



CATEGORY: Music and Dance

LOCATION: India, Rajasthan, Jaipur

BUSINESS BACKGROUND:

Jaipur Sangeet Mahavidhyalaya was established in 2008 by Mr Ram Sharma. It is a recognized dance and music school affiliated to Bhatkhande Sangeet Vidhyapeeth, Lucknow, India. Mr Ram Sharma (Director) has 25 years of wide -ranging experience in classical and instrumental music and is a known name among Rajasthan's music and dance circuit.

MARKET COMPETITORS:

The music and dance industry encompasses a wide range of activities and services, so the online market competitors of Jaipur Sangeet Mahavidhyalaya is so high. Each competitor has its own unique services, pricing model and course offering etc., as accordingly team Kudosta researched and analyzed the same and worked for Jaipur Sangeet Mahavidyalaya.

PROJECT GOAL:

The initial goal of Jaipur Sangeet Mahavidyalaya is that they wanted to drive website traffic as well as brand awareness among the target audience and their on-page optimization was also not good which Kudosta worked on. Thereafter the goals and objectives were changed according to the market conditions.

CHALLENGE:

One of the major challenges Kudosta team faced while doing SEO of Jaipur Sangeet Mahavidyalaya was that their backlink profile and content were low in both quality and quantity. These aspects play a very vital role in SEO.

STRATEGY & SOLUTIONS:

Overcome from challenges Kudosta team set the goal of achieving a significant organic presence, and thus planned to achieve the following objectives:

- Link building: Building a Strong backlink profile
- Improved Local SEO: For businesses targeting local customers, optimizing for local search results.
- Quality content creation: Producing high-quality and engaging content that resonates with target audience.
- On-Page Optimization: Evaluate on-page optimization efforts such as meta tags, headers
- User Experience (UX): Evaluate website's overall user experience

RESULTS:

SEO Results Summary:

