

SEO Case Study Extramarks.com

Submitted By: -
Cognegiac Solutions

Industry : Education

Extramarks Total Learning Ecosystem is a One-App-One-Solution for all stakeholders – Students, Teachers and Parents . It allows students to access learning solutions mapped to their curriculum at home, while simultaneously allowing parents and teachers to track and evaluate the student's performance.

[Extramarks](#) is a leading educational technology company and the creator of India's most loved learning apps for K-12 and Test Prep (IIT-JEE, AIIMS/NEET, CA Foundation).

They hired an SEO company that has experience in the field – [Cognegiac](#). The problem at hand was how to enhance the existing website and make it work better for student. The size of the site required a lot of consistency for a heavy increase in leads.

Brand Logo

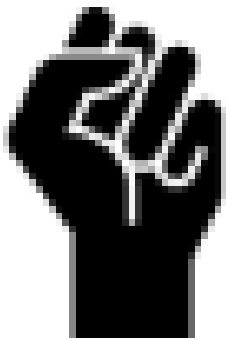


The Objective:



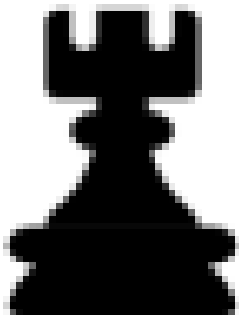
1. Increase Traffic & sales Lead
2. Branding
3. Increase organic traffic
4. Show the ranking in Google Map
5. To rank the local keywords
6. Show the KP.

The Challenge:



1. Website is lengthy, Old, No Navigation
2. Link stuffing gone wrong
3. The sitemap issue
4. Schema gone wrong
5. Underestimating alt text for images
6. Wrongly done permalinks
7. Ignoring H1 tags
8. The sin of using duplicate content
9. Forgetting internal links and related posts

The Strategy:



1. Thorough research on Ed.Tech' background and ventures .
2. Improve the website content.
3. Extensive keyword research.
4. To audit all the web properties of **Extramarks**.
5. To set up Google webmaster and Google analytics to track the traffic on the website.
6. Fix the all the error as per competitor done.
7. Add more effect plugging.

The Execution

Clearly, to make notable SEO improvements, effective strategies had to be put in place. This meant that digital experts and web marketing strategists with experience in whatever goes on behind the scenes of search engines had to be selected for this task.



1. Website Analysis
2. Competitor Analysis
3. On-Page
4. Off-Page
5. Google Map ranking

The Results:




- ✓ 900+ Generic Keywords in **1st** SERP of Google.
- ✓ 300+ Local Keywords in 1st SERP of Google.
- ✓ 200+ Local Keywords in Google Map ranking.
- ✓ Increase traffic **100%** (Last 6 Month Data).
- ✓ Increase in Map Impression/Visit **200%** (Last 6 Month Data).
- ✓ Over time, we have increased Extramarks's online traffic by **200%**.
- ✓ They now rank on **first page** in Google for important phrases, both locally and nationally.
- ✓ They are enjoying much improved online data insight and understanding, which has led to increase in business growth.

Organic Research: extramarks.com

 IN 7.6K  UK 310  AU 182 ... Device:  Desktop ▾ | Date: May 29, 2019 ▾ | Currency: USD ▾

Overview **Positions** Position Changes Competitors Pages Subdomains


Positions ▾ Filter by keyword 🔍 Volume ▾ Advanced filters ▾

Keywords 

7.6K 4.21% 

Traffic 

91.4K 1.3% 

Traffic Cost 

\$21.9K -2.56%

Ranking Sheet
attached in email.
More than 7000
Keywords at 1st Page
in Google.

Organic Research: extramarks.com

IN 7.6K UK 310 AU 182 ... Device: Desktop Date: May 29, 2019 Currency: USD

Overview Positions Position Changes Competitors Pages Subdomains

Keywords **7.6K** 4.21% Traffic **91.4K** 1.2% Traffic Cost **\$21.9K** -2.56% Branded Traffic **8.3K** -79.81% Non-Branded Traffic **83.1K** 65.09%

Over all more than 7K keywords ranking. Which brings 91.4K traffic organically.

Top Organic Keywords

Keyword	Pos.	Diff.	Volume	Traffic %
extramarks	1 → 1	0	40,500	20.83
www.extramarks.com	1 → 1	0	6,600	3.77
extramarks	2 → 2	0	40,500	5.76
extramarks.com	1 → 1	0	2,900	2.53
ncert solutions for class 8 science	11 → 11	0	40,500	2.08
ncert solutions for class 9 english	11 → 11	0	33,100	1.70
ncert solutions for class 9 maths	10 → 14	0	165,000	1.26

Top Position Changes

Keyword	Pos.	Diff.	Volume	Traffic %
ncert solutions for class 7 maths	→ 12		1,500	0.57
ncert solutions	→ 29	new	30,000	0.49
ncert solutions for class 10 english	→ 16	new	40,500	0.22
ncert solutions for class 11 physics	→ 16	new	18,100	0.09
ncert solutions for class 9	→ 21	new	40,500	0.06
ncert science book class 7	→ 14	new	8,100	0.06

Over all cost of traffic is more than \$21K

Website Traffic (Organic)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2017	1,06,612	1,34,654	1,83,555	92,313	1,10,342	1,25,209	1,39,812	1,11,995	1,29,759	96,718	88,398	89,416
%Change	-5%	-29%	-54%	-32%	-43%	-45%	-40%	-37%	-14%	5%	13%	23%
2018	1,01,493	95,608	84,377	62,446	62,406	68,319	84,403	70,779	1,11,043	1,01,347	1,00,316	1,10,051
%Change	53%	108%	67%	84%	50%	50%	50%	50%	50%	50%	50%	50%
2019*	1,55,619	1,98,473	1,40,683	1,14,595	93,609	1,02,479	1,26,605	1,06,169	1,66,565	1,52,021	1,50,474	1,65,077

■	Negative Result
■	Positive Result
■	Current Stats
■	With ADK
■	Target/Projection

We increase traffic more than what we have committed and more than last year in same time you have got.

Last Year 62,446 – Current 1,14,595 =

Increase by **52,149**

Source@ Google Analytics.

Bounce Rate (Organic)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2017	59.44%	58.79%	61.11%	60.49%	61.82%	60.58%	58.26%	60.68%	62.15%	62.78%	62.67%	61.62%
%Change	2%	0%	1%	3%	2%	2%	3%	12%	11%	14%	13%	12%
2018	57.69%	58.66%	59.71%	57.08%	59.46%	58.28%	54.81%	48.19%	50.71%	48.56%	49.70%	49.78%
%Change	15%	17%	13%	16%	15%	16%	11%	5%	7%	5%	7%	7%
2019*	42.77%	41.77%	46.78%	41.37%	44.08%	42.72%	43.40%	43.06%	43.23%	43.15%	43.19%	43.17%

	Negative Result
	Positive Result
	Current Stats
	With ADK
	Target/Projection

We Decrease the Bounce rate as we targeted. more than what we have committed and more than last year in same time you have got.

$$\text{Less } 57\% - 41\% = \mathbf{16\%}$$

Source@ Google Analytics.

Dashboard > Traffic Analytics

[API](#) [User manual](#) [Send feedback](#)

Traffic Analytics: extramarks.com

Notify me

PDF

Pitch mode

Historical data: [April 2019](#) | Location: [All Regions](#) | Devices: [All devices](#) | Estimated accuracy: ---

Traffic Overview

Traffic Sources

Geo Distribution

Destination Sites

Subdomains

Top Pages soon

+ Add 4 competitors

Visits
Apr 2019

247.8K

Unique Visitors
Apr 2019

133.7K

Pages / Visit
Apr 2019

7.16 +74.69%

Avg. Visit Duration
Apr 2019

16:12 +50.70%

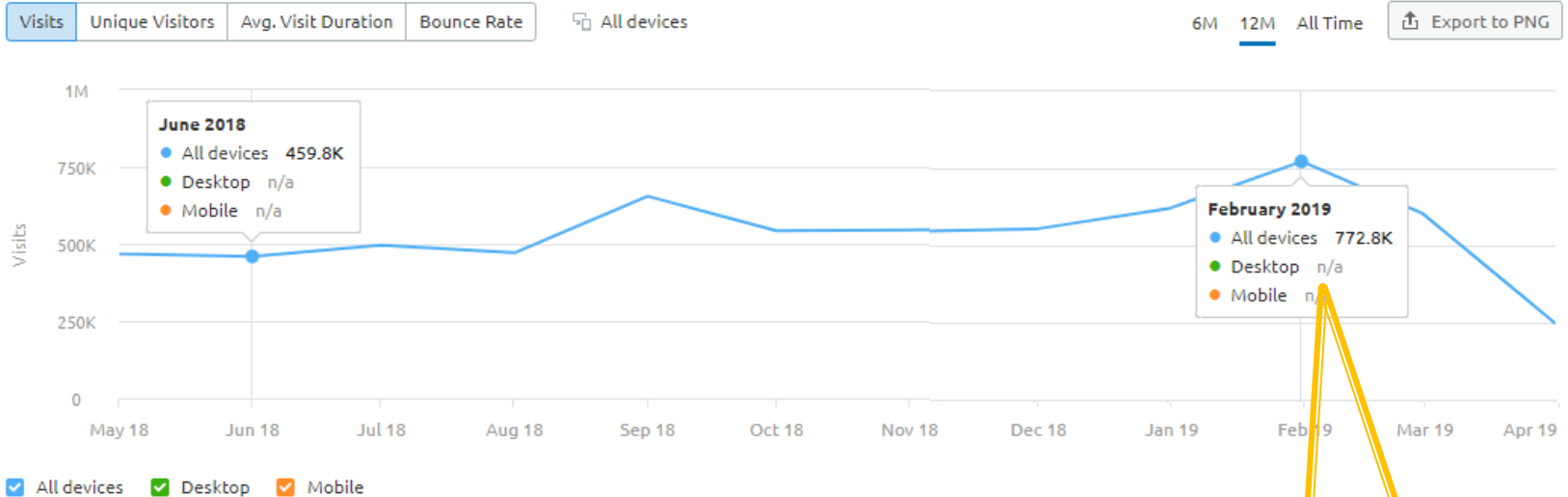
Bounce Rate
Apr 2019

41.86% -16.00%

Traffic Rank
Apr 2019

139,870

As a rule of thumb, a **bounce rate** in the range of 26 to 45 percent is excellent. 45 to 55 percent is roughly average. 56 to 70 percent is higher than average, but may not be cause for alarm depending on the **website**. Anything over 70 percent is disappointing for everything outside of blogs, news, events, etc.



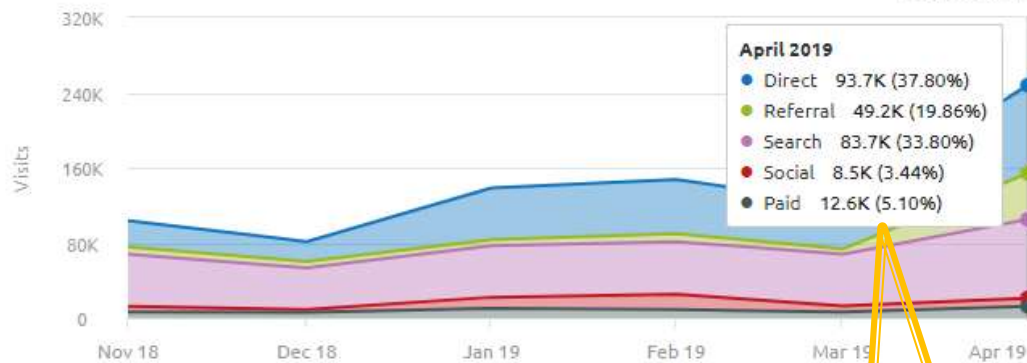
Increase the website traffic,
You can see in stats.

Traffic Sources

All devices

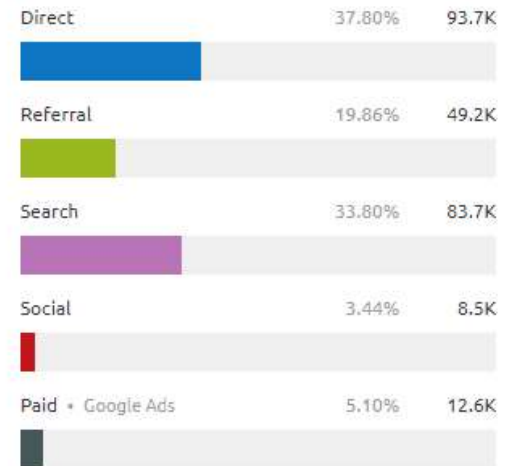
Export to PNG

Last 6 months



View full report

All devices | Apr 2019



Over all 33% traffic sources is search (Organic).

Dashboard > Domain Analytics > Backlinks

[Link building ideas](#) [User manual](#) [Send feedback](#)

Backlinks: extramarks.com

PDF

Report Scope: [Root Domain](#) Last Update: 13 d ago Data: Fresh Categories: Education [Show all: 3](#)

Overview **Backlinks** Anchors Referring Domains Referring IPs Indexed Pages Competitors More

Total Backlinks

38.1K +7.6K -4.3K

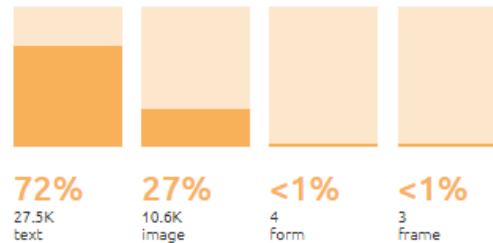
Referring Domains

1.3K

Referring IPs

1K

Backlink Types



Follow vs Nofollow



As we committed 700 Back link per months and now we created triple, As you can see more than 20,000 Back links created by us.

Backlink Gap

Root Domain ▾

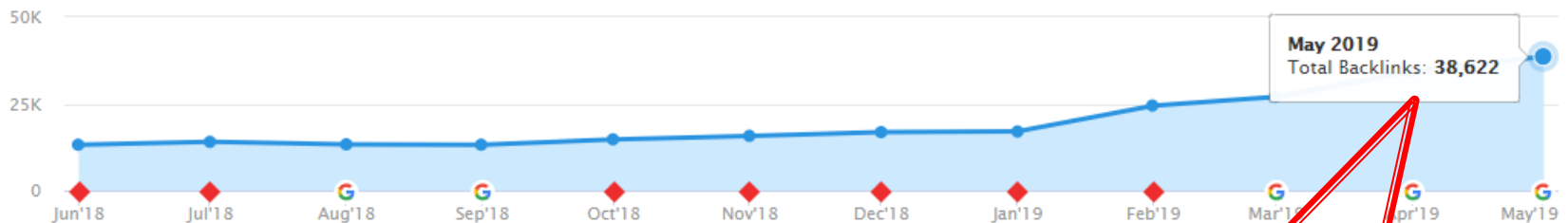
extramarks.com X Add domain Add domain Add domain Add domain Find keyword gaps

Total Backlinks ⓘ

Chart Scope: Root Domain

Notes ▾

3M 1Y All Time



As we committed 700 Back link per months and now we created triple, As you can see more than 20,000 Back links created by us.

Build Knowledge Graph

Current KP.

Extramarks
Company

extramarks.com

Headquarters: Noida
Founder: Atul Kulkreshtha
Founded: 2007
Video game: Kids Learning by Extramarks

Profiles

LinkedIn YouTube Instagram Facebook Twitter

People also search for

View 3+ more

BYJU'S Aakash Resonance FIITJEE Career Point

Old Knowledge panel – Initialization of Campaign

Google extramarks

All News Videos Images Maps More Settings Tools

About 7,37,000 results (0.51 seconds)

Extramarks K-12 Learning | Study with #1 Learning App
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India's #1 school curriculum mapped learning platform. Sign-up today!
Courses: CBSE, ICSE, State Boards, IIT JEE, NEET & AIIMS

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Extramarks - India's Favourite Learning App
https://www.extramarks.com •
Extramarks is India's favourite learning app for students of CBSE, ICSE Board and those preparing for Medical and Engineering examinations. Sign Up - Engineering (IIT-jee) ICSE | CBSE | IIT | JEE Learn Learn along...

Extramarks - The Learning App - Apps on Google Play
https://play.google.com/store/apps/details?id=com.Extramarks.Smartstudy&hl=en
May 15, 2018 - Now score better with Extramarks - 100% Learning solutions in one place! Whether homework, projects, essays, exams or self-study...

Working at Extramarks | Glassdoor.co.in
https://www.glassdoor.co.in/Working-at-Extramarks-EI_IE519107.11.21.htm •
Rating: 3.6 / 79 reviews
May 19, 2018 - See what employees say about what it's like to work at Extramarks. Salaries, reviews and more - all posted by employees working at Extramarks

Extramarks
Website Directions

4.2 ★★★★★ 197 Google reviews
Corporate Office

Address: D-180, Sector 63 Road, Noida, Uttar Pradesh 201301
Hours: Closed - Opens 10AM Wed*
Phone: 1800 102 5301

Suggest an edit

Questions & answers
Q: I love Extramarks, very much helpful in my studies, do u hav...
(4 answers)

See all questions (18)

Reviews Write a review Add a photo

"Very good atmosphere for work."

"Worst company working in education products."

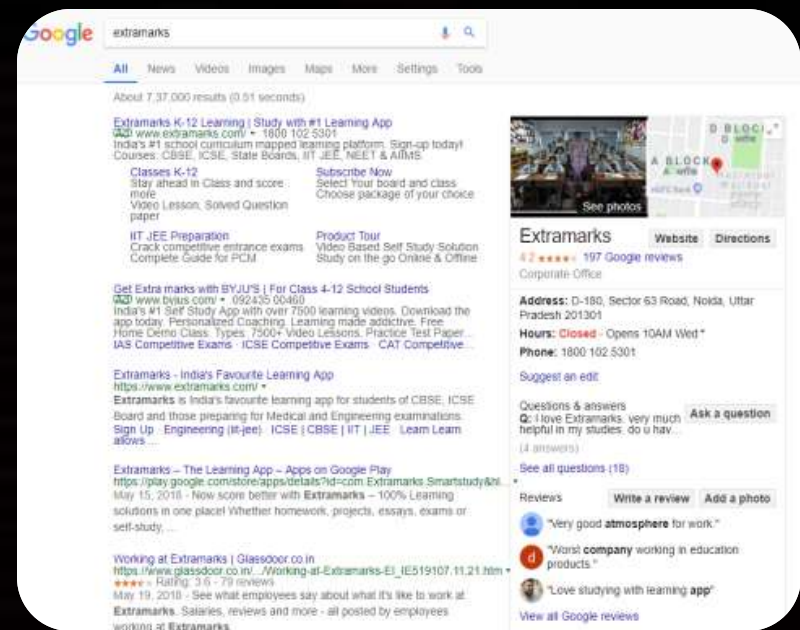
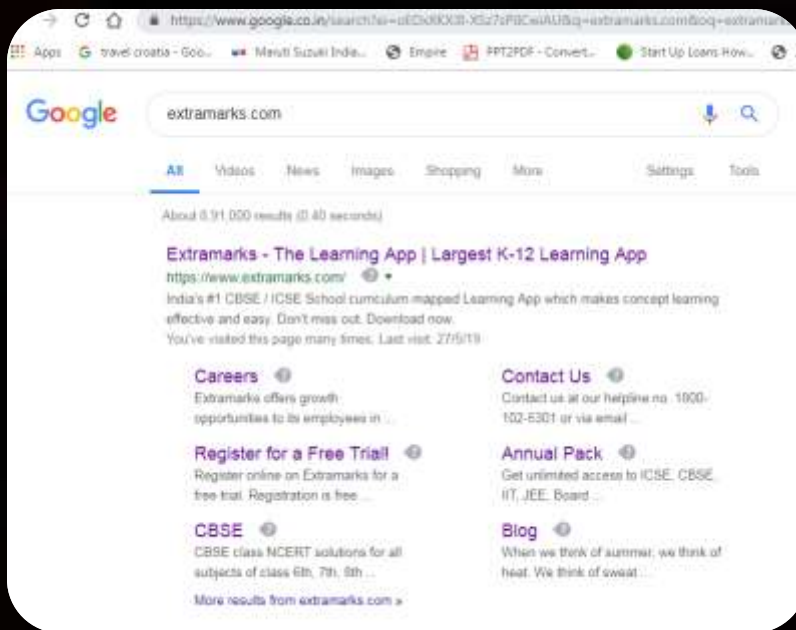
"Love studying with learning app"

View all Google reviews

Insert Sitelinks

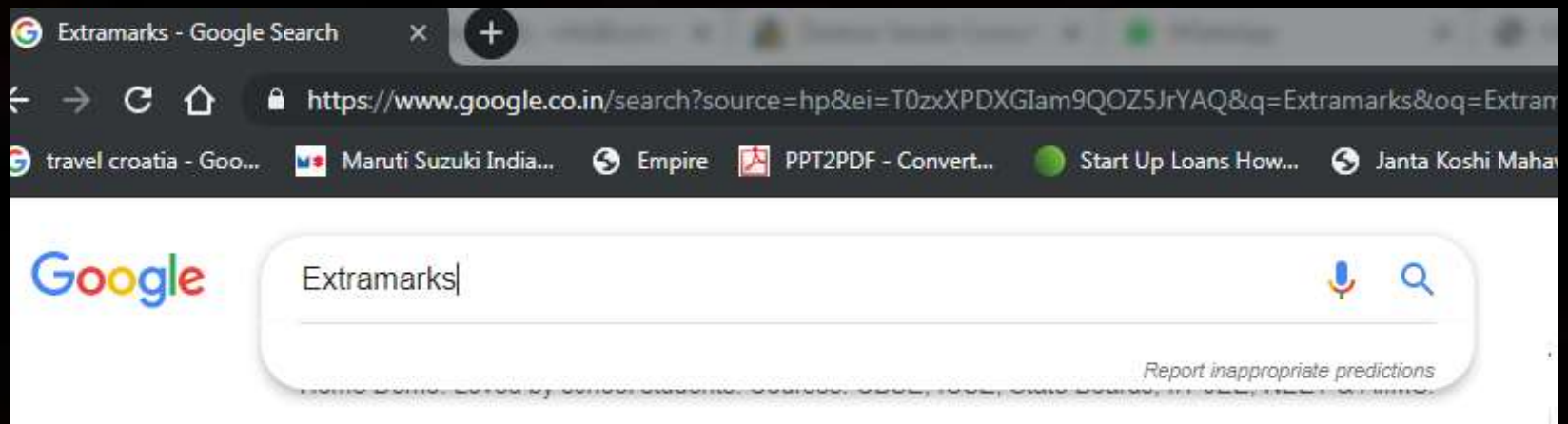
Current Site links

Old Site links - Initialization of Campaign



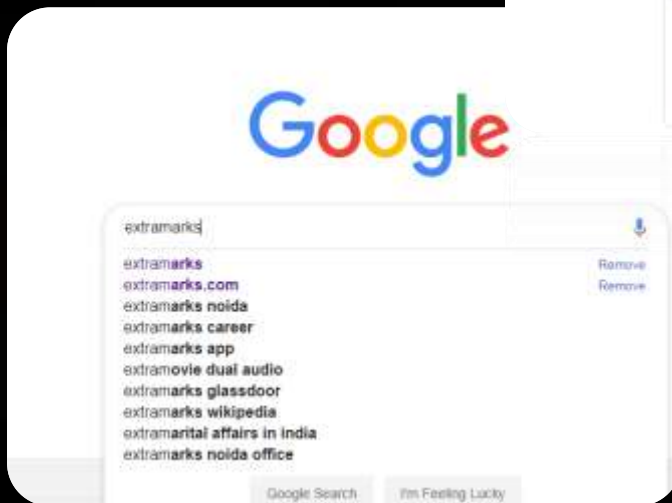
Google Search Suggestion

Old Status- Initialization Campaign



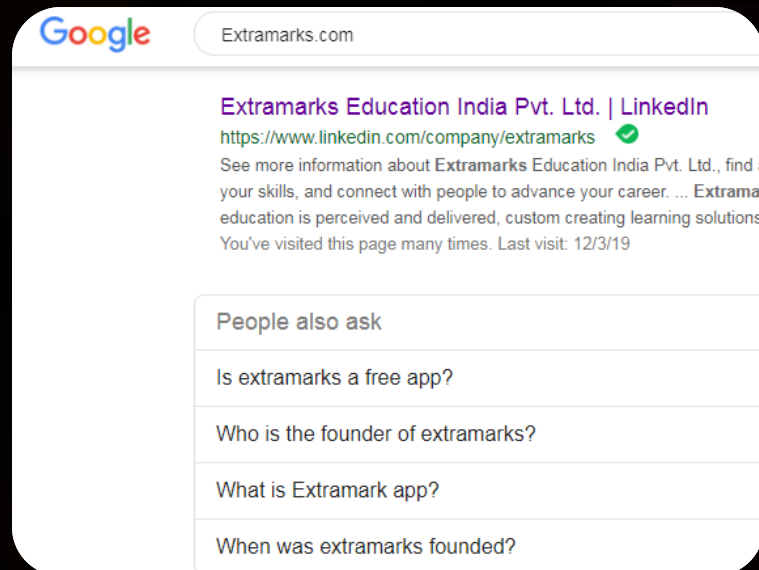
Google Search Suggestion

Current Status



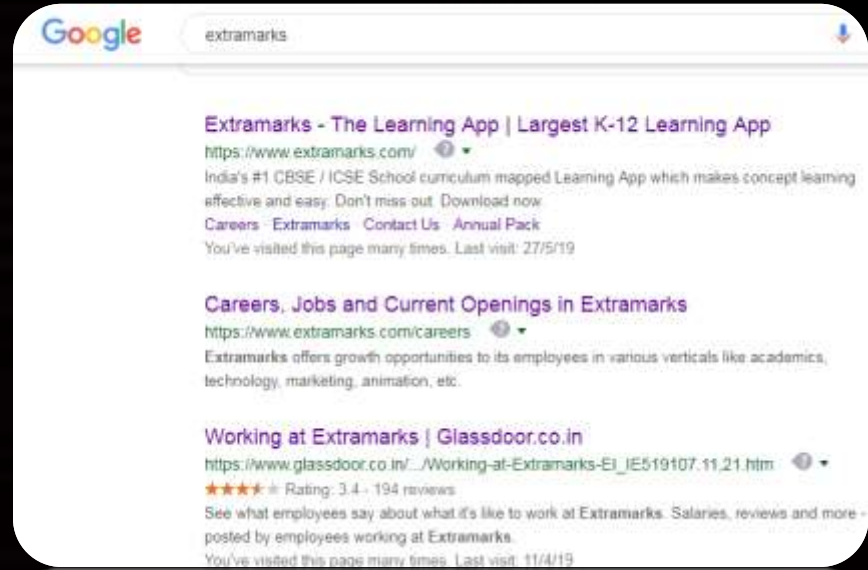
People Also Ask

Current Status



Google search results for "Extramarks.com". The top result is "Extramarks Education India Pvt. Ltd. | LinkedIn" with a URL and a green checkmark. Below the result is a description: "See more information about Extramarks Education India Pvt. Ltd., find a job, your skills, and connect with people to advance your career. ... Extramarks Education India Pvt. Ltd. is a leading education technology company. Extramarks education is perceived and delivered, custom creating learning solutions for students. You've visited this page many times. Last visit: 12/3/19". Below the result is a "People also ask" section with four questions: "Is extramarks a free app?", "Who is the founder of extramarks?", "What is Extramark app?", and "When was extramarks founded?".

Old Status- Initialization of Campaign



Google search results for "extramarks". The top result is "Extramarks - The Learning App | Largest K-12 Learning App" with a URL and a green checkmark. Below the result is a description: "India's #1 CBSE / ICSE School curriculum mapped Learning App which makes concept learning effective and easy. Don't miss out! Download now. Careers - Extramarks - Contact Us - Annual Pack. You've visited this page many times. Last visit: 27/5/19". Below the result is a "Careers, Jobs and Current Openings in Extramarks" section with a URL and a green checkmark. Below that is a "Working at Extramarks | Glassdoor.co.in" section with a URL, a star rating, and a description: "See what employees say about what it's like to work at Extramarks. Salaries, reviews and more posted by employees working at Extramarks. You've visited this page many times. Last visit: 11/4/19".



App Store Optimization (ASO)

Result – AAP SERP

Rank Range	Baseline	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	New Set of Keywords Selected	Mar-19
Rank 1 - 5	0	0	1	8	22	22	22	19		45
Rank 6 - 10	0	0	1	2	1	2	2	7		42
Rank 11 - 20	1	1	3	2	1	1	2	1		20
Rank 21 - 50	0	0	4	3	1	0	1	1		23
Rank 50+	47	47	39	33	23	23	21	20		276

We increase the App ranking with given keywords. You can see baseline ranking Zero to 42 keywords at Top-10.

Baseline 0 & Current Status = **42**

App Traffic & First Time

	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18
Visitors through Play Store (Search + Explore)	97,194	95,335	66,208	68,598	89,470	89,296	79,566	75,961	1,09,820	2,02,827	80,415	1,59,990
First Time Installers	39,231	30,830	22,695	23,569	32,662	35,494	32,555	28,106	36,148	57,214	38,464	54,653
%Conversion	40.4%	32.3%	34.3%	34.4%	36.5%	39.7%	40.9%	37.0%	32.9%	28.2%	47.8%	34.2%

	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	TARGETS		
Visitors through Play Store (Search + Explore)	3,74,506	4,35,410	2,54,877	1,54,934	1,23,172	1,06,995	1,06,405	1,17,736	87,008	May-19	Jun-19	Jul-19
First Time Installers	1,30,845	2,02,768	1,29,859	73,183	61,057	46,880	48,041	50,007	36,526	95,937	38,036	75,675
%Conversion	34.9%	46.6%	50.9%	47.2%	49.6%	43.8%	45.1%	42.5%	42.0%	43.0%	43.0%	43.0%

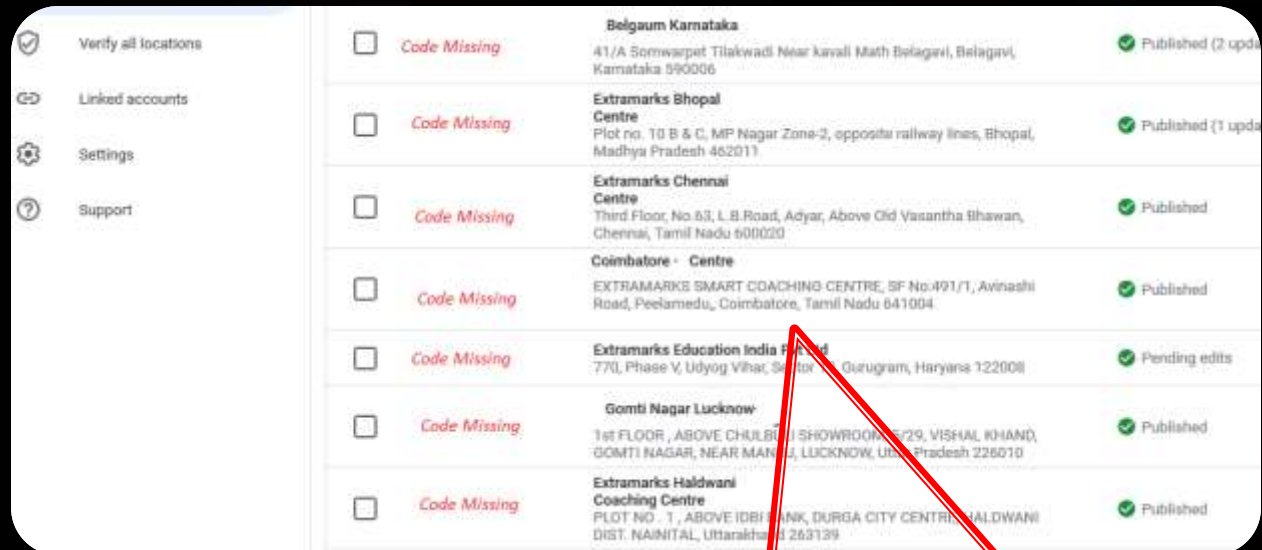
We increase the App organic traffic. Last years comparison to Current years . First Time installers Last year April – 32.9% & Current Year 42%

Increase = **10%**

Google Map-listing Optimization (G-Maps)

Google My Business Panel

Old Status



Verify all locations	<input type="checkbox"/>	Code Missing	Belgaum Karnataka 41/A Somwarpet Tilakiwadi Near kavali Math Belagavi, Belagavi, Karnataka 590006	Published (2 updates)
Linked accounts	<input type="checkbox"/>	Code Missing	Extramarks Bhopal Centre Plot no. 10 B & C, MP Nagar Zone-2, opposite railway lines, Bhopal, Madhya Pradesh 462011	Published (1 update)
Settings	<input type="checkbox"/>	Code Missing	Extramarks Chennai Centre Third Floor, No.63, L.B.Road, Adyar, Above Old Vasantha Bhawan, Chennai, Tamil Nadu 600020	Published
Support	<input type="checkbox"/>	Code Missing	Coimbatore - Centre EXTRAMARKS SMART COACHING CENTRE, SF No.491/1, Avinashi Road, Peelamedu, Coimbatore, Tamil Nadu 641004	Published
	<input type="checkbox"/>	Code Missing	Extramarks Education India Patna 770, Phase V, Udyog Vihar, Sector 10, Gurugram, Haryana 122008	Pending edits
	<input type="checkbox"/>	Code Missing	Gomti Nagar Lucknow 1st FLOOR, ABOVE CHULBHAJI SHOWROOMS/29, VISHAL KHAND, GOMTI NAGAR, NEAR MAIN GATE, LUCKNOW, Uttar Pradesh 226010	Published
	<input type="checkbox"/>	Code Missing	Extramarks Haldwani Coaching Centre PLOT NO. 1, ABOVE IDBI BANK, DURG CITY CENTRE, HALDWANI DIST. NAINITAL, Uttarakhand 263129	Published

All the listing is very unorganized in Google business panel, Business name/Description/Other information is not optimized.

Current Status

<input type="checkbox"/>	Extramarks Gomti Nagar Lucknow	Extramarks Gomti Nagar Lucknow- India's Best IIT-JEE, NEET, Foundation Smart Coaching Centre 1st FLOOR , ABOVE CHULBULI SHOWROOM, 5/29, VISHAL KHAND, GOMTI NAGAR, NEAR MANOJ, LUCKNOW, Uttar Pradesh 226010	✓ Published
<input type="checkbox"/>	Extramarks Haldwani Dist. Nainita	Extramarks Haldwani Dist. Nainital - India's Best IIT-JEE, Medical Smart Coaching Centre PLOT NO . 1 , ABOVE IDBI BANK, DURGA CITY CENTRE, HALDWANI DIST. NAINITAL, Uttarakhand 263139	✓ Published
<input type="checkbox"/>	Extramarks Hazratganj Lucknow	Extramarks Hazratganj Lucknow - India's Best IIT-JEE, NEET, Foundation Smart Coaching Centre First Floor , Rohit Bhagwan Sapru Marg Hazratganj, Lucknow, Uttar Pradesh 226001	✓ Published
<input type="checkbox"/>	Extramarks Indiranagar Bengaluru	Extramarks Indiranagar Bengaluru - India's Best IIT-JEE, Medical Smart Coaching Centre 1134, 100 Feet Rd, HAL 2nd Stage, Indiranagar, Bengaluru, Karnataka 560008	✓ Published (1 update)
<input type="checkbox"/>	Extramarks Indore	Extramarks Indore- India's Best IIT-JEE, NEET, Medical Smart Coaching Centre 101, 102 VIBRANT BUSINESS TOWER PLOT NO 9-A AND 9-B MANORAMA GANJ AB ROAD, INDORE, Madhya Pradesh 452001	✓ Published
<input type="checkbox"/>	Extramarks Jabalpur	Extramarks Jabalpur- India's Best IIT-JEE, NEET, Medical Smart Coaching Centre Nayan Tower,1st Floor,Near Madan Mahal Police Station Madan Mahal, Jabalpur, Madhya Pradesh 482001	✓ Published
<input type="checkbox"/>	Extramarks Jaipur	Extramarks Jaipur - India's Best IIT-JEE, Medical Smart Coaching Centre Ground to 4th Floor, Ganesha, Plot No. 22-25 & 91-92, Gopalpura Bypass, Jaipur, Rajasthan 302023	✓ Published

All the listing is now well organized in Google business panel, Business name, timing, information is optimized.

Google Map Traffic Result

ALL_LOCATIONS	Jan-19	Feb-19	Mar-19	Apr-19	TARGETS
					Jul-19
Total Views	1,27,098	1,23,478	87,802	1,07,891	1,40,000
Visits to Website	689	585	386	550	1,000
Direction Requests	6,731	4,321	2,308	2,320	9,000
Made Calls	920	898	803	893	1,500

All the listing create more traffic/Views/Direction Request/Calls.

More than @ 1 Lac Views Created in Last month.

Google Map Ranking Result

												TARGETS	
Rank Range	Baseline	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	New Set of Keywords Selected	Mar-19	Apr-19	Apr-19	Jul-19
Rank 1 - 5	0	38	50	56	81	89	88	88		93		100	126
Rank 6 - 10	0	1	20	31	14	6	7	8		3		5	0
Rank 11 - 20	0	2	0	0	1	1	1	0		0		0	0
Rank 21 - 50	0	0	0	0	0	0	0	0		0		0	0
Rank 50+	96	55	26	9	0	0	0	0		30		21	0

BRANDED KEYWORDS							
Rank Range	Baseline	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19
Rank 1 - 5	0	97	97	97	97	97	97
Rank 6 - 10	0	0	0	0	0	0	0
Rank 11 - 20	0	0	0	0	0	0	0
Rank 21 - 50	0	0	0	0	0	0	0
Rank 50+	97	0	0	0	0	0	0



In Google local result,
Increased 0 – To- **93** in Top-5.

In Google local result, Increased 0 –
To- **97** in Top-5.

*Thank
you*



****End Case Study

Extramarks

