



## Krea University SEO Case Study

### *About the organisation*

Krea University's unique approach to education will ensure that university education stretches far beyond delivering hard skills for immediate employability, and deliver lifelong value for impactful leadership in a fast-changing world. Krea University is pioneering Interwoven Learning - a new paradigm ideal for the connected world that weaves together the arts and sciences, creativity and action, eastern and western perspectives. It draws upon the profound learnings of the past and present, to ready students for the future.

### *Our objective*

A novel university with an even more novel approach to learning requires utmost finesse while tailoring content for an organic SEO reach. We aimed at highlighting this to generate feasible and tangible leads. We attempted to create the perfect digital bridge between prospective students and exceptional educators.

### *Our strategy*

We laid the foundation of our coherent strategy for creating tangible leads for Krea University by crafting and displaying quality content that encapsulates the essence of the university's ideals.

We began by leveraging existing social media platforms to display and post content that wouldn't just bring in new leads but also offer interested individuals necessary information to keep them up to the minute.

We created the right backlinks to help them navigate through all the excessive inflow of content on the interweb to find us and all our offerings.

Identifying and targeting the right keywords to attract the attention of prospective leads of the right calibre was of utmost importance. We optimised the titles and descriptions in the website to appear in all the required and relevant searches.

We focused our attention on all the relevant and topical information pertinent to everything the university and prospective students of the same would benefit from and appreciate and regularly updated the same in the form of blogs.

Local SEO is absolutely pivotal. It's important to be visible and available for prospects in the geographical vicinity.



### *Results*

SEO services for NGOs and non-profit organisations is an organic process that requires time, finesse and clarity. Over the course of a few months, we witnessed a steady and growing inflow of visitor traffic for the website and across all digital platforms. Quality information that was relevant and accessible led to the conversion of around 30% of website traffic into prospective leads. The quality of the leads generated were on par with the expectations of the university, which further emphasises the reach of the campaign.