



iQtechway
INTELLIGENCE, INNOVATION, IMPACT

SEO Case Study

Meet Our Client



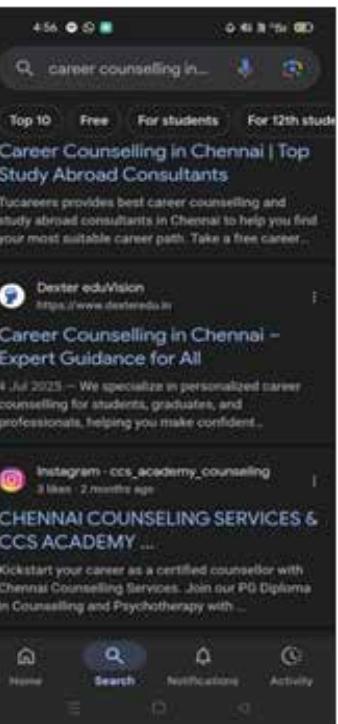
DEXTER EDU VISION
EDUCATIONAL PSYCHOLOGIST

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



The Problem They Faced

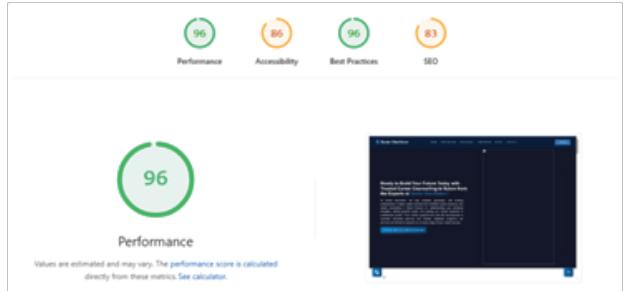
- Challenge 1** : Invisible on Google (Page 5+ rankings)
- Challenge 2** : Competitors getting all the customers
- Challenge 3** : Website getting only 50 visitors per month
- Challenge 4** : Phone rarely ringing from online searches
- Challenge 5** : Losing business to competitors with better online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

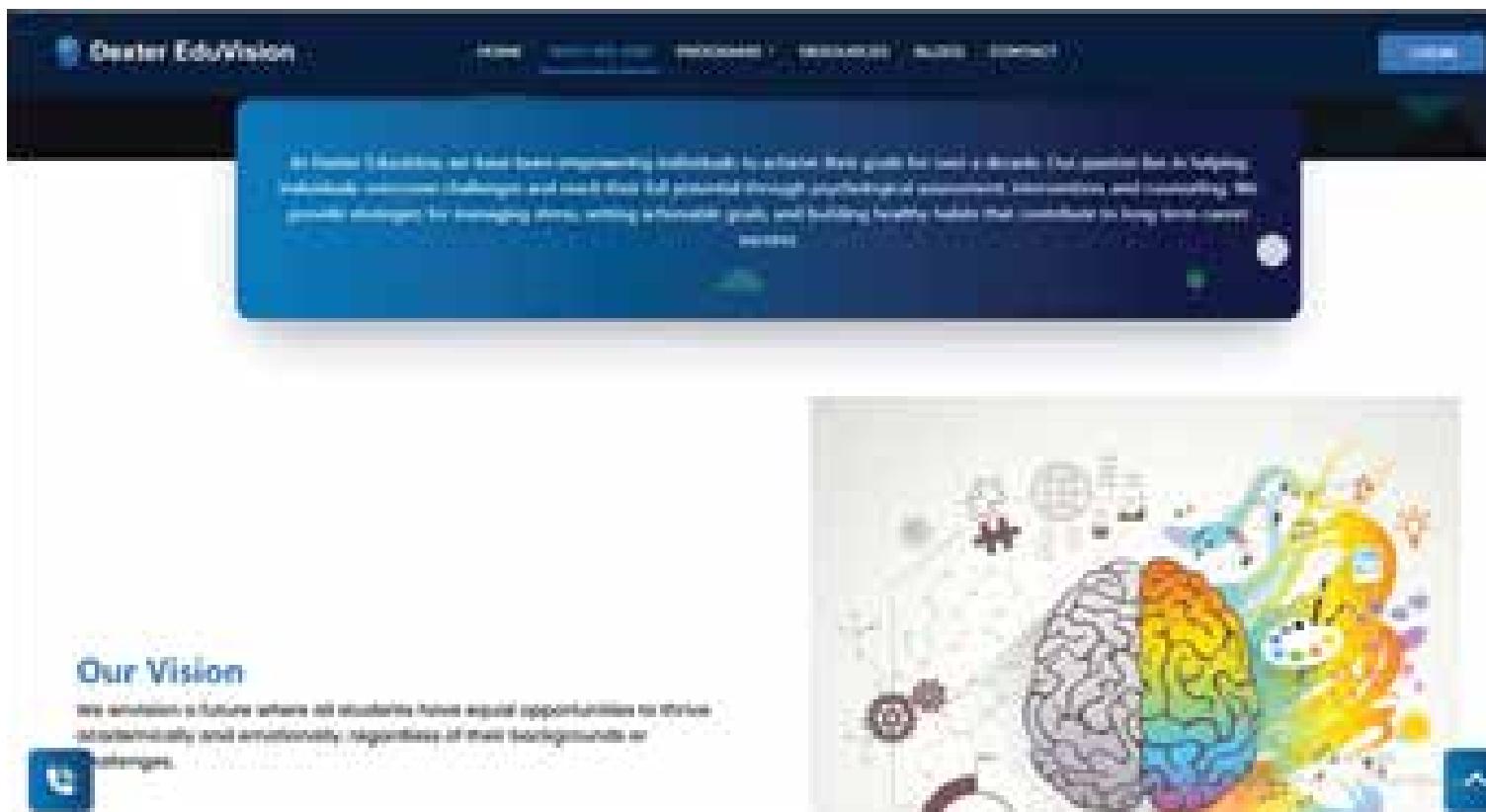
Build brand authority and trust with Google

Enhance online reputation and domain authority



Before/after website comparison

Before



Dexter Education

Home | About Us | Mission | Programs | Resources | News | Contact

Our mission is to help individuals to reach their goals to the best of their ability. We believe that by helping individuals overcome challenges and meet those challenges through a variety of educational alternatives and supporting the people alongside them, they can reach education goals and building healthy futures that contribute to being successful members.

Our Vision

We envision a future where all students have equal opportunities to thrive professionally and personally, regardless of their backgrounds or challenges.

After



Dexter Education

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Our mission is to help individuals to reach their goals to the best of their ability. We believe that by helping individuals overcome challenges and meet those challenges through a variety of educational alternatives and supporting the people alongside them, they can reach education goals and building healthy futures that contribute to being successful members.

Our Vision

We envision a future where all students have equal opportunities to thrive professionally and personally, regardless of their backgrounds or challenges.

Our Mission

Our mission at Dexter Education is to provide students with personal, professionally through an experiential model of educational pathways and career guidance, the best education to helping individuals realize their potential, build personal resilience, and achieve their full potential in a community of individuals.

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

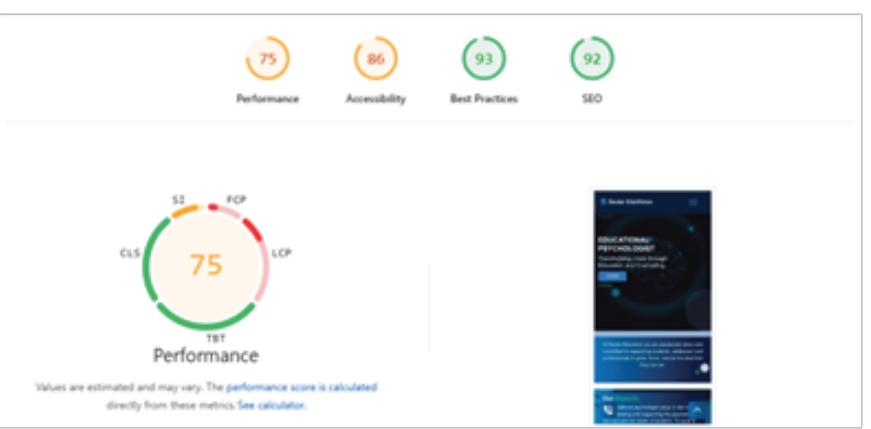
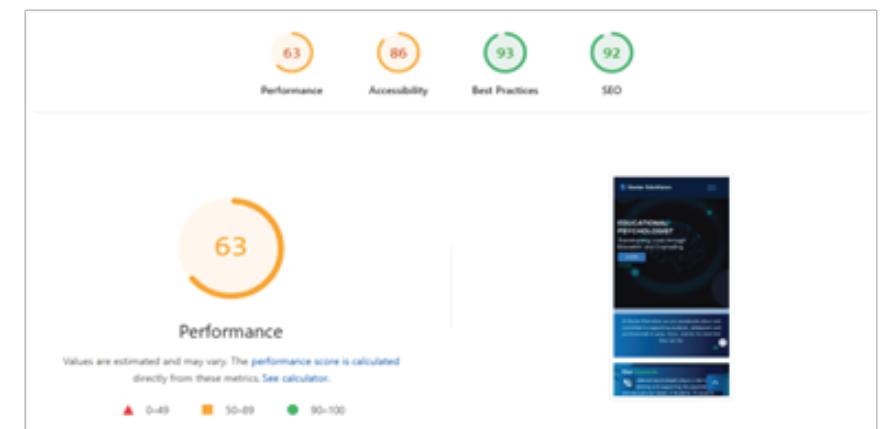
Week 3-4: Local SEO Setup

Optimized Google My Business profile

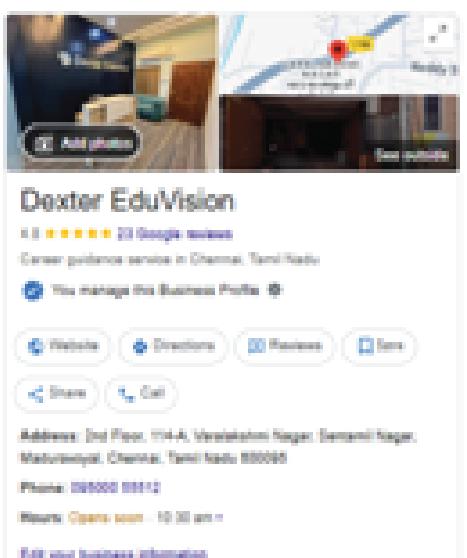
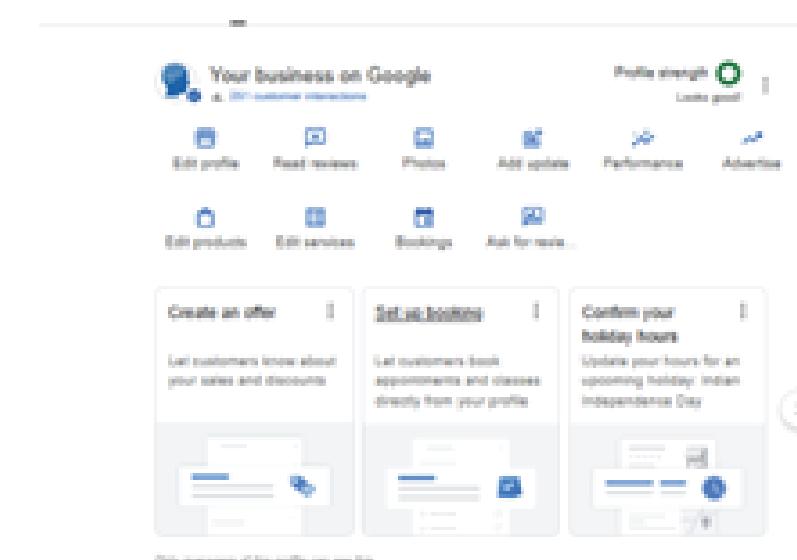
Added business to 30+ local directories

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

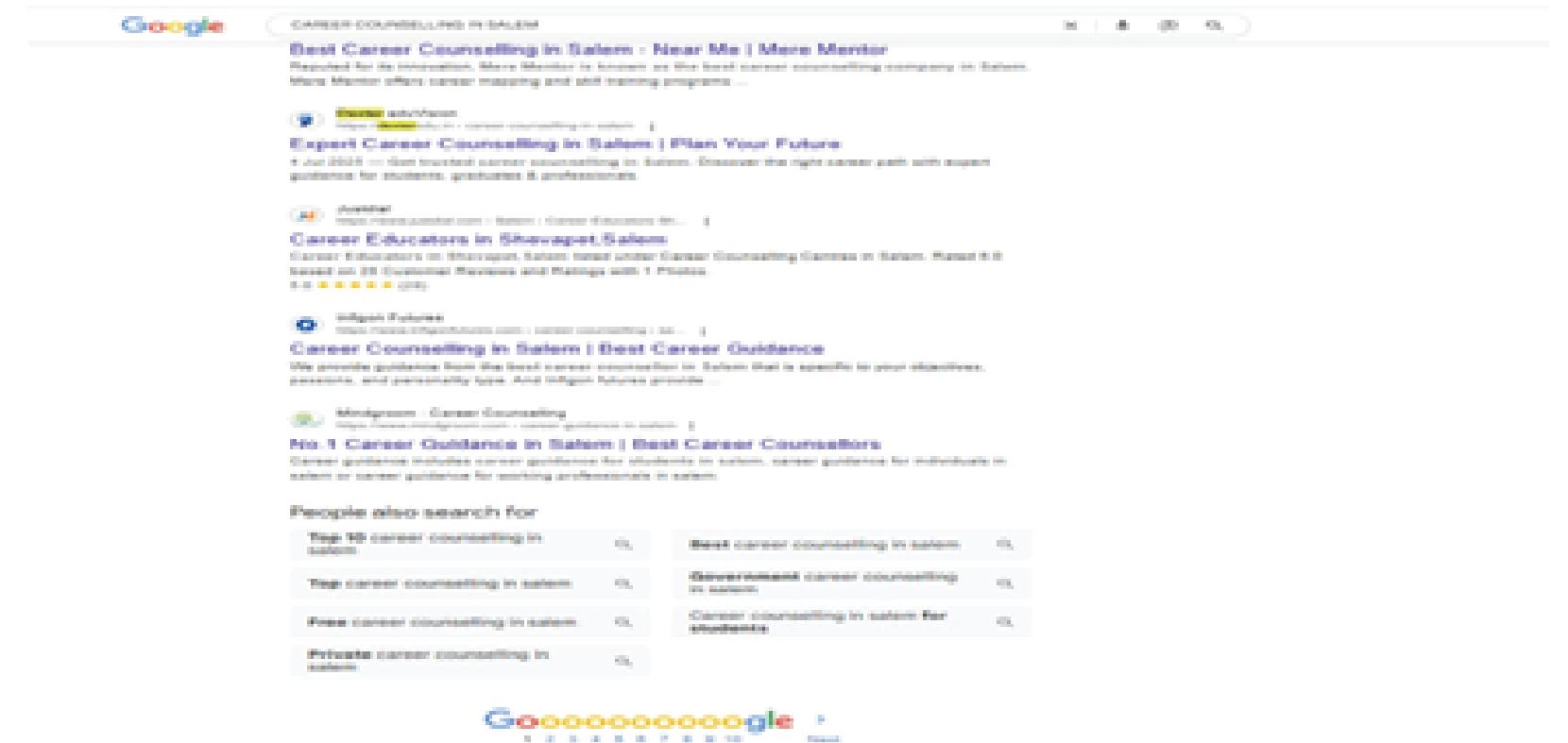
Added customer FAQ section

Local Citations:

Listed business in 100+ online directories

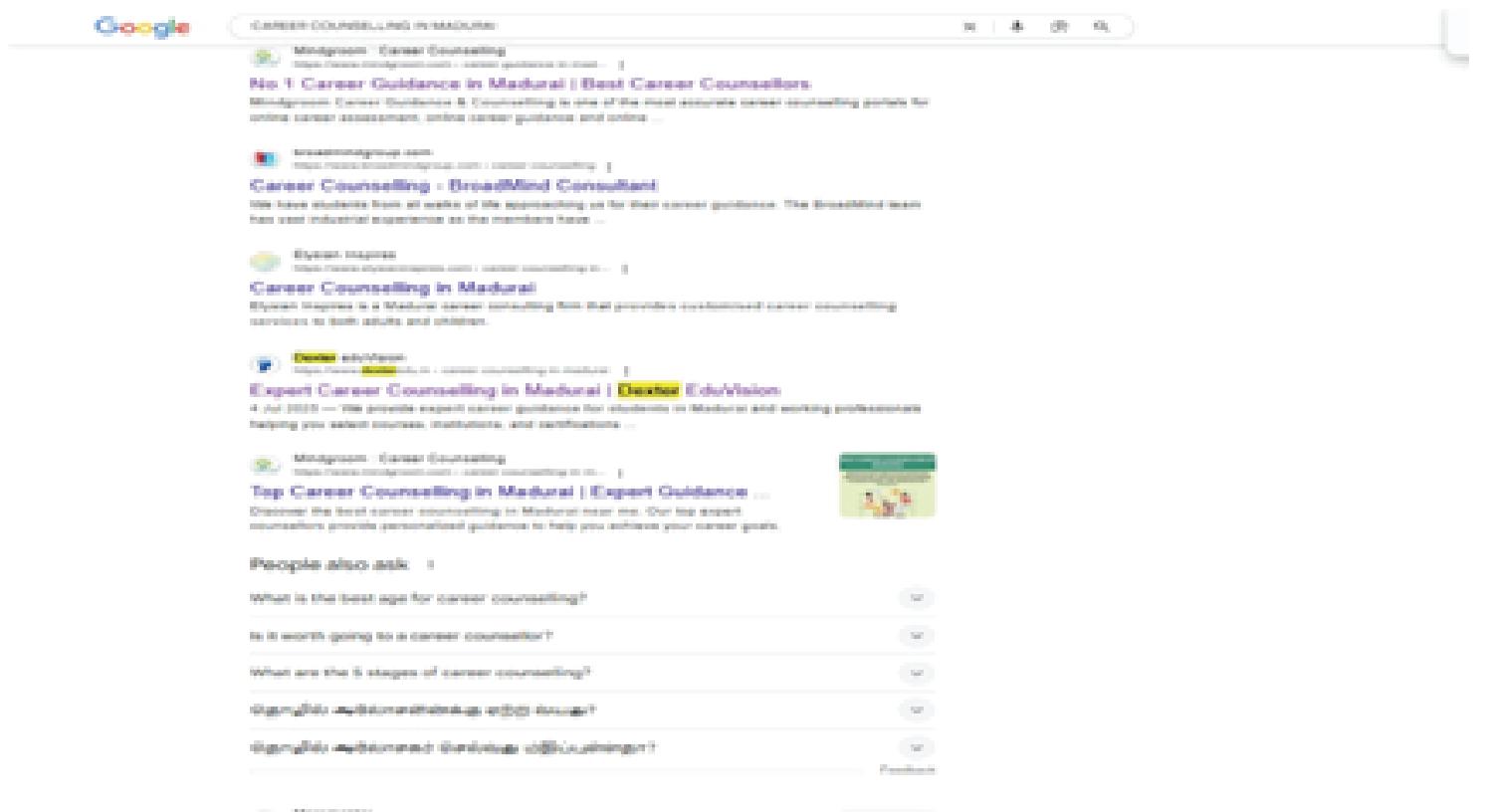
Ensured consistent business information everywhere

- 1. Keyword :** Career counselling in salem
Position : 1st Page 6th Position



2. Keyword : Career counselling in Madurai

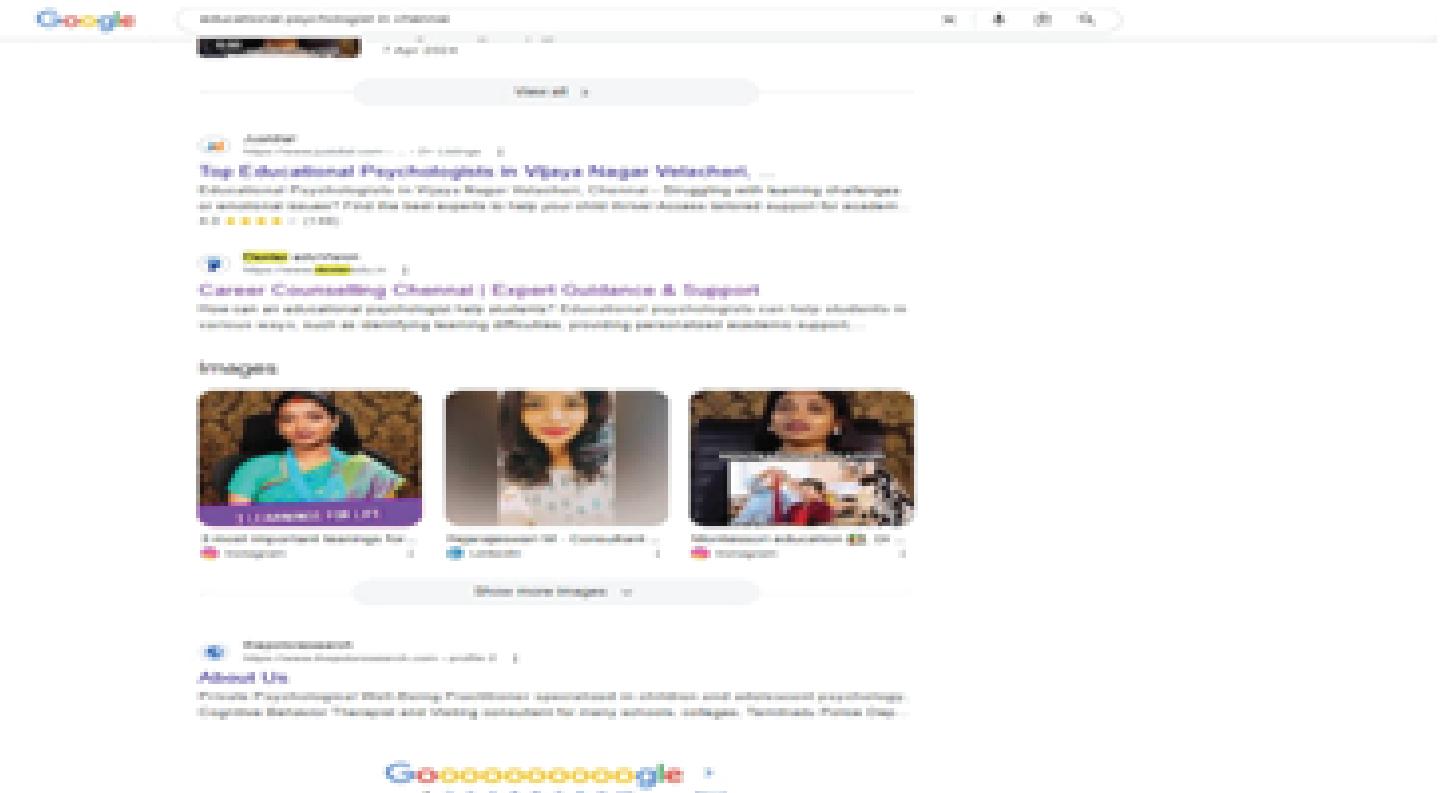
Position : 1st Page 6th Position



Google search results for "Career Counselling in Madurai" showing the 6th position result. The result is for "No 1 Career Guidance in Madurai | Best Career Counsellors". The snippet describes the service as one of the most accurate career consulting portal for online career assessment, online career guidance and online career counselling. The result is from a website called "Mindgroup".

3. Keyword : Educational psychologist in Chennai

Position : 1st Page 6th Position



Google search results for "Educational psychologist in Chennai" showing the 6th position result. The result is for "Top Educational Psychologists in Vijaya Nagar Velachery". The snippet describes the service as helping students struggling with learning challenges and educational issues. The result is from a website called "Mindgroup".

Content optimization example

Scan Properties

Sources Found: 0

Words: 630

Characters: 5074

[View More Details](#)

Plagiarism: 0%

0% Exact Match

0% Partial Match

Unique: 100%

Get Started

Get started with expert career counseling in Modulor at Center Solutions, Inc.

We offer personalized guidance for students, graduates, and professionals to help you make informed career choices. Our programs include career discovery, skill development, and overseas education counseling in Modulor. With psychometric assessments and one-on-one mentoring, we align your strengths with the right career path. Begin your career journey with reliable guidance from experienced career counseling professionals in Modulor, dedicated to students and working individuals.

[Connect with us to start your journey!](#)

What We Are

Our team consists of accomplished career counselors focused on a mission



Congratulations!

No Plagiarism Found!

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:

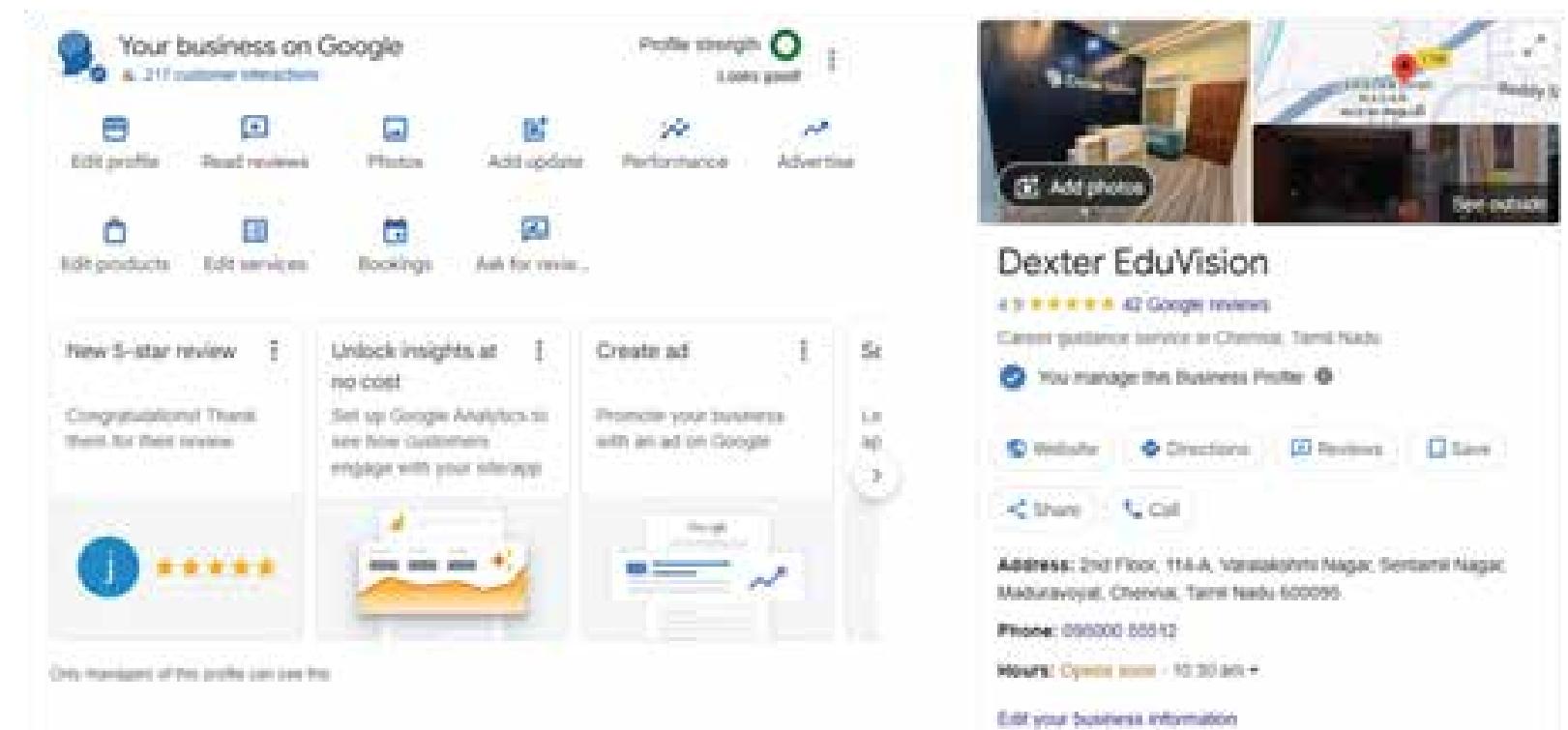
Conducted monthly SEO performance audits to measure progress

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

Google search results for "dexter eduvision".

- Justdial**
https://www.justdial.com/.../Dexter-Edu-Vision...
Dexter Edu Vision - Psychologist Doctors In Chennai
Rated 4.3 stars based on 12 customer reviews. Dexter Edu Vision has established a strong reputation for excellence in the field of Psychologist Doctors. The ...
- dennisdemo.com**
https://www.dennisdemo.com/.../Professional-Services/...
Dexter EduVision - Professional Services - Local Business
Professional Services 114-A 2nd Floor, 114-A, Varalakshmi Nagar, Sentamai Nagar, Maduravoyal, Chennai, Tamil Nadu 600095, Chennai, Tamil Nadu, 600095, India.
- Instagram** - dexter_eduvision
8 likes · 1 month ago
Your Global Future Starts Here! 🌎 Dexter EduVision ...
Dexter EduVision connects you with the BEST COURSES & UNIVERSITIES ABROAD tailored to your strengths and career goals! Whether you're aiming ...

Screenshot of a business listing page for Dexter EduVision.

Search - Create your KARU Search Listing Profile

Double your sales, increase your customers and grow your business with Karu Search's business directory and marketing platform.

LIST YOUR BUSINESS OR PROFESSION

DETER EDUVISION | ACADEMY IN CHENNAI
114 FLOOR, 114-A, VARALAKSHMI NAGAR, SENTAMAI NAGAR, MADURAVOYAL, CHENNAI, TAMIL NADU, 600095, CHENNAI, TAMIL NADU, 600095, INDIA

CATEGORIZED UNDER
Business

NO LOGO

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"

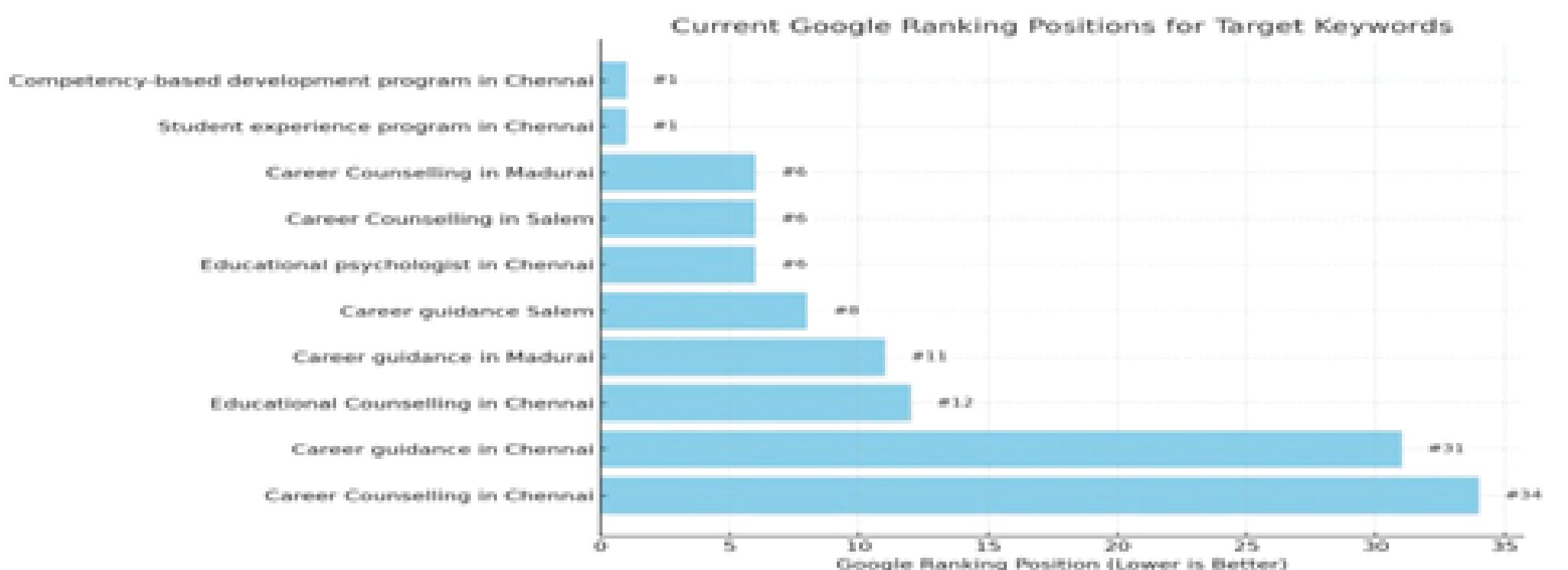
– 5th page 4th position 4th page 3rd Position

Total Rankings: 20

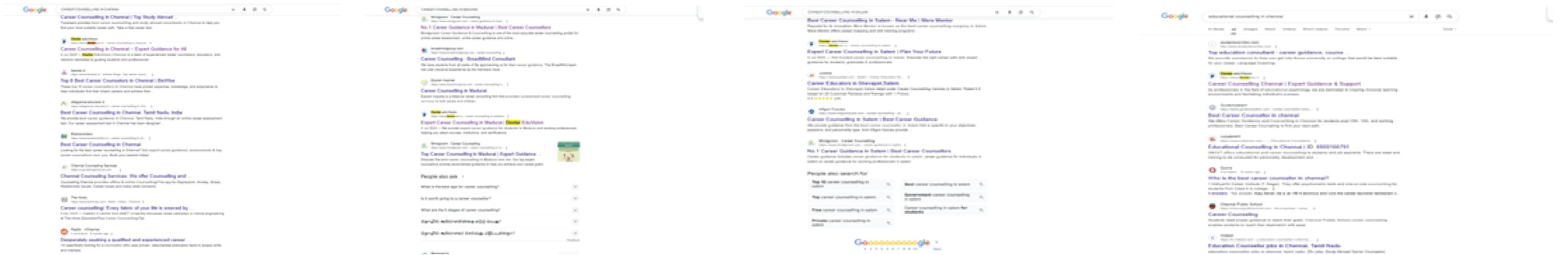
Now ranking for 13 keywords

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

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.

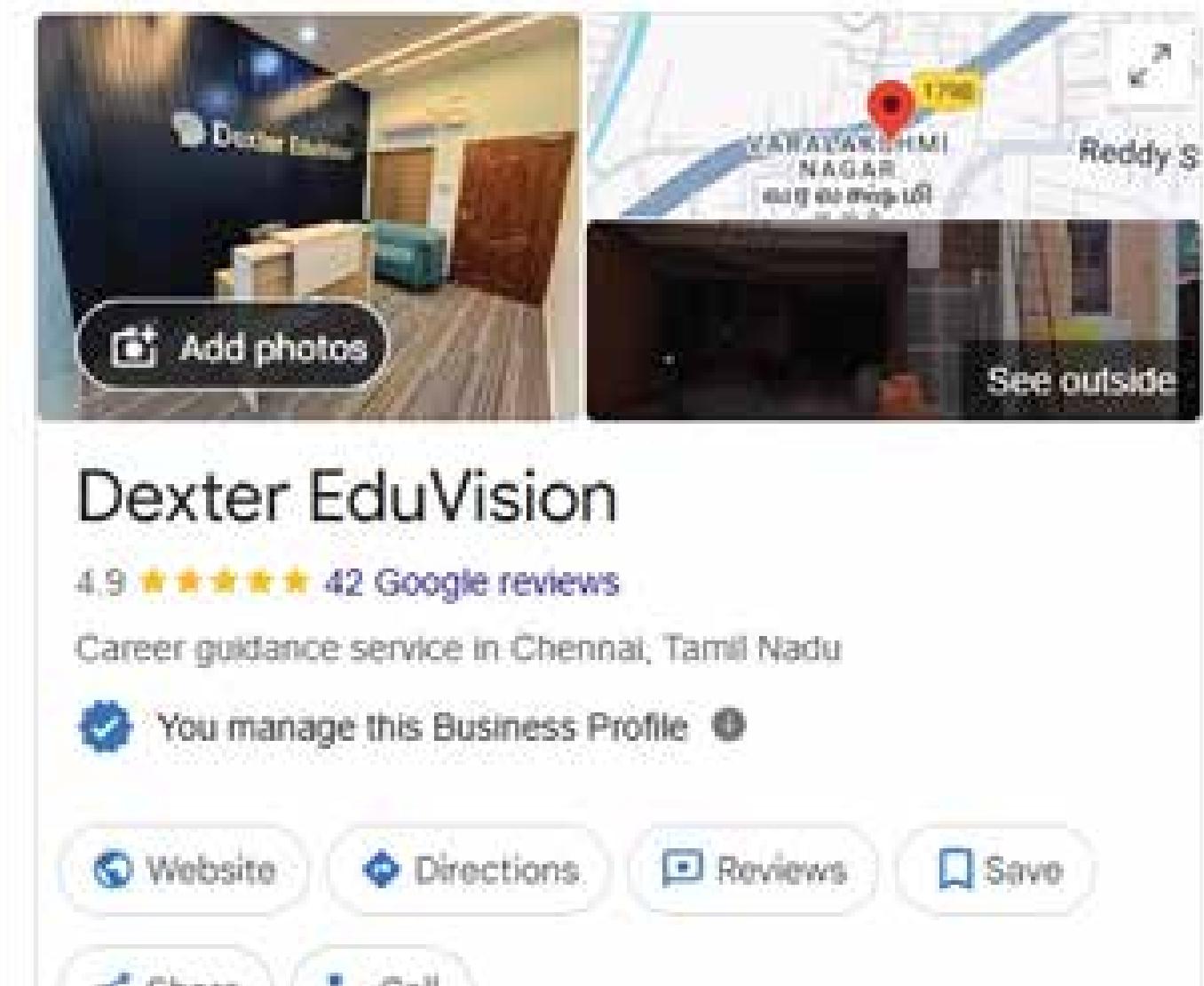
Before, we were struggling to attract new customers — now, they're finding us online."

Client Name : Dexter EduVision

Position : Owner, Dexter EduVision

Result Summary : Improved online visibility for local keywords, Customers now find the business online with ease

Star ratings



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