



SEO

Case Study

Meet Our Client

Client Name	:	Dexter EduVision
Industry	:	Service Provider (career counselling service)
Location	:	Chennai, Tamil Nadu
Business Size	:	Medium Business
Years in Business	:	7 years
Their Goal	:	Get more customers through Google searches, and rank on the top position when search on google

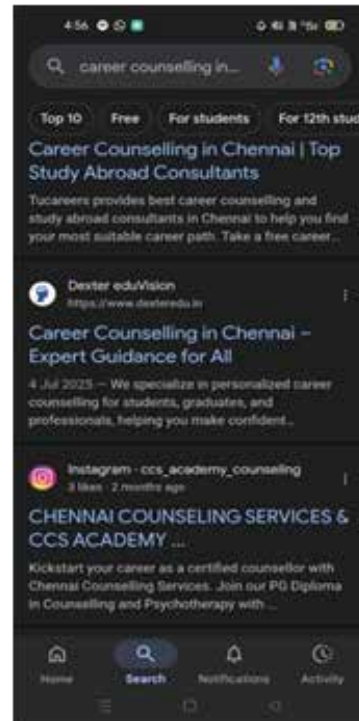


DEXTER EDU VISION
EDUCATIONAL PSYCHOLOGIST



The Problem They Faced

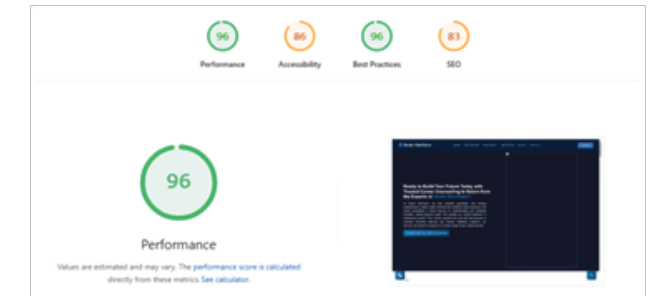
- ❌ **Challenge 1** : Invisible on Google (Page 5+ rankings)
- ❌ **Challenge 2** : Competitors getting all the customers
- ❌ **Challenge 3** : Website getting only 50 visitors per month
- ❌ **Challenge 4** : Phone rarely ringing from online searches
- ❌ **Challenge 5** : Losing business to competitors with better online presence



Why This Happens Topic:

Google doesn't know you exist

- No proper website optimization
- Missing business information online



Website not mobile-friendly

- 60% of searches happen on phones
- Google penalizes non-mobile sites



Poor local presence

- Not showing up in "near me" searches
- Missing from Google Maps

Slow website speed

- Customers leave before page loads
- Google ranks faster sites higher

Our SEO Solution

Complete SEO Audit

Find exactly what's wrong

Identify weaknesses, errors, and growth opportunities

Technical Fixes

Improve site speed and mobile responsiveness

Fix crawl errors, broken links, and indexing issues

Ensure clean URL structure and schema markup

Local SEO Optimization

Optimize Google Business Profile for local visibility

Target "near me" and location-based searches

Boost rankings in Google Maps and local packs

Content & Keywords Target

Research high-value, customer-focused keywords

Optimize existing content and create new targeted content

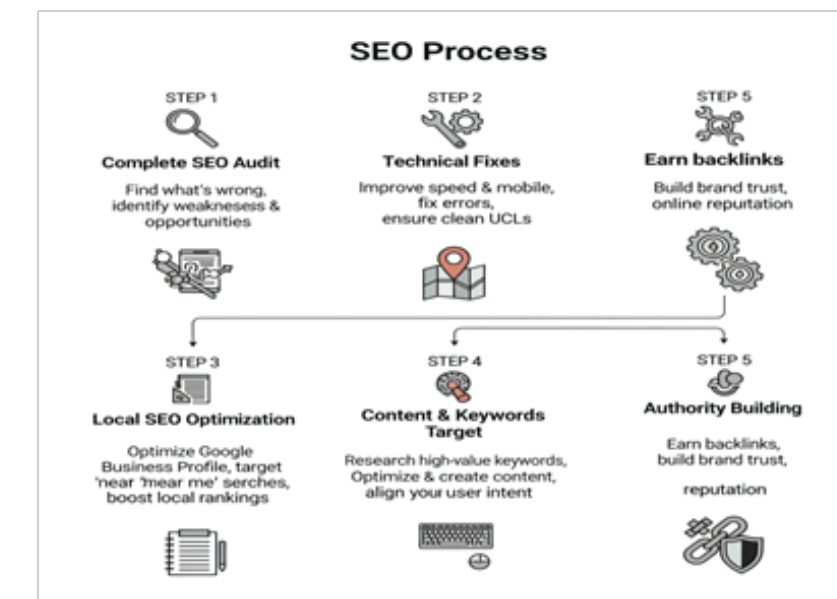
Align content with user intent and search trends

Authority Building

Earn high-quality backlinks from trusted sources

Build brand authority and trust with Google

Enhance online reputation and domain authority



Before/after website comparison

Before



After



What We Did – Month 1

Week 1–2: Technical Foundation

Fixed website speed (improved from 9 seconds to 2 seconds)

Made website mobile-friendly

Set up Google Analytics tracking

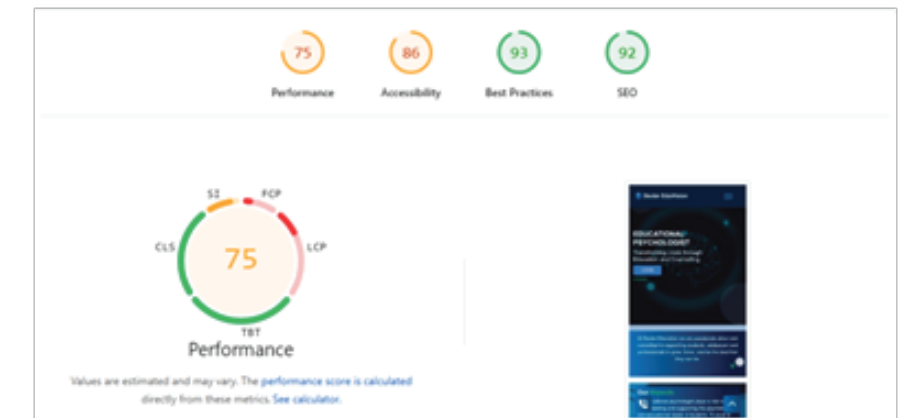
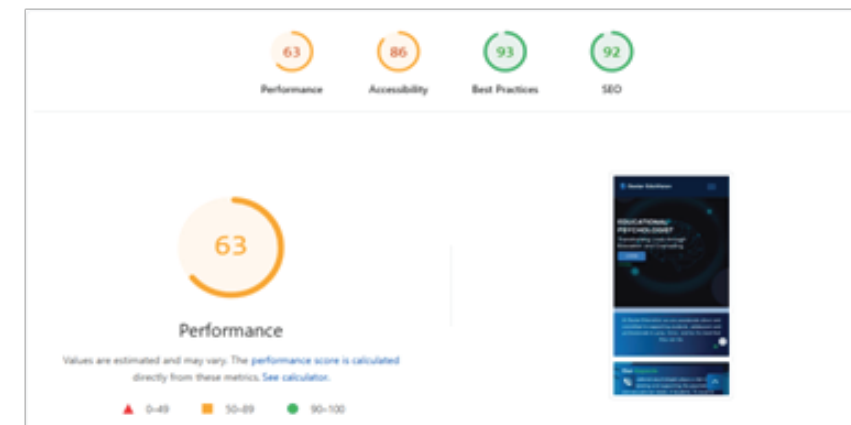
Week 3–4: Local SEO Setup

Optimized Google My Business profile

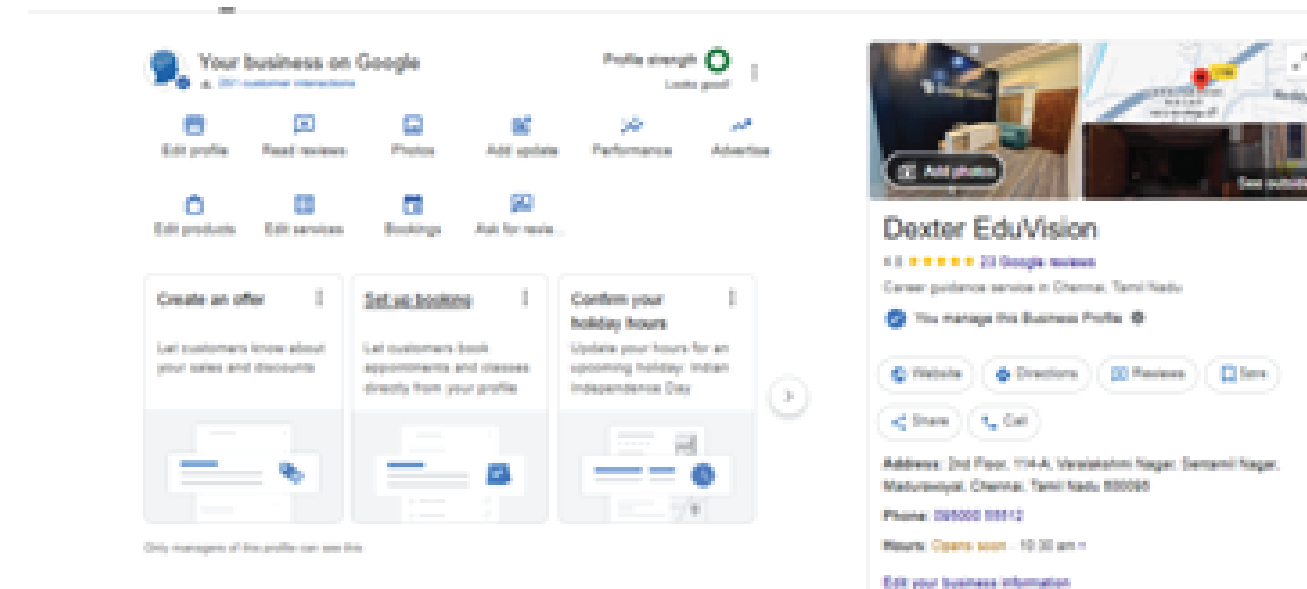
Added business to 30+ local directories

Started collecting customer reviews

Speed test before/after



Google My Business optimization screenshots



What We Did – Month 2–3

Keyword Research:

Found 30+ keywords customers actually search for

Focused on local keywords like "Career counseling in Chennai"

Content Creation:

Optimized all website pages

Created location-specific landing pages

Added customer FAQ section

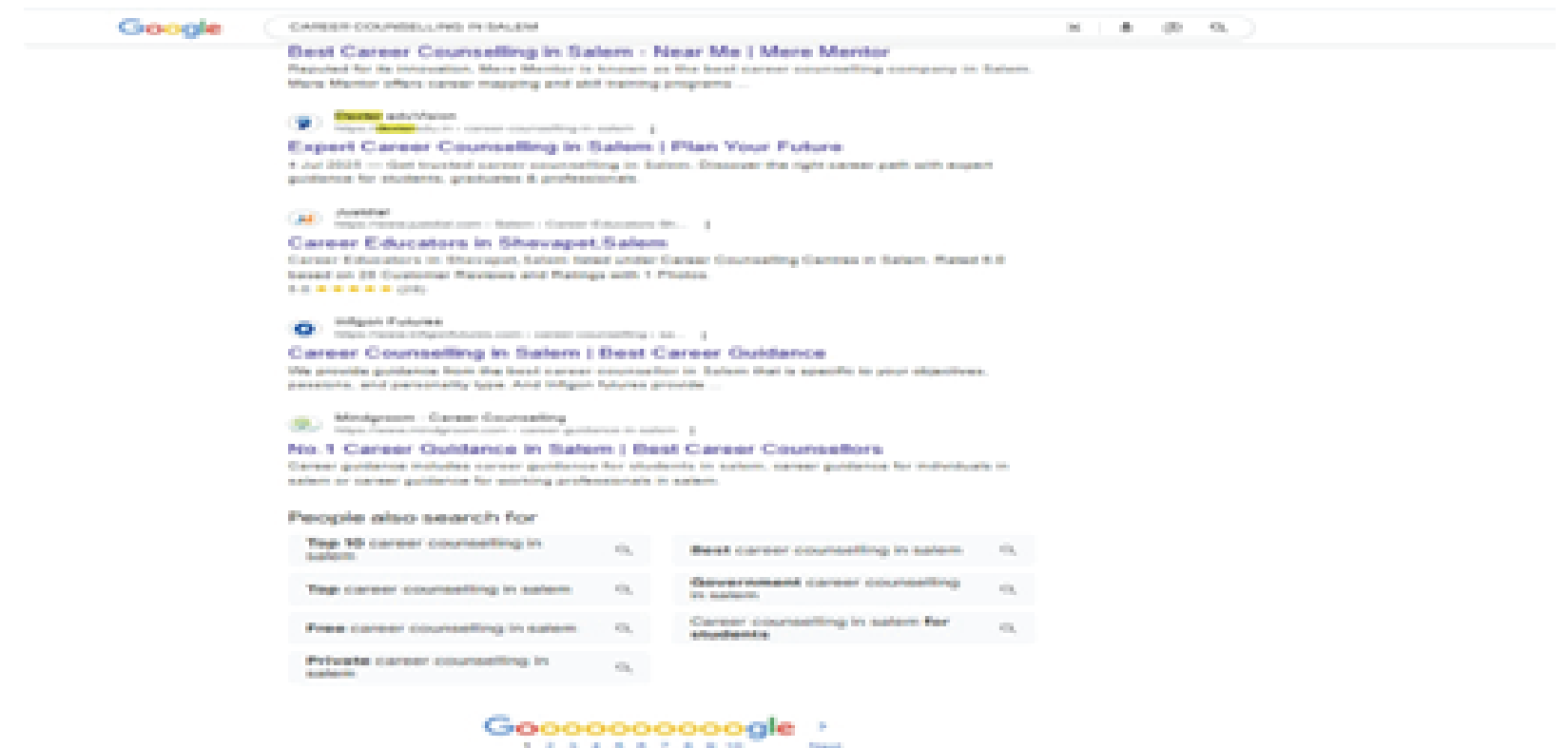
Local Citations:

Listed business in 100+ online directories

Ensured consistent business information everywhere

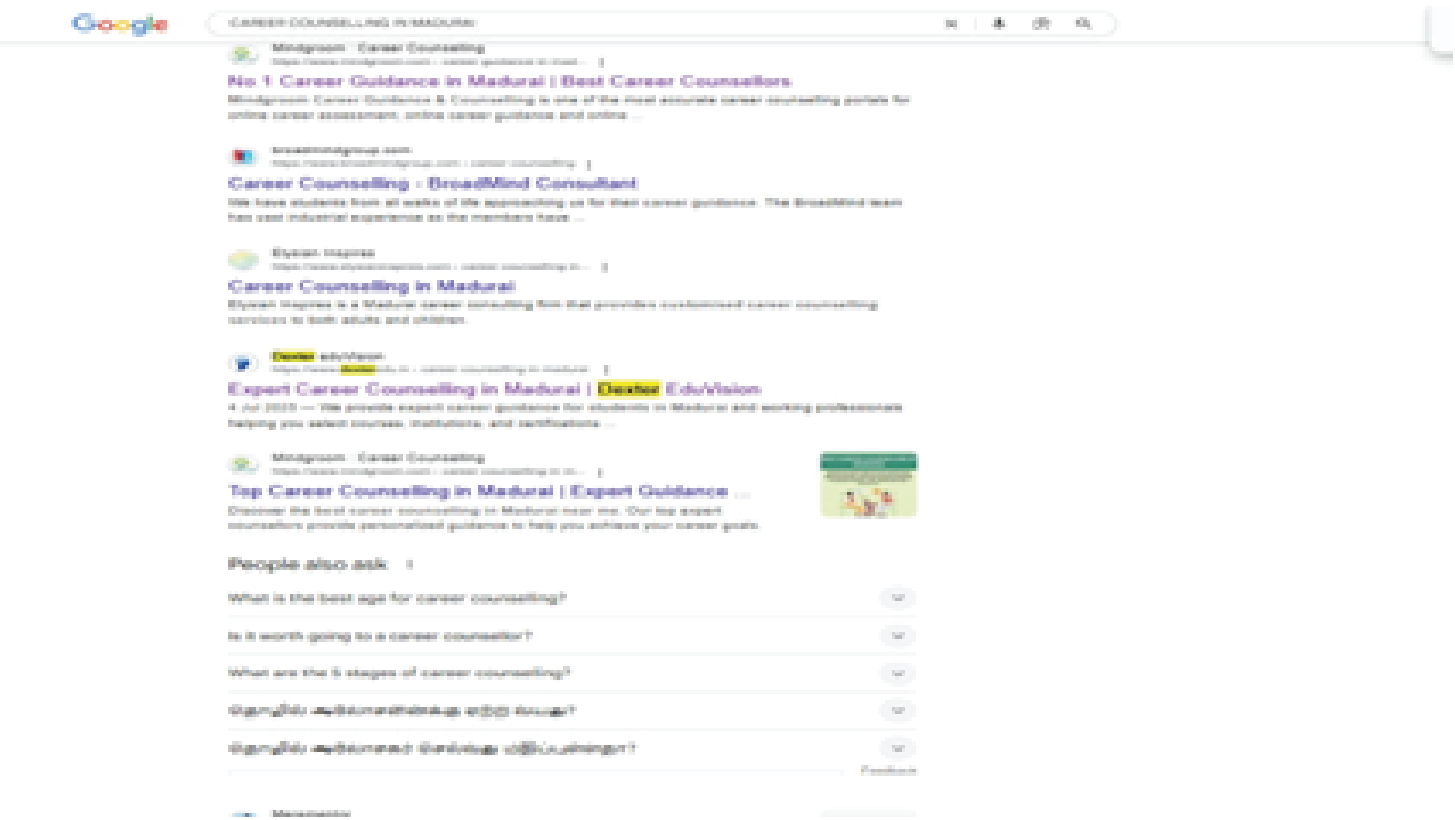
1. **Keyword** : Career counselling in salem

Position : 1st Page 6th Position



2. **Keyword** : Career counselling in Madurai

Position : 1st Page 6th Position

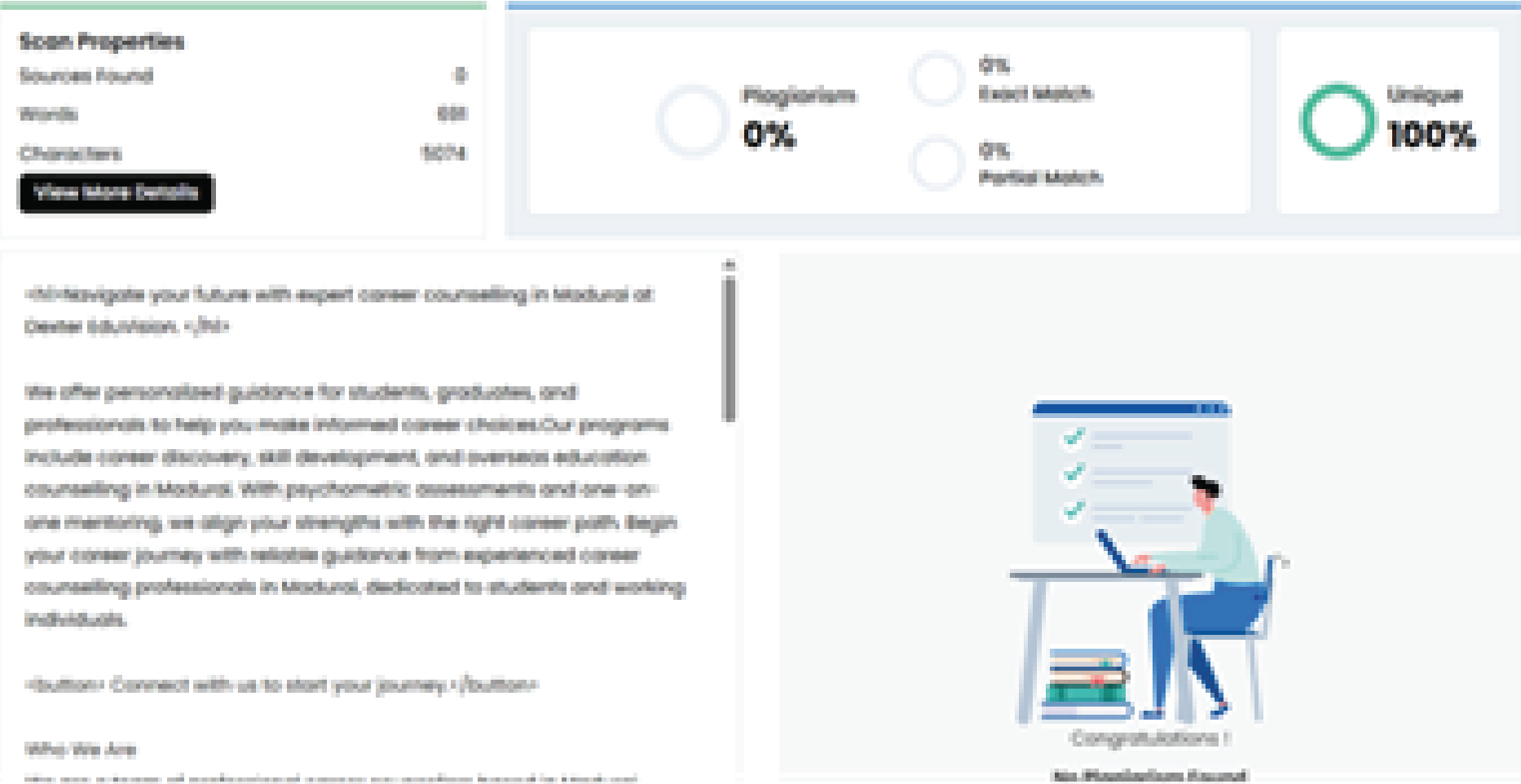


3. **Keyword** : Educational psychologist in Chennai

Position : 1st Page 6th Position



Content optimization example



What We Did – Month 4–6

Review Management:

Increased reviews from 5 to 40+ positive reviews

Responded to all customer feedback

Link Building:

Got featured in local newspapers

Partnered with other local businesses

Ongoing Optimization:

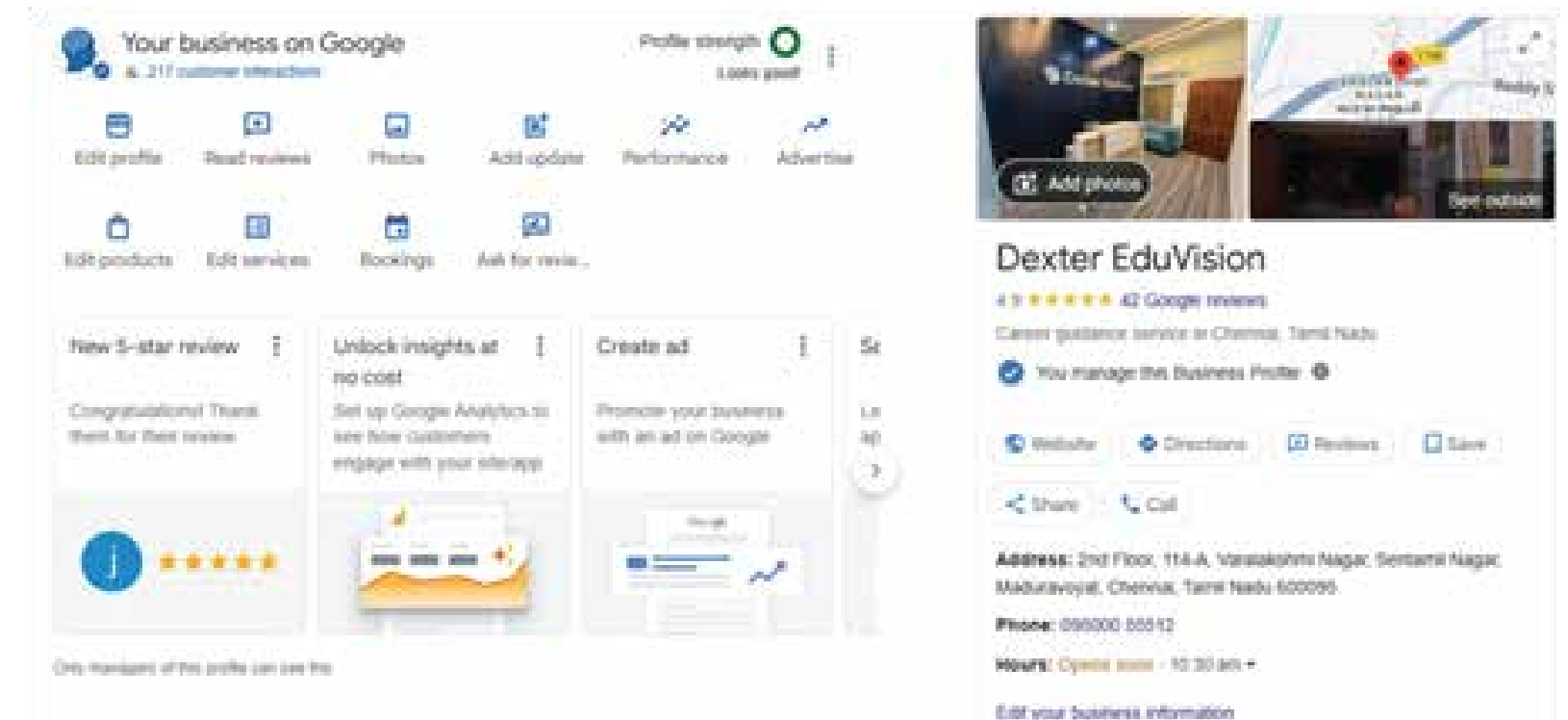
Conducted monthly SEO performance audits to measure progress

Continuously tracked keyword rankings and search visibility

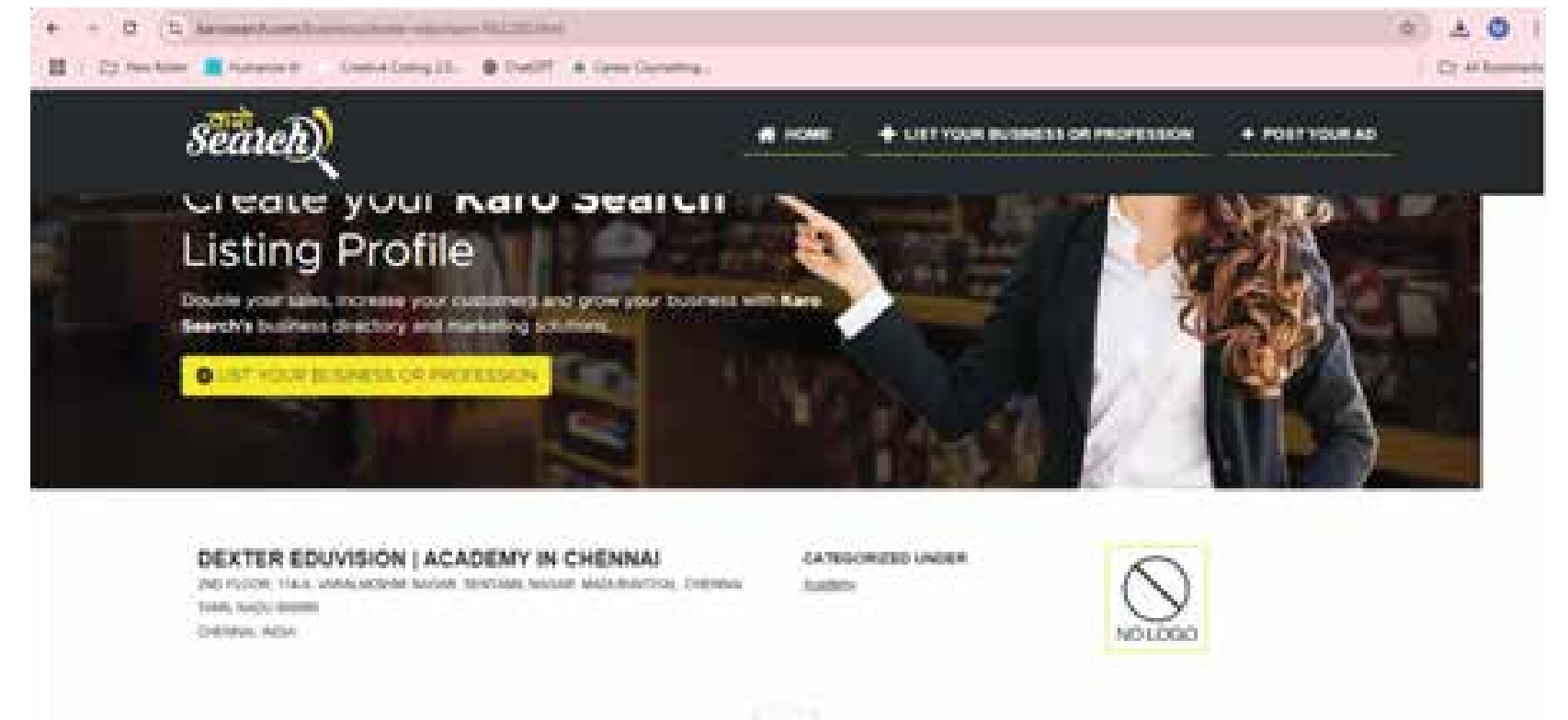
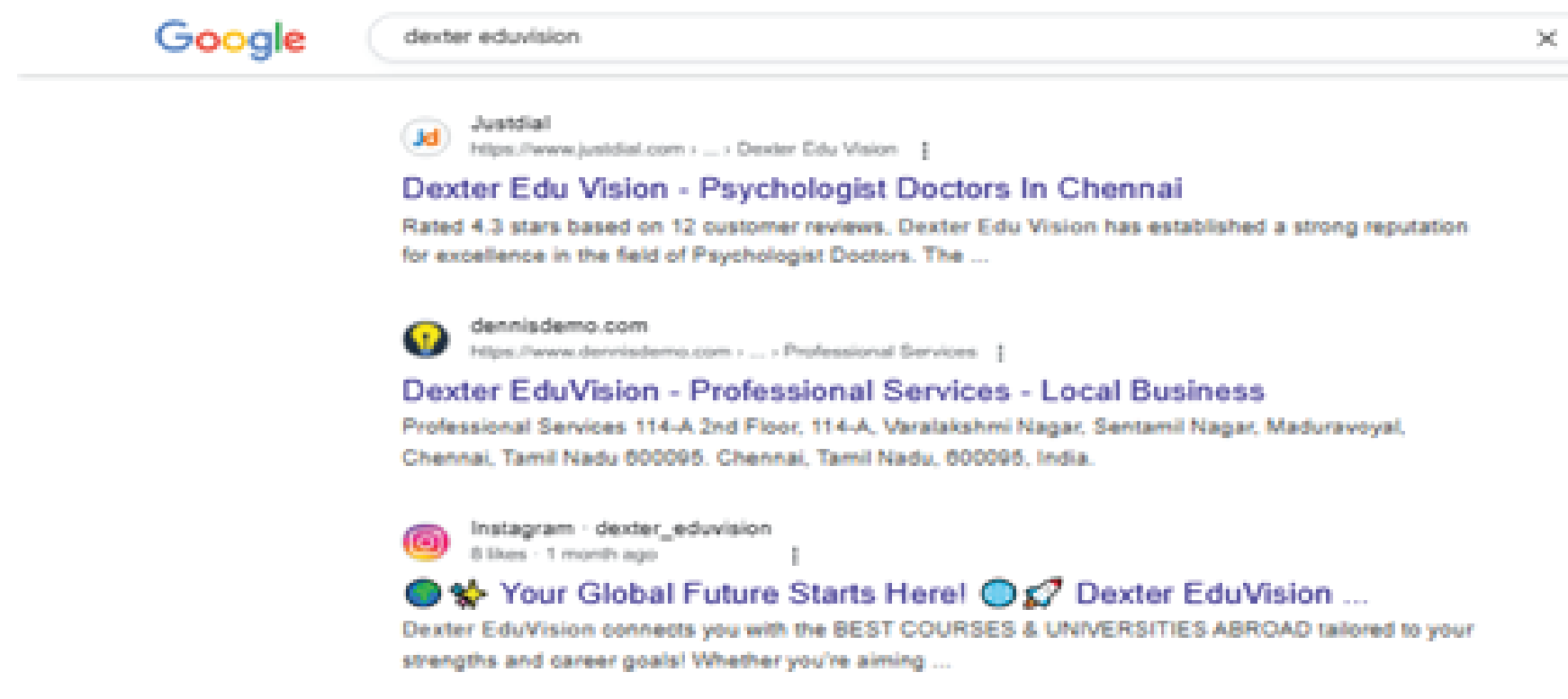
Performed regular content updates to maintain relevance and freshness

Adjusted strategy based on data insights and search trends

Review growth chart



Local media mentions



The Results – Traffic Growth Topic

Before IQTechway:

50 website visitors per month

95% of traffic from paid ads

2-3 phone calls per week

After 6 Months:

280% increase = 190 visitors per month

70% of traffic now from Google searches

15-20 phone calls per week

The Results – Google Rankings

Primary Keywords Results:

"Career counseling in Salem "

– No Ranking Position 6

"Educational Counselling in Chennai"

– 3rd page 4th position 2nd page 2nd Position

"Career Counselling in Chennai"

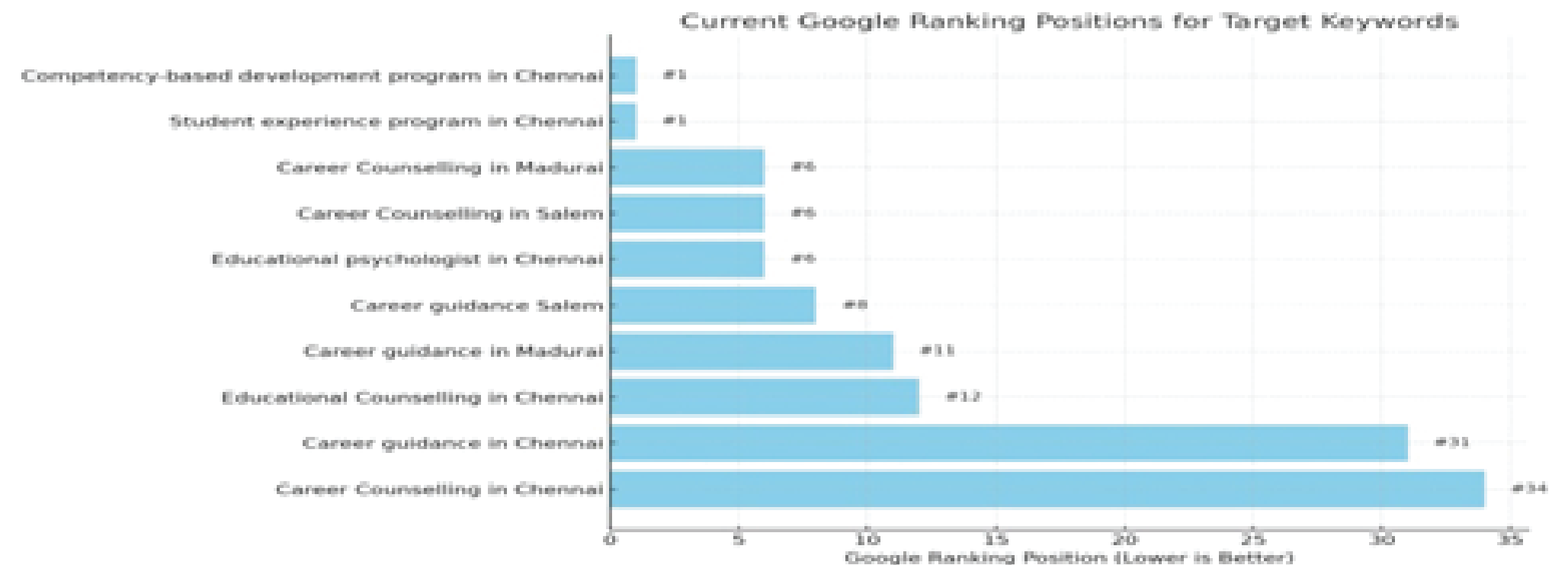
– 5th page 4th position 4th page 3rd Position

Total Rankings: 20

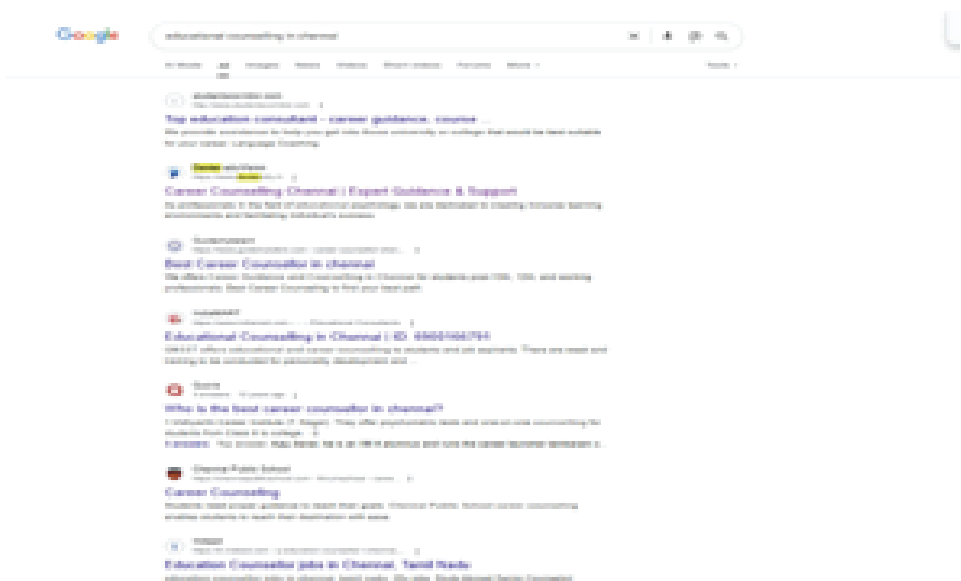
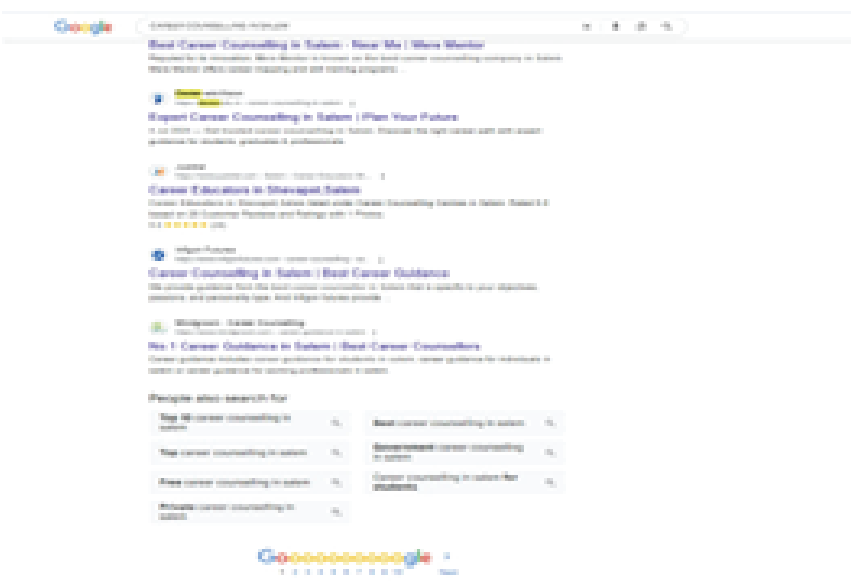
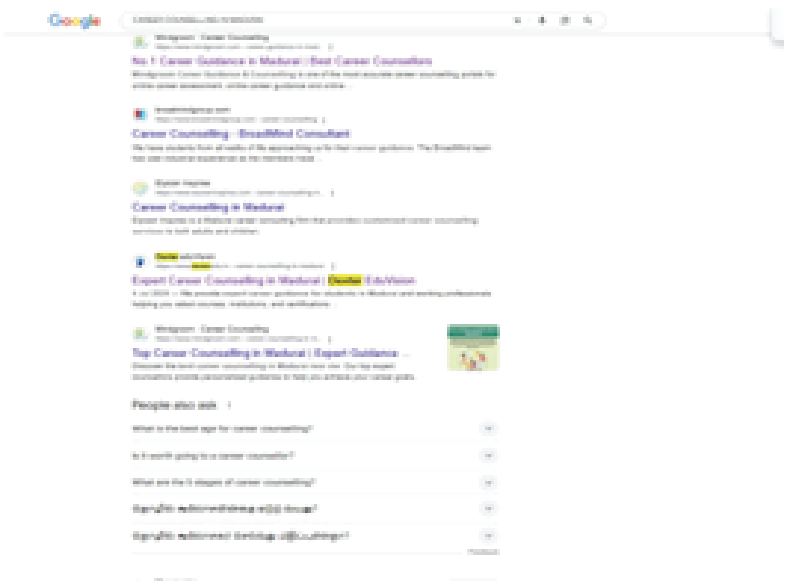
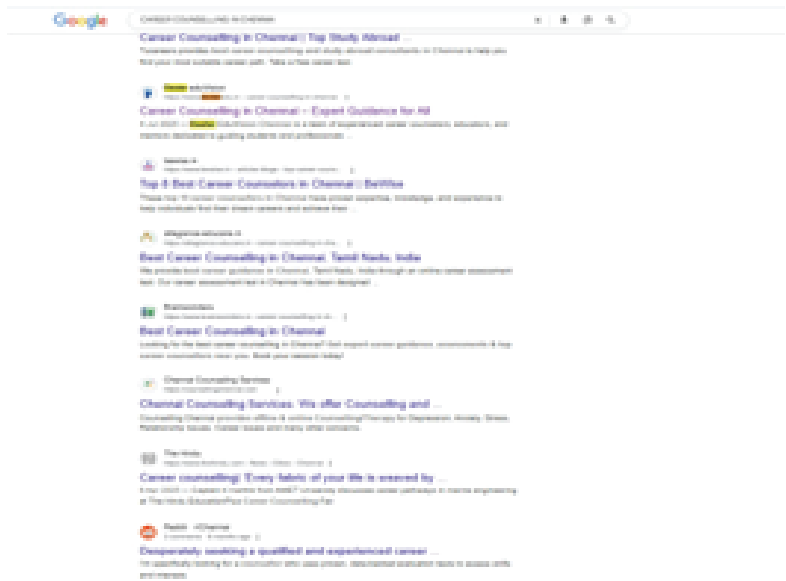
Now ranking for 13 keywords

6 keywords on page 1 of Google

Appearing in top 3 for main business terms



Google search result screenshots



Keyword	Page	Position on Page	Google Rank
Competency-based development program in Chennai	1	1	#1
Student experience program in Chennai	1	1	#1
Career Counselling in Madurai	1	6	#6
Career Counselling in Salem	1	6	#6
Educational psychologist in Chennai	1	6	#6
Career guidance Salem	1	8	#8
Career guidance in Madurai	2	1	#11
Educational Counselling in Chennai	2	2	#12
Career guidance in Chennai	4	1	#31
Career Counselling in Chennai	4	4	#34

The Results – Business Impact

Lead Generation:

250% increase in phone calls

300% increase in contact form submissions

180% increase in Google Maps directions

Business Growth:

120% increase in monthly revenue

35% increase in new customer acquisition

400% return on SEO investment

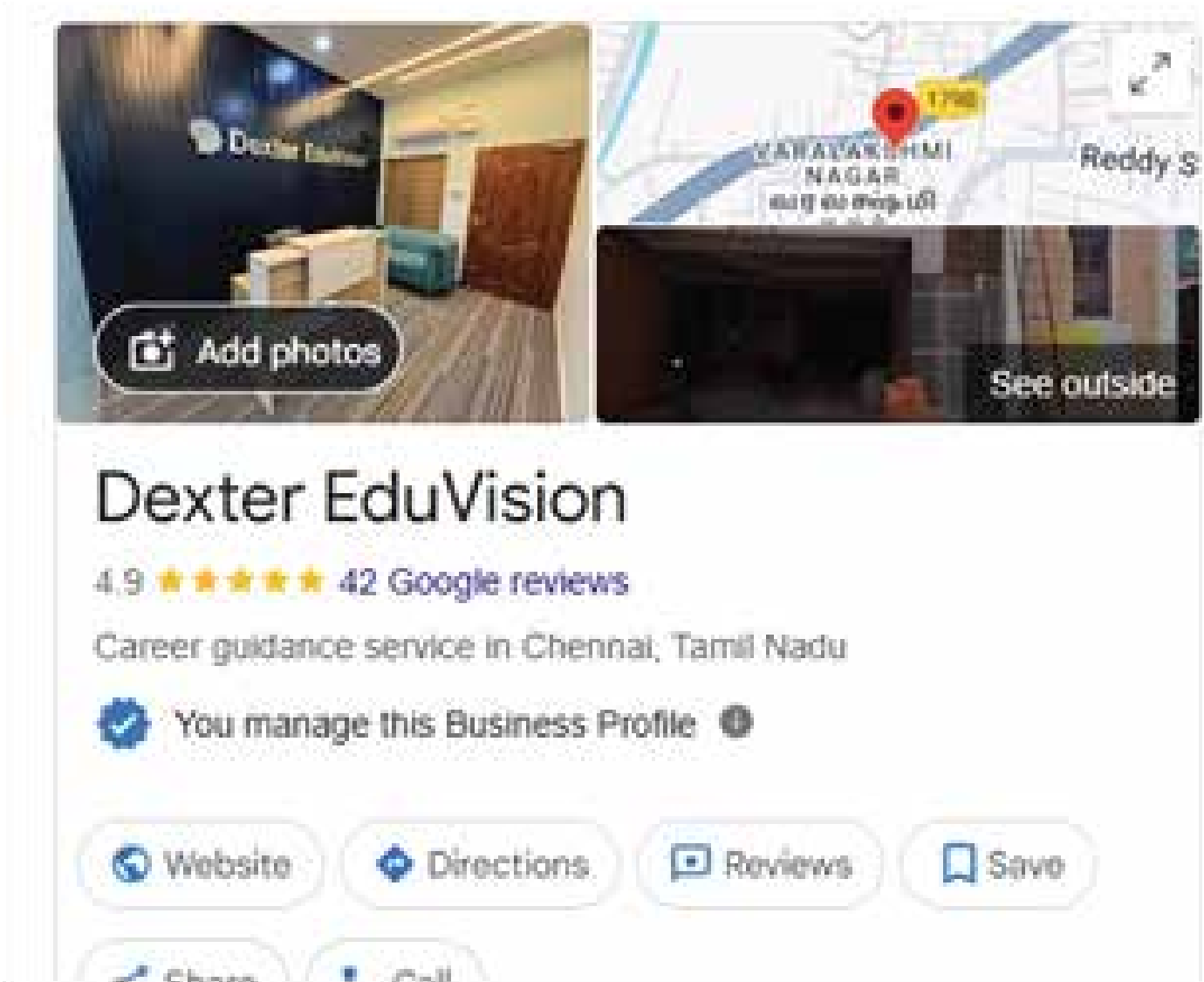
Client Testimonial Topic

Star ratings

Large Quote:

" Working with IQTechway was the best business decision we made this year. We experienced a surge in customer inquiries and had to expand our team to keep up with the demand. Before, we were struggling to attract new customers — now, they're finding us online."

- Client Name** : Dexter EduVision
- Position** : Owner, Dexter EduVision
- Result Summary** : Improved online visibility for local keywords, Customers now find the business online with ease



Why This Works Topic

Targeted Approach:

- We target customers ready to buy
- Focus on local search terms

Data-Driven Strategy:

- Every decision backed by research
- Monthly performance tracking

Long-term Results:

- SEO keeps working 24/7
- Builds sustainable business growth

Cost-Effective:

- Lower cost than paid advertising
- Higher conversion rates

What This Means for You

If You're a Local Business:

- Dominate local searches in your area

- Show up right when customers are searching for your services

If You're a Service Provider:

- Establish authority in your field

- Attract higher-quality clients

If You're a Small Business:

- Compete effectively with larger brands

- Level the playing field using strategic SEO

For Any Business:

- Reduce dependence on referrals

- Build a consistent, predictable lead generation system

Our SEO Services

Local SEO:

- Google My Business optimization
- Local directory listings
- Review management

Technical SEO:

- Website speed optimization
- Mobile-friendly design
- Technical issue fixes

Content SEO:

- Keyword research & optimization
- Content creation
- Blog writing

SEO Reporting:

- Monthly performance reports
- Ranking tracking
- Traffic analysis

Why Choose IQTechway

Proven Results:

- 200+ successful SEO campaigns
- Average 250% traffic increase

Local Expertise:

- We understand local market dynamics
- Specialize in small to medium businesses

Transparent Reporting:

- Monthly detailed reports
- No hidden metrics or confusion
- Only Google-approved techniques
- Long-term sustainable results

Dedicated Support:

- Direct access to your SEO specialist
- Quick response to questions

Getting Started

Step 1: Free SEO Audit (Worth \$500)

Complete analysis of your current website

Identify improvement opportunities

No obligation, no pressure

Step 2: Strategy Discussion

Review audit findings together

Discuss your business goals

Create custom SEO plan

Step 3: Implementation

Start seeing improvements in 30 days

Regular progress updates

Continuous optimization

Investment & ROI

Monthly Investment:

Starting at \$[X]/month

What You Get:

Complete SEO management

Monthly reporting

Dedicated account manager

Ongoing optimization

Expected ROI:

400% average return on investment

Pays for itself with just 2-3 new customers

Long-term sustainable growth

Take Action Today Topic

Ready to Get Started?

Call : 95000 55512

Email : dextereduvision@gmail.com

Website : <https://www.dexteredu.in/>

Schedule Your Free Audit:

Online calendar booking available

Choose time that works for you

Choose time that works for you

Questions?

Let's discuss your specific situation

No pressure, just answers

We're here to help