



# How did we build visibility for a Law School from scratch?

## Case Study

### About the Client

Vinayaka Mission's Law School (VMLS), under Vinayaka Missions Research Foundation – Deemed to be University (VMRF-DU), offers quality legal education through a range of undergraduate programmes like LL.B. (Hons.), B.A. LL.B. (Hons.), B.B.A. LL.B. (Hons.), and B.Com. LL.B. (Hons.), along with postgraduate specializations including Corporate and Financial Laws, Commercial Dispute Resolution, Criminal Law and Practice, and Artificial Intelligence, Emerging Technologies & Intellectual Property. VMLS is dedicated to shaping skilled and ethical legal professionals for the modern world.

### Client's Challenges and Goals

Although the law school offered trusted and wide-ranging programmes, its online presence was almost nonexistent. The website included only basic details such as the admission page, about section, and a general programmes list. However, the absence of dedicated programme-specific pages made it difficult for the site to rank well on Google. Keywords like "**LLB College**," "**Law College**," and "**Law Course**" were assigned to the homepage or blog pages, which neither matched user intent nor met search engine requirements. As a result, many keywords were either not indexed or ranked poorly, leading to a loss of visibility and potential students. Our objective was to build comprehensive online visibility from the ground up, positioning the law school as a leading destination for students actively searching for top law colleges.



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## Our Strategy

Creating dedicated programme pages for both undergraduate and postgraduate courses.

Optimizing the website with local search keywords to improve visibility in target regions.

Driving organic traffic through informative and SEO-friendly blogs.

Converting SEO activities into measurable business outcomes, including more inquiries, registrations, and campus visits.



## Our Actions

### 1. Initial Audit and Strategy

We began with a full **SEO audit and identified key issues**: no dedicated programme pages, incorrect header structure, weak internal linking, and many important keywords not indexed by Google. The analysis confirmed that, in its existing form, the website had little to no chance of generating organic traffic or attracting prospective students.



## 2. Building the Programme Architecture

To address this, we developed a plan to expand the website with dedicated pages for each undergraduate and postgraduate programme. Each page was given its own URL, unique content, optimized headers (H1, H2, etc.), meta tags, and SEO-driven copy. This allowed Google to clearly recognize that the site matched specific student search queries such as “Top Law College” or “LLB Course.”

## 3. Comprehensive On-Site Optimization

- **Homepage optimization:** Redesigned to highlight core programmes and direct visitors to relevant subpages.
- **Faculty profiles optimization:** We optimized faculty pages by adding details about their expertise, research, and subjects taught, helping capture long-tail keyword traffic.
- **Header structure improvement:** Implemented a logical hierarchy of headers across all pages for better readability and search engine evaluation.
- **Internal linking:** Built a network of internal links to speed up indexing of new programme pages and strengthen Google’s understanding of the site structure.

## 4. Blog Launch and Content Marketing

We introduced a blog with regular educational articles addressing students’ common queries—such as career opportunities after law, tips for law entrance exams, and insights into different specializations. This not only attracted a wider student audience at the research stage but also positioned the Law College as a thought leader in legal education.

## 5. Monitoring and Ongoing Improvements

Post-implementation, we continuously tracked keyword rankings and organic traffic. Based on performance insights, we refined our strategy, created fresh content, and optimized existing pages to ensure consistent visibility, more inquiries, higher registrations, and increased campus visits.



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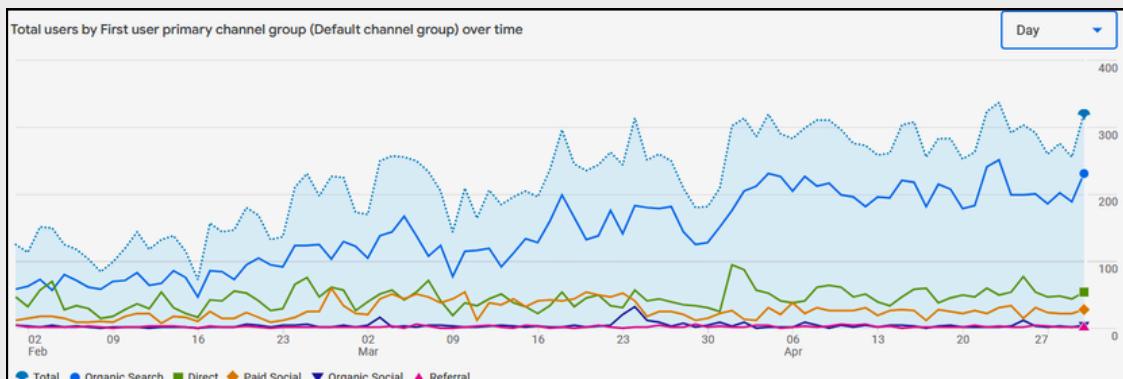
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## Results

Results were achieved faster than expected, just weeks after SEO changes.

- **Total users grew by 317.27%** with **new users up by 326.5%**, showing strong reach to fresh audiences.
- **Organic search traffic increased by 429%**, reflecting improved keyword rankings and visibility.
- **Direct traffic rose by 164.41%**, indicating stronger brand awareness and recall.
- Average engagement time per user dropped slightly, but...
- **Event count jumped by 174.67%**, proving users took more meaningful actions on the site.
- Most importantly, these SEO improvements drove **higher inquiries, registrations, and campus visits**, achieving the core business goals for the law college





| ↓ First user primary channel group |                          | ↓ Total users                    | New users                       | Returning users               | Average engagement time per active user | Engaged sessions per active user | Event count All events             |
|------------------------------------|--------------------------|----------------------------------|---------------------------------|-------------------------------|---|----------------------------------|------------------------------------|
| SHOW ALL ROWS                      |                          |                                  |                                 |                               |   |                                  |                                    |
| Total                              |                          | 17,421<br>vs. 4,175<br>↑ 317.27% | 16,753<br>vs. 3,928<br>↑ 326.5% | 1,626<br>vs. 595<br>↑ 173.28% | 45s<br>vs. 1m 17s<br>↓ -41.07%          | 1.20<br>vs. 1.24<br>↓ -3.68%     | 111,523<br>vs. 40,603<br>↑ 174.67% |
| 1                                  | Organic Search           |                                  |                                 |                               |   |                                  |                                    |
|                                    | 1 Feb - 30 Apr 2025      | 11,485 (65.93%)                  | 11,166 (66.65%)                 | 1,142 (70.23%)                | 54s                                     | 1.18                             | 72,500 (65.01%)                    |
|                                    | 2 Nov 2024 - 29 Jan 2025 | 2,171 (52%)                      | 2,052 (52.24%)                  | 419 (70.42%)                  | 1m 46s                                  | 1.34                             | 23,251 (57.26%)                    |
|                                    | % change                 | 429.02%                          | 444.15%                         | 172.55%                       | -49.13%                                 | -11.94%                          | 211.81%                            |
| 2                                  | Direct                   |                                  |                                 |                               |   |                                  |                                    |
|                                    | 1 Feb - 30 Apr 2025      | 3,046 (17.48%)                   | 2,786 (16.63%)                  | 415 (25.52%)                  | 46s                                     | 1.39                             | 26,769 (24%)                       |
|                                    | 2 Nov 2024 - 29 Jan 2025 | 1,152 (27.59%)                   | 1,033 (26.3%)                   | 149 (25.04%)                  | 1m 09s                                  | 1.27                             | 13,316 (32.8%)                     |
|                                    | % change                 | 164.41%                          | 169.7%                          | 178.52%                       | -31.99%                                 | 9.37%                            | 101.03%                            |

- **Organic keyword rankings improved** after creating dedicated programme pages and publishing regular blog content.
- Each page was aligned with **specific search intents**, boosting relevance for prospective students.
- Informative blog articles enhanced the website's authority and expanded its keyword reach.
- As a result, **more keywords entered Google's index** and rankings improved across multiple queries.
- The law college began attracting **higher volumes of qualified traffic**, leading to more student inquiries.



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| Keyword                       | Intent | Position | SERP Features             | Traffic | Traffic % | Volume | KD % | URL  |
|-------------------------------|--------|----------|---------------------------|---------|-----------|--------|------|--|
| law courses after 12th        | C      | 1        | FAQs, People Also Ask     | 572     | 2.33      | 4.4K   | 16   | vmls.edu.in/blogs/best-law-courses-after-12th.html                       |
| law subjects                  | I      | 1        | FAQs, People Also Ask     | 377     | 1.53      | 2.9K   | 12   | vmls.edu.in/blogs/subjects-in-law-courses.html                           |
| LLB after 12th                | C      | 1        | FAQs, People Also Ask, +3 | 247     | 1.00      | 1.9K   | 17   | vmls.edu.in/blogs/best-llb-courses-after-12th.html                       |
| LLB course details after 12th | C      | 1        | FAQs, People Also Ask, +2 | 169     | 0.68      | 1.3K   | 18   | vmls.edu.in/blogs/best-llb-course-details-after-12th.html                |
| law after 12th                | C      | 1        | FAQs, People Also Ask, +2 | 114     | 0.46      | 880    | 15   | vmls.edu.in/blogs/best-law-courses-after-12th.html                       |
| law career options            | C      | 1        | FAQs, People Also Ask, +3 | 93      | 0.37      | 720    | 25   | vmls.edu.in/blogs/exploring-diverse-career-opportunities-in-law-in-india |

- Multiple **high-intent keywords** such as “law courses after 12th,” “law subjects,” “LLB after 12th,” “LLB course details after 12th,” “law career options” are now ranking at **Position 1 on Google**.
- These keywords also appear in **SERP features** (featured snippets, FAQs, and “People Also Ask”), further boosting visibility.
- Top traffic drivers include:**
  - Law courses after 12th → **572 visits** (4.4K search volume)
  - Law subjects → **377 visits** (2.9K search volume)
  - LLB after 12th → **247 visits** (1.9K search volume)
- These rankings are aligned with **student search intent**, ensuring the college reaches prospective applicants at the right decision-making stage.
- Overall, the keyword strategy not only improved visibility but also drove **qualified traffic** directly translating into inquiries and admissions interest.



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| Keyword                       | Intent | Position | SERP Features                                | Traffic | Traffic % | Volume | KD % | URL  |
|-------------------------------|--------|----------|--|---------|-----------|--------|------|--|
| clat exam syllabus            | I      | 1        | FAQ   People Also Ask   Knowledge Panel   +3 | 135     | 0.55      | 8.1K   | 26   | <a href="http://vmis.edu.in/blogs/clat-e-xam-importance-eligibility-criteria-syllabus.html">vmis.edu.in/blogs/clat-e-xam-importance-eligibility-criteria-syllabus.html</a> |
| best law university in india  | C      | 2        | FAQ   People Also Ask   Knowledge Panel   +3 | 0       | < 0.01    | 3.6K   | 31   | <a href="http://vmis.edu.in/blogs/top-law-colleges-india.html">vmis.edu.in/blogs/top-law-colleges-india.html</a>   |
| best law university in india  | C      | 3        | FAQ   People Also Ask   Knowledge Panel   +3 | 126     | 0.51      | 3.6K   | 31   | <a href="http://vmis.edu.in/blogs/top-law-colleges-india.html">vmis.edu.in/blogs/top-law-colleges-india.html</a>   |
| best law university in india  | C      | 4        | FAQ   People Also Ask   Knowledge Panel   +3 | 35      | 0.14      | 3.6K   | 31   | <a href="http://vmis.edu.in/blogs/top-law-colleges-india.html">vmis.edu.in/blogs/top-law-colleges-india.html</a>   |
| top law universities in india | C I    | 5        | FAQ   People Also Ask   Knowledge Panel   +2 | 0       | < 0.01    | 3.6K   | 34   | <a href="http://vmis.edu.in/blogs/top-law-colleges-india.html">vmis.edu.in/blogs/top-law-colleges-india.html</a>   |
| clat exam eligibility         | I      | 6        | FAQ   People Also Ask   Knowledge Panel   +3 | 9       | 0.03      | 2.9K   | 24   | <a href="http://vmis.edu.in/blogs/clat-e-xam-importance-eligibility-criteria-syllabus.html">vmis.edu.in/blogs/clat-e-xam-importance-eligibility-criteria-syllabus.html</a> |
| clat exam eligibility         | I      | 7        | FAQ   People Also Ask   Knowledge Panel   +3 | 48      | 0.19      | 2.9K   | 24   | <a href="http://vmis.edu.in/blogs/clat-e-xam-importance-eligibility-criteria-syllabus.html">vmis.edu.in/blogs/clat-e-xam-importance-eligibility-criteria-syllabus.html</a> |
| clat exam eligibility         | I      | 8        | FAQ   People Also Ask   Knowledge Panel   +3 | 324     | 1.32      | 2.9K   | 24   | <a href="http://vmis.edu.in/blogs/clat-e-xam-importance-eligibility-criteria-syllabus.html">vmis.edu.in/blogs/clat-e-xam-importance-eligibility-criteria-syllabus.html</a> |
| law subjects                  | I      | 9        | FAQ   People Also Ask   Knowledge Panel   +3 | 38      | 0.15      | 2.9K   | 12   | <a href="http://vmis.edu.in/blogs/subjects-in-law-courses.html">vmis.edu.in/blogs/subjects-in-law-courses.html</a>   |
| law subjects                  | I      | 10       | FAQ   People Also Ask   Knowledge Panel   +3 | 66      | 0.26      | 2.9K   | 12   | <a href="http://vmis.edu.in/blogs/subjects-in-law-courses.html">vmis.edu.in/blogs/subjects-in-law-courses.html</a>   |
| what is lib                   | I      | 11       | FAQ   People Also Ask   Knowledge Panel   +2 | 4       | 0.01      | 2.4K   | 30   | <a href="http://vmis.edu.in/blogs/what-is-lib-degree.html">vmis.edu.in/blogs/what-is-lib-degree.html</a>   |

- Many target keywords are now appearing in **Google SERP features** such as featured snippets, People Also Ask (PAA), knowledge panels, and FAQs.
- High-intent queries like “**CLAT exam syllabus**,” “**CLAT exam eligibility**,” “**law subjects**,” “**best law university in India**,” and “**law career options**” are consistently showing in **PAA and snippet results, boosting visibility**.
- This not only improves **ranking positions** but also captures **greater search real estate**, increasing click-through rates (CTR).
- By owning these SERP features, the law college is positioned as an **authoritative and trusted source**, which helps attract more qualified students researching courses, eligibility, and career options.



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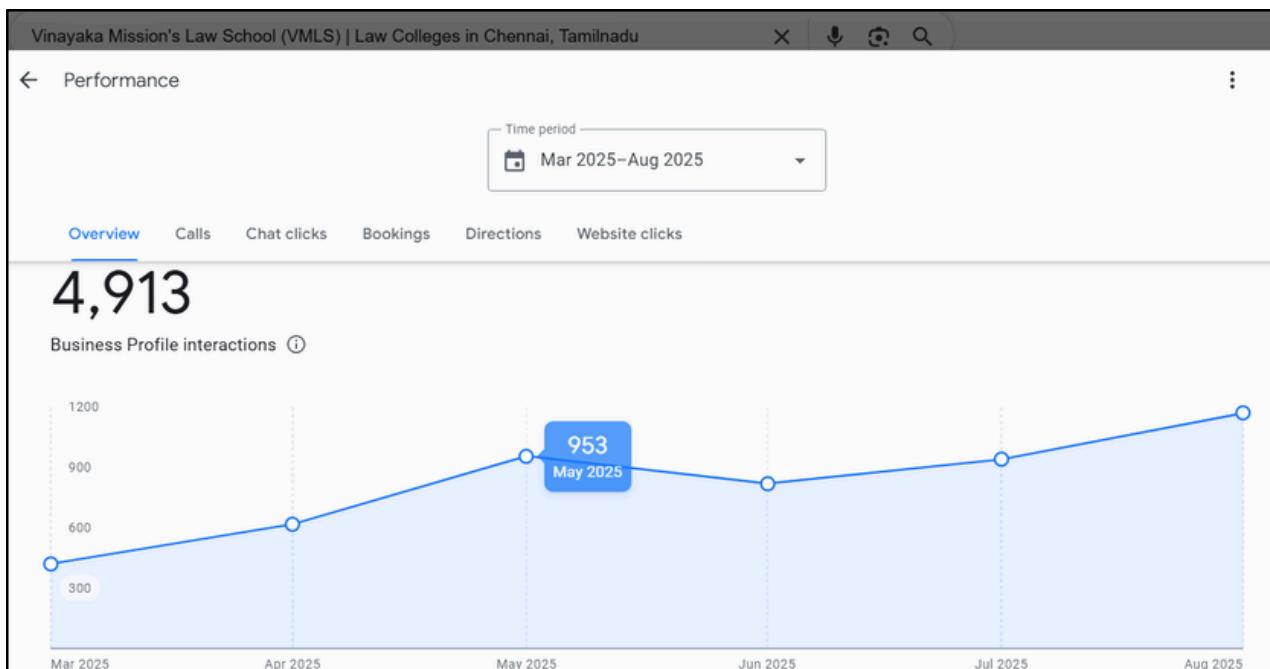
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## Local SEO Effects

We could describe our SEO process for hours, but the best way to show its impact is through real results. Below, you'll find the outcome of our SEO strategy for Vinayaka Mission's Law School (VMLS) – vmls.edu.in.

After implementing a complete SEO architecture, content optimization, and keyword-focused blog strategy, the results came faster than expected. In just a few months, the law school's website reached 5.09 million impressions and 53.4K clicks, with an average position of 9.9 in Google search results.

This dramatic growth in visibility translated into a steady rise in inquiries, registrations, and campus visits, firmly positioning VMLS among the top-ranked law schools actively searched by students across India.



## Conclusion

The results clearly demonstrate how a structured SEO strategy can transform the digital visibility of an educational institution. Within just 8 months, VMLS Law School went from limited online presence to consistently appearing on Page 1 of Google for high-value keywords like “CLAT exam syllabus,” “CLAT exam eligibility,” and “best law university in India.”

With 5M+ impressions, 53K+ clicks, and an average position of 9.9, the law school has established a strong foundation for organic growth and student acquisition. The combination of technical SEO, content optimization, and SERP feature targeting not only improved rankings but also built long-term authority in the legal education niche.

This case study proves that with the right SEO approach, even highly competitive industries like education can achieve measurable and scalable results.



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