

# IIMS Pune Secures 80% Increase in Page View with IKF's SEO Strategy

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## About Client

IIMS Pune is an award-winning private B school offering business programmes to nurture students in an environment that is rich in entrepreneurial spirit and practical knowledge. IIMS Pune teaches across International Business, Human Resources, IT, Retail, and finance. The institute prides itself on offering industry relevant management training and professional milieu that fosters the development of future entrepreneurs and business leaders.



## Results



**30.44%**

Organic Traffic Increased



**81.76%**

Page Views Increased



**22.4 secs to 4.8 secs**

Page Load Time Reduced



## Objective

- IIMS Pune engaged IKF to design an SEO strategy that would help secure top rankings on Google.co.in. The focus was on leveraging technical SEO expertise to improve website visibility, rank for competitive education industry keywords, and build brand awareness, ensuring an optimal user experience and robust search engine performance.



## Problem Statement

- IIMS Pune faced challenges in achieving high rankings for competitive keywords in the education industry. Performance issues such as slow page load times and technical inefficiencies hindered user experience and limited their visibility on SERPs, affecting their ability to attract and engage prospective audiences.



## Strategy & Execution

### Website Review and Performance Optimization:

- Conducted an in-depth analysis of the website to identify elements impacting performance and user experience.
- Addressed technical issues, including minifying JavaScript (JS) and cascading style sheets (CSS) and optimizing images to enhance page load speed.
- Migrated the website server from Windows to Linux for better loading times and performance stability.

### SEO-Friendly Enhancements:

- Strategically integrated high search volume keywords to improve rankings and drive conversions.
- Implemented the HTTPS protocol to strengthen security and boost SEO efforts.

### User Experience Improvement:

- Focused on reducing page load time to deliver a seamless and lag-free browsing experience for visitors.
- Optimized the website's technical framework to align with SEO best practices, ensuring better usability and engagement.