About The Project:

Admiral Farragut Academy is a renowned international preparatory and boarding school located in St. Petersburg, Florida. The school offers a high-quality college prep education to local day students from Kindergarten to 12th grade and international boarding students from 8th to 12th grade or their postgraduate year.

Key Challenges:

Admiral Farragut Academy was facing difficulties in ranking for some major keywords, including "boarding school in Florida," "military schools in Florida," "summer boarding school programs," and "summer camps in St. Petersburg FL." This resulted in low website traffic, and they were struggling to reach their target audience.

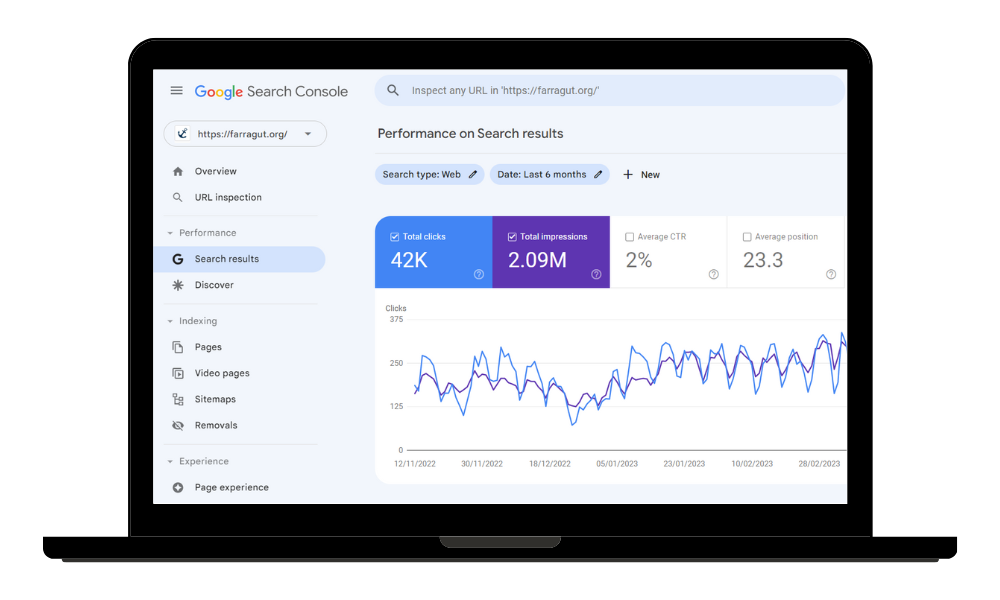
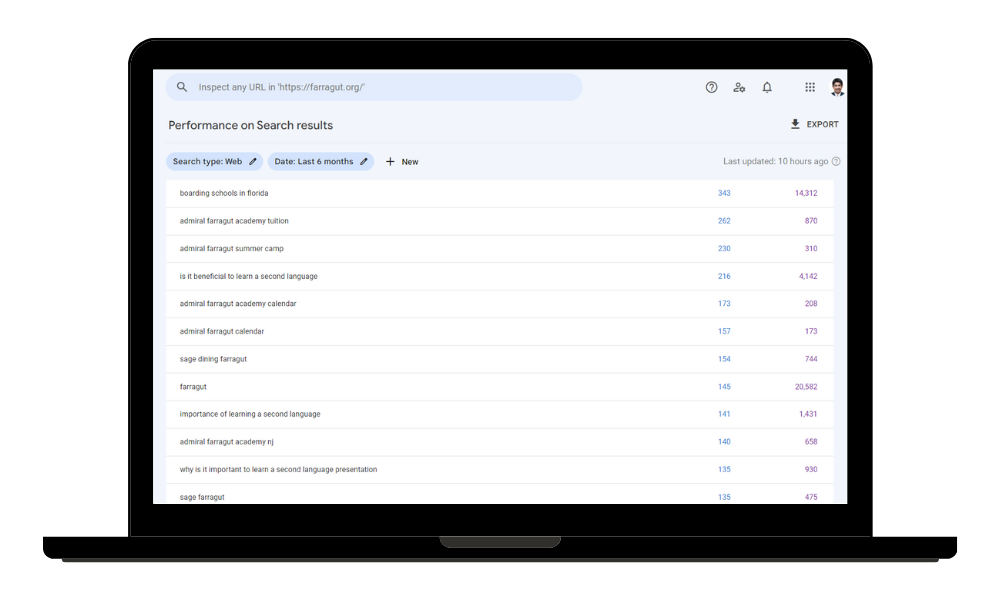
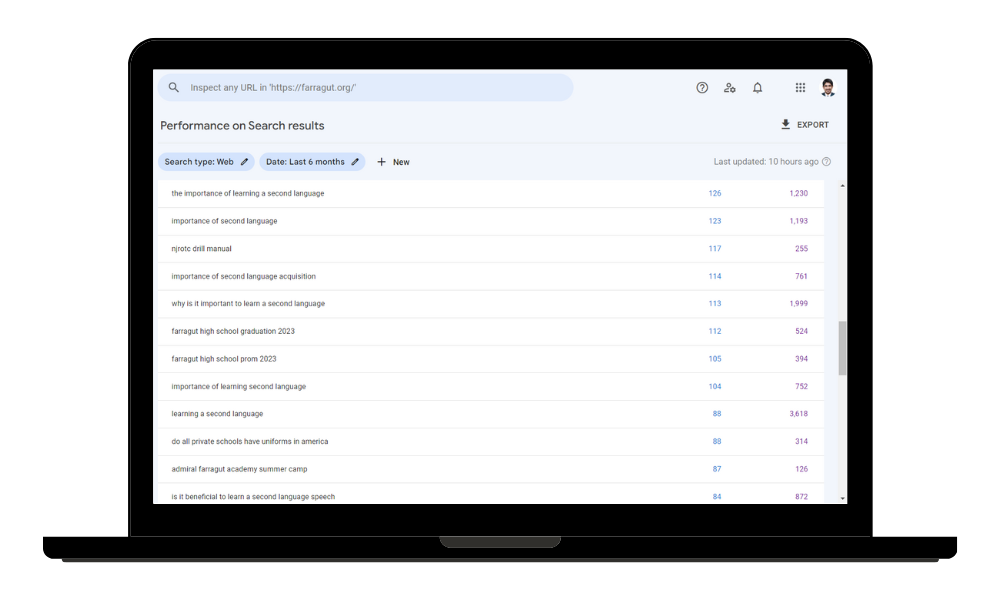
Our Solutions:

We recommended that Admiral Farragut Academy invest in proper SEO strategies to increase their online visibility and reach their target audience. We performed a comprehensive analysis of their website and identified areas for improvement. We optimized their website content, including titles, meta descriptions, and schema.org, set up Google Search Console and Google Analytics, and worked on building quality backlinks. Additionally, we recommended they continue SEO efforts as a long-term investment.

Results Obtained:

As a result of our SEO efforts, Admiral Farragut Academy was able to rank for 5.4K keywords in Google search, resulting in a total traffic of 42K and 2.09M impressions. This helped them reach their target audience and attract more students to their school.

Tool Used:

For this project, we utilized various SEO tools, including SEMRush, Ahref, Screaming Frog, Google Tag Manager, Google Analytics, and Google Search Console. These tools provided us with valuable insights into website performance, keyword ranking, and traffic analysis, allowing us to make informed decisions about SEO strategies to implement.  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
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