

**Analysis on Keyword Optimization for Schools**

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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.



1. **Introduction**

**2.1 Background**

A keyword in the context of digital marketing can be described has 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.





1. **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 |



1. **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/>

1. Consider adding your school to Google My Business at <https://www.google.com/business/>.
2. 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/>.



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