



Analysis on Keyword Optimization for Schools

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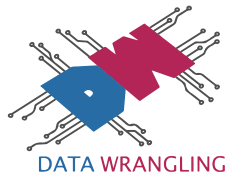
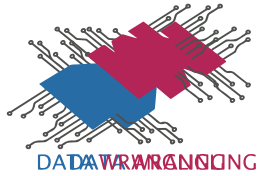


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1. Abstract

In this internet age people rely heavily on the internet to help them find the products and services they need. This includes even the schools they attend and to what life choice they make. This means that if you want prospect to become students in your school, the school's website needs to appear in search engine results like Google for the words and phrases they're searching.

Keywords are very important for enterprises such as schools. The keywords you select and apply to your website plays an important role in attracting possible students to your school, basically in the marketing of your schools. Very important to marketing strategy are well-thought-out keywords. These are what your website visitors type into search engines like google to find your school and get more information about it.



2. Introduction

2.1 Background

A keyword in the context of digital marketing can be described as any search term entered on a search engine like Google that has a results' page where websites are listed.

Knowing how to select the most effective keywords is so important in getting your school's website to rank at the top of the search results list. The more keywords you choose that your internet users are using on search engines, the more traffic you will get on your website. And the more traffic, the better the chances are of having students to your school.

This process of researching, analyzing, and selecting the best keywords is called Keyword Optimization and we can already see how important it is in school marketing.

Keyword optimization is the act of researching, analyzing and choosing the most effective keywords to focus on to drive qualified traffic from search engines to your website. Keyword improvement remains an important part in any content marketing strategy.

2.2 Purpose

The purpose of this report is to find different words or phrases school prospect might use when searching for a good secondary school in Nigeria.

2.3 Scope

We have limited our research to Nigeria only.

3. Collected Data

When checked on Google Keyword Planner, we searched with '**private secondary school**', '**secondary school**', '**secondary school lagos state**', '**best private secondary school**' and these are the top 20 most searched phrases, with their minimum and maximum monthly search volumes.

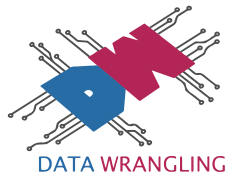
S/N	Keyword	Min search volume	Max search volume
1	secondary school	1,000	10,000
2	secondary education	100	1,000
3	secondary school girls	100	1,000
4	secondary school students	100	1,000
5	government secondary school	100	1,000
6	junior secondary school	100	1,000
7	best secondary schools in lagos	100	1,000
8	secondary schools in lagos	100	1,000
9	st gregory's college lagos	100	1,000
10	temple secondary school	100	1,000
11	top secondary schools in lagos	100	1,000
12	private secondary schools in lagos	100	1,000
13	private secondary schools in lagos mainland	100	1,000
14	list of public secondary schools in lagos state	100	1,000
15	best secondary schools in lagos 2019	100	1,000
16	private secondary school	10	100
17	best private secondary school	10	100
18	secondary schools near me	10	100
19	senior secondary	10	100
20	ossd	10	100

When we checked on Moz Keyword Explorer, we searched with '**best secondary schools in lagos**'. The top 20 suggestions are below. They defined 'Relevancy' to be based on keywords that appear in the most sources.

S/N	Keyword	Relevancy
1	best secondary schools in lagos	5
2	best secondary schools in lagos nigeria	5
3	best secondary schools in lagos state	5
4	best secondary schools in lagos 2017	5
5	private secondary schools in lagos mainland	5
6	list of secondary schools in lagos	5
7	top 50 secondary schools in lagos	5
8	secondary schools in lagos	5
9	public secondary schools in lagos state	5
10	top 100 secondary schools in lagos state	5
11	list of public secondary schools in lagos state	5
12	best secondary school in lagos	5
13	private secondary schools in lagos	5
14	best secondary schools in lagos 2018	5
15	list of secondary schools in lagos nigeria	5
16	best schools in lagos	5
17	best public secondary school in lagos state	5
18	list of private secondary schools in lagos state	5
19	affordable secondary schools in lagos	5
20	best boarding schools in lagos	5

We also sent out a Google Form survey to some people to fill out phrases they are likely to search with. Below are the responses we got back:

S/N	Keyword Suggestions
1	Top Secondary Schools in Nigeria
2	Secondary with the best WAEC result
3	Best secondary in NIGERIA
4	Do they have well qualified Teachers?
5	Is the environment conducive for learning?
6	How well do their students pass O'level examinations?
7	Best secondary school in a particular area
8	Top schools in nigeria
9	Best secondary schools in lagos
10	Most expensive secondary school in nigeria
11	Top ten secondary school to send your child
12	Schools like Caleb secondary schools
13	Nigerian secondary school
14	Best Waec result
15	Best IGCSE result
16	Expensive Schools
17	Highly rated secondary school
18	Best Secondary schools in Nigeria
19	Secondary schools with the best A'levels results
20	best schools in Lagos
21	top 10 schools in Lagos
22	Lagos secondary school ranking 2020
23	Top 10 secondary schools in the Nigeria
24	Best secondary schools with high performing students
25	Top secondary schools that produce the best SSCE results
26	Best secondary school in nigeria
27	Award winning schools in nigeria
28	Schools with best results in nigeria
29	Best school with high WASCCE score in Nigeria
30	Best secondary boarding school in Lagos
31	School with best NECO results in Nigeria
32	School with very good curriculum in Nigeria
33	Standard schools in Nigeria
34	secondary school with Air condition
35	List of public schools in Nigeria
36	Lists of unity schools in Nigeria



37	Are federal Government schools free
38	secondary school with conducive environment
39	secondary school with doctorate degree holder teacher
40	British curriculum secondary school
41	Top secondary schools in Nigeria
42	Best schools in Nigeria
43	Best cheap schools in Nigeria
44	Ivy Schools in Nigeria.
45	Expensive Secondary Schools in Nigeria.
46	Secondary Schools in Abuja

4. Conclusion

4.1 Interpretation

1. When we searched some of these phrases on Google, we found out that most times, the first 3-5 results are links to blogs that lists some of the best schools in Nigeria. Some blog websites offer services for schools to register their school for listings on such websites.
2. At the top of the pages (Google My Business section), a list of some schools with their address and contacts come up when some phrases were searched on Google.

4.2 Recommendation

1. Consider registering your school with some top blog websites for listing and partnership. Some top websites that we found to appear often are:
 - Edusko at <https://www.edusko.com/>
 - Schools Compass at <https://schoolscompass.com.ng/>
2. Consider adding your school to Google My Business at <https://www.google.com/business/>.
3. Consider adding short blogs to your website and plug in some of these top keywords around the blog. One school we found to do this quite well by appearing many times in the first page during different searches we performed was Greensprings School at <https://www.greenspringsschool.com/>.



5. Works Cited

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