courses from outside India

Client Order

Search engine optimization for 30 keywords.

SEOGuru Solutions

- Keyword research to determine the most suitable keywords for the client.
- Competitive analysis for the selected 30 keywords.
- Search engine friendly content development based on the selected keywords.
- Meta tag optimization for the pages.
- Optimization of the images by adding alt tags to them.

Tools Used: Dreamweaver MX

SEOGuru Campaign Results:

For the 1st set of 10 Keywords

Within the first 6 months of starting the SEO campaign,

- 5 keywords featured within the top 10 positions in Google.com
- 1 keyword in Yahoo.com
- 6 keywords in the MSN.com

In the following month,

- 3 other keywords featured within the top 10 positions in Yahoo.com

For the 2nd set of 10 Keywords

With a month of starting the SEO campaign,

- 2 keywords featured within the top 10 positions in Google.com
- 1 keyword in Yahoo.com
- 2 keywords in MSN.com



Within the next two months

- 2 more keywords were added within the top 10 position at Google.com

Within 6 months of starting the campaign,

- 6 keywords featured within the top 10 positions at Google.com
- 3 keywords in Yahoo.com
- 3 keywords in MSN.com

For the 3rd set of 10 Keywords

Within a month of starting the SEO campaign

- 2 keywords featured within the top 10 position at Google.com
- 4 keywords in MSN.com

For details, email us at info@searchengine-optimization-guru.com