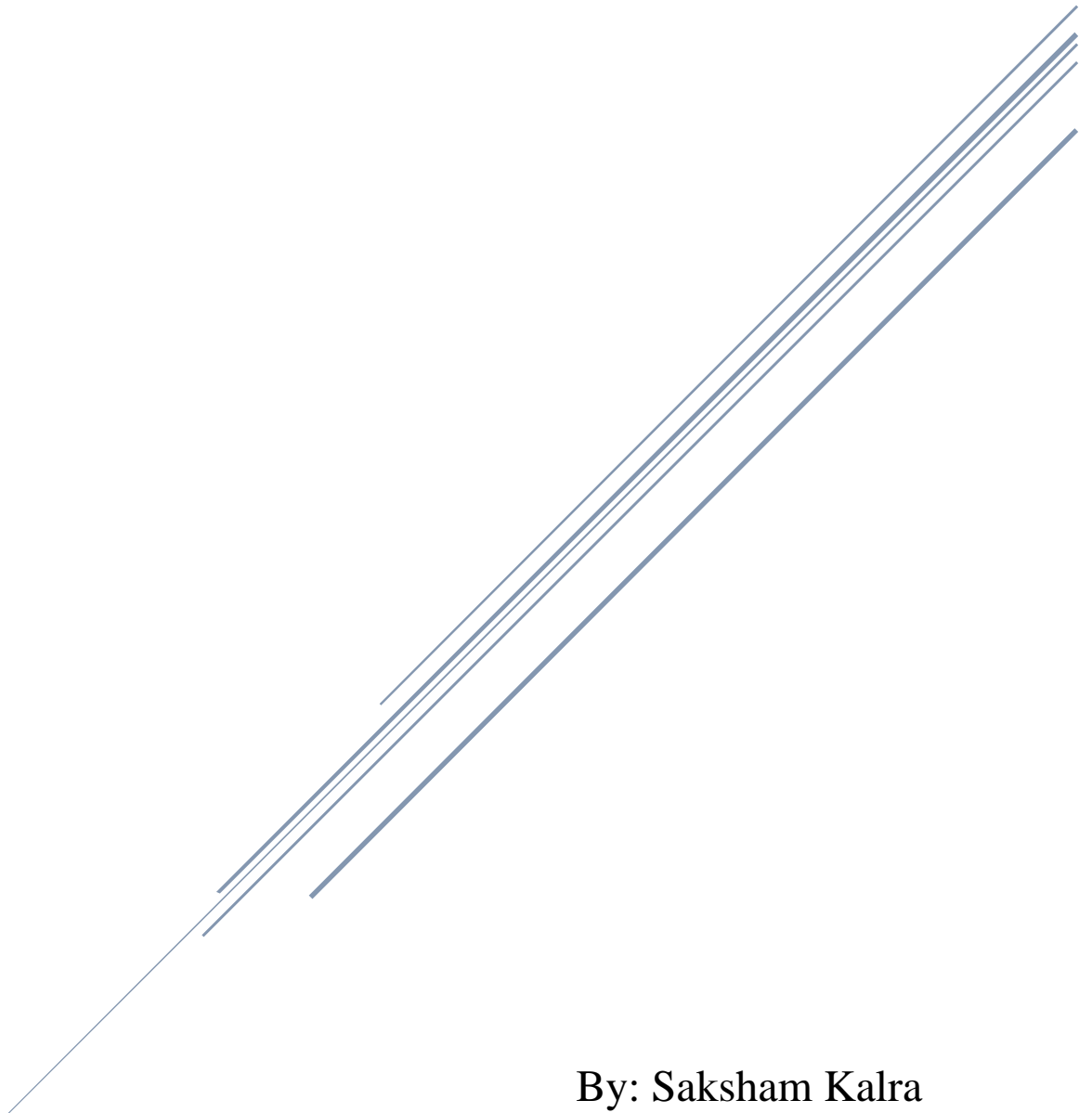


# SEARCH GROWTH STRATEGY

For: [iDreamCareer.com](http://iDreamCareer.com)



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## Introduction

I hope most of us are aware of that majority of online experiences involves search. Below are some important figures which, I think, we all should be aware of.

- 68% of online experiences begin with a search engine.
- 53% of all website traffic comes from organic search.
- 93% of global traffic comes from Google Search, Google Images, and Google Maps.

(Figures Source: HubSpot)

If we will not work to capture these online experiences, we would lack far behind from the success.

Now, we have two major components to reach out to the people who are exploring the world through search.

1. **Search Engine Optimization (SEO)** - A process of increasing the number of users on the website by enhancing brand visibility in organic search results.
2. **Search Engine Marketing (SEM)** – A process of enhancing website traffic and visibility in search results through paid advertisements.

## SEO vs SEM

The major difference between both of them is that SEO is an **organic form** of marketing to drive results and SEM is a **paid form** to drive results.

## Work Strategy

### Goals:

- High Rankings
- Increase Website Traffic by 5x
- Organic Leads

### Time Span:

- Maximum 4 Quarters

### Step 1: Target Group and User Personas

- First and foremost, step of starting a marketing effort
- A research that involves using questionnaires, F2F conversations, and other methods to know the audience.

Target Group for iDC	Class 9 <sup>th</sup> / 10 <sup>th</sup> Student	Class 11 <sup>th</sup> / 12 <sup>th</sup> Student	College Graduate	Working Professional
Age Range	14 – 16	16 – 18	18 – 24	24<
Primary Goal	Score good marks in class 10 <sup>th</sup>	Get highest marks in class 12 <sup>th</sup> / study abroad	Get a job / pursue professional certification	High paying job / hike in current salary /
Primary Challenge	What stream to choose after 10 <sup>th</sup>	Which course / college is best	Interview cracking / Which career to choose	Which company is best / career transformation
Decision Influencers	Parents, family, siblings, friends, classmates, teachers.	Parents, family, siblings, friends, classmates, teachers, career counselors.	Parents, family, siblings, friends, professors, placement officers, career counselors.	Family, spouse, colleagues, placement agencies, career counselors.

<b>Sources of Information</b>	School resources, education fairs, online resources, family and friends.	School resources, college fairs, online resources, social media, family and friends	College seminars, professors, corporate visits, online resources, social media, family and friends	Online resources, industry experts, social media, colleagues, family and friends
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## **Step 2: Website Audit**

A website audit is a full analysis of all the factors that affect a website's visibility in search engine results.

As performed the website audit, I found that website is quite good in terms of On-Page, Technical, and Off-Page Optimization but there is some room for improvements:

- Putting Alt Attributes to all images as it enhances the chance to rank image-based content higher. Alt Attribute is an HTML attribute used to define alternative text.
- Replacing sitemap with html version for better crawlability. Also, bots prefer html version of sitemaps.
- 10 Pages have missing H1 Tags that need to be fixed.
- 34 Pages have missing H2 Tags that can be fixed for better optimization.
- Structured Data not found on the website. Need to add structured data to get rich results on search result pages.
- Can Integrate Google My Business on the website for better Google Maps Results.

## **Step 3: Competitor Analysis**

Below are some figures of iDreamCareer and its competitors:

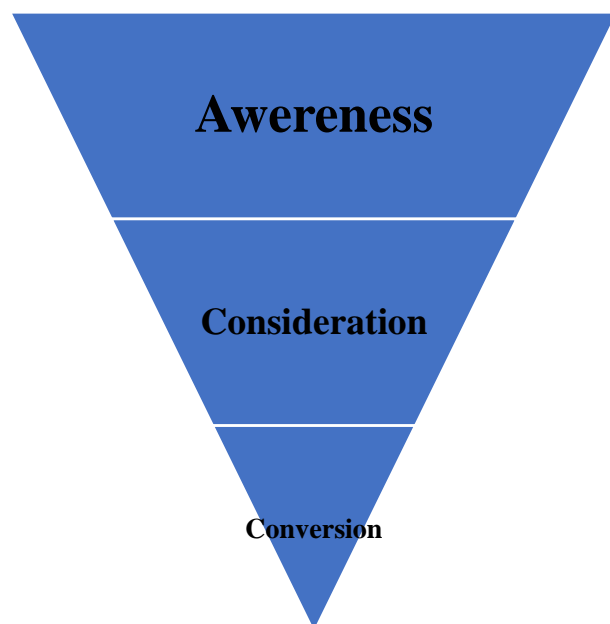
(May'2021 Overview)

Website	Total Website Visits	Primary Traffic Sources	Bounce Rate	Social Traffic Primary Sources
iDreamCareer.com	152.48K	Organic Search and Direct	67.44%	LinkedIn and Instagram
careers360.com	10.47M	Organic Search and Direct	60.59%	YouTube and Quora
mindler.com	436.88K	Organic Search and Direct	69.79%	YouTube and Facebook
careerguide.com	357.86K	Organic Search and Direct	76.29%	Pinterest and Facebook
brainwonders.in	104.19K	Referrals and Organic Search	60.46%	Instagram

#### Step 4: Keyword Research and Analysis

It's time to identify what our users are searching for on the search engines.

##### Conversion Funnel



##### Top of the Funnel

(User looks for a solution to a problem) – Mostly question based keywords – Informational Intent Keywords)

##### Middle of the Funnel

(Research stage where user is serious to make a purchase – Navigational Intent Keywords)

##### Bottom of the Funnel

(Ready to make a purchase – Transactional Intent Keywords)

Some examples:

Keyword	Average Monthly Searches	Competition	Intent
commerce subjects class 11	10K – 100K	Low	Informational
11th science subjects	1K – 10K	Low	Informational
govt medical colleges in delhi	1K – 10K	Low	Navigational
all engineering exams in india	100 – 1K	Low	Informational
iim admission process	1K – 10K	Low	Informational
management classes online	100 – 1K	Medium	Navigational
event planning courses	100 – 1K	Medium	Informational
vocational courses after 10th	1K – 10K	Low	Informational
job interview tips	100 – 1K	Low	Informational

### Step 5: Content Planning

Let's plan the content based on the keyword shortlisted.

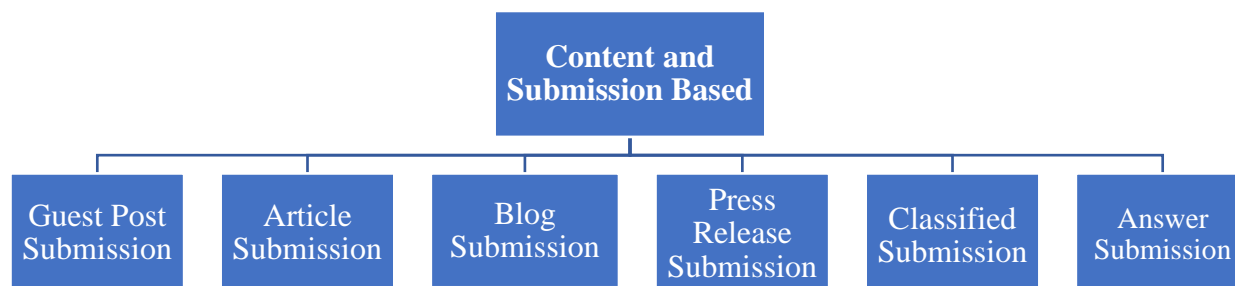
Keywords	Topic	Content Description
commerce subjects class 11	Streams and Subjects in Class 11th	Content will include all the stream choices available to students with the subjects.
govt medical colleges in delhi	Top Government Medical Colleges in Delhi	A brief about medical courses and a list of medical colleges of Delhi

all engineering exams in india	Engineering Entrance and Scholarship Exams in India	All types of scholarships and entrance exams available for engineering stream in India.
iim admission process	Top B-Schools Admission Eligibility, Criteria, and Process	A detailed description about the eligibility, criteria, and process of the top b-schools like IIM, SP Jain, Symbiosis etc.
event planning courses	Best Event Planning and Management Courses	A piece of content about Multiple Event Planning and Management Courses available in India.
job interview tips	How to Crack a Job Interview?	Content will include Tips, Tricks, and Strategies to prepare and crack a job interview.

## Step 6: Link Building

Once the content is updated and optimized on the website, it's time to make efforts on earning quality links to increase relevance and authority of the content and website.

Strategies that will be used for link-building are:





## Step 7: Tracking and Analysis

All efforts we have made are of no use if we do not have any goals and KPIs (Key Performance Indicators) to track.

As per our pre-defined goals, Following KPIs will be considered to evaluate the performance on timely basis:



**Nutshell:** SEO efforts are never ending. It is not only limited to what strategies we make and plan. Sometimes, trends and UGC (User Generated Content) give opportunities to produce the content and increase engagements. If we maintain consistency with our efforts by working as a team, we will definitely achieve our goals.



**Software's and Tools Used:**

- Screaming Frog
- SEMrush
- Google Keyword Planner
- SEOptimer
- Moz
- SimilarWeb

**Budget Requirement Estimations:**

**SEO**

As it is an organic process, we would hardly be spending any amount if in case we need to spend any.

**SEM**

For paid marketing, it's all about the past data, keyword's selection, channels, Ad Placements, and various other factors. Our efforts will be productive if we would be aware of the behavior of past audience on our website.

If we are reaching our target audience through our ads which is well optimized in terms of landing pages and ad copies/content, we will definitely be able to achieve more with less spending.

**That's All! I Appreciate Your Patience. 😊**

*Thank you*