

Creating New Business for an Innovative Education Specialist

OUR CLIENT

Science Cosmos offers children a fun learning program, helping them develop an interest in science, technology, math, arts and engineering. Students love the program because they learn by building models and machines, developing an understanding of science and engineering concepts by participating in courses including Lego engineering, Robotics, Python coding and the STEAM-ing Gaming program.



THE CHALLENGE

The team at Science Cosmos felt that their website was limiting their ability to reach their target audience – young people (and their parents) who would be interested in enrolling on one of the Science Cosmos courses. It was hard for the marketing team to identify the most effective keywords to use, especially as the business was serving three different locations which operated independently of each other: Ashburn, Chantilly, and Howard. Although they had attempted some online marketing internally, they recognised that they were working in a highly technical niche with a specialist lexicon and a niche audience. They realised that an effective digital strategy would require some detailed underpinning research and the development of a much more focussed strategy if they were going to recruit local students to each of their three centres.

After searching online for a firm with a proven track record delivering SEO results, owner Ramesh Rao came across our website. Impressed with our client testimonials he asked us to help address the challenges the firm was facing.

“If you are looking to really take your business to the next level, then you want Ash and his team at eSign. With quality service and dedicated employees, we genuinely felt that they had our best interests at heart. We achieved significant growth virtually overnight. Thank you”

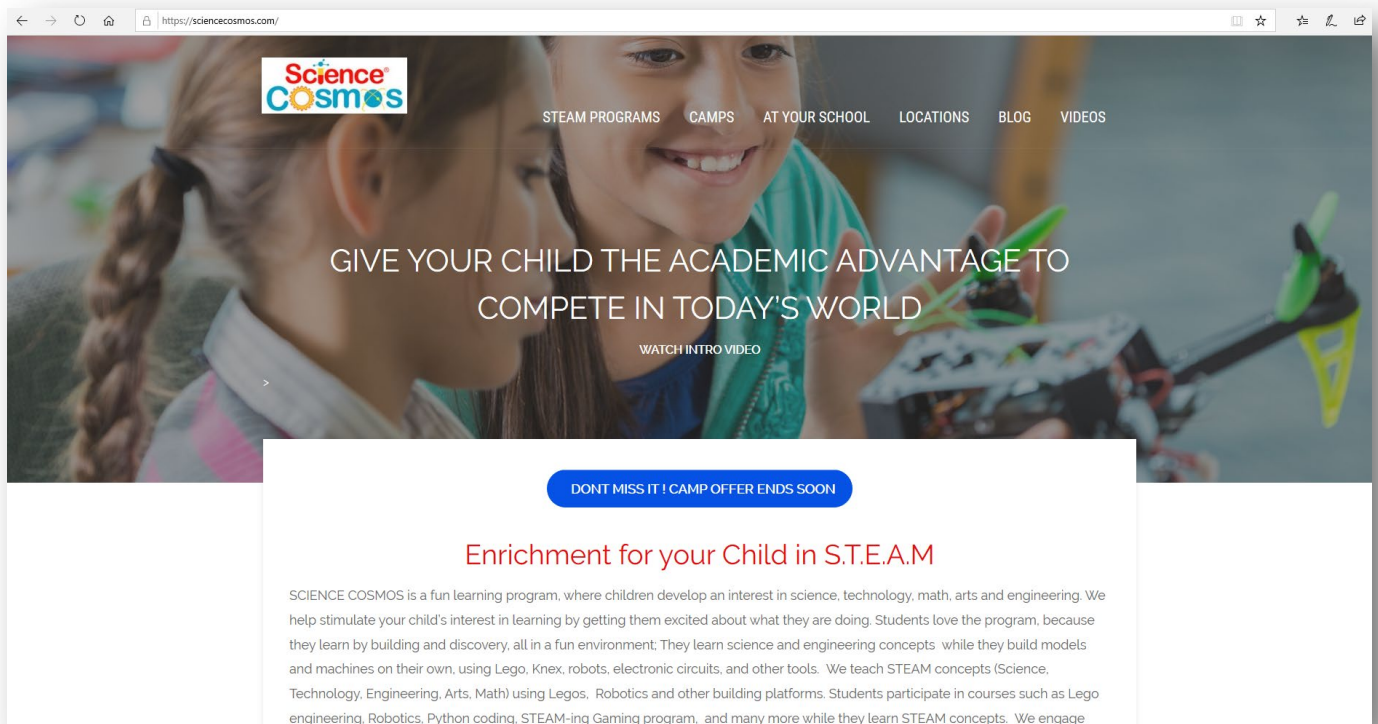
- Ramesh Rao

OUR SOLUTION

After reviewing the current website, it became clear that it needed to be completely redesigned with a fresh focus on an improved user experience and better SEO results. Creating an easily accessible user experience (UX) should make it easy for customers to find the information they are looking for, reducing the number of clicks required and, as a consequence, helping to improve conversion rates. All our UX work is based on thorough research so we can predict the website visitors needs and make it easy for them to reach the relevant content.

A programme of detailed research was completed to identify the most relevant and geo-targeted keywords to help refine the web traffic going to the site, ensuring that we are targeting the right area with the right content. Accurate location targeting ensures that SEO works most effectively for specific target audience in the three locations that Science Cosmos wanted to reach. This approach not only helps with leads and conversions but helps to achieve the highest page rankings where there is more likelihood of new students enrolling on the courses.


On-page SEO was then developed to enhance search engine rankings. We spend considerable time ensuring that title tags, URL structure, page content and image alt text works together to reinforce the authority of the page, so that Google's search results give the page a higher-ranking position. This is also supported by off-page techniques which were deployed to create high-quality backlinks to further improve search engine visibility. We also created a Google My Business listing for all three locations and optimized these with a local map presence.



THE RESULTS




When we began this campaign, the client had no search engine ranking. Within three months most keywords were delivering page two and page three results. After five months 95% of keywords were near the top of the first page on Google. Using a data driven SEO strategy we were able to help the firm win valuable new business.

- 100% keywords on Search Engine first page
- 100% keywords on Google Map Pack 3
- 450% Increase in Organic traffic
- 300% Increase in Analytics Goal Conversions
- 600% Increase in Search Engine Visibility

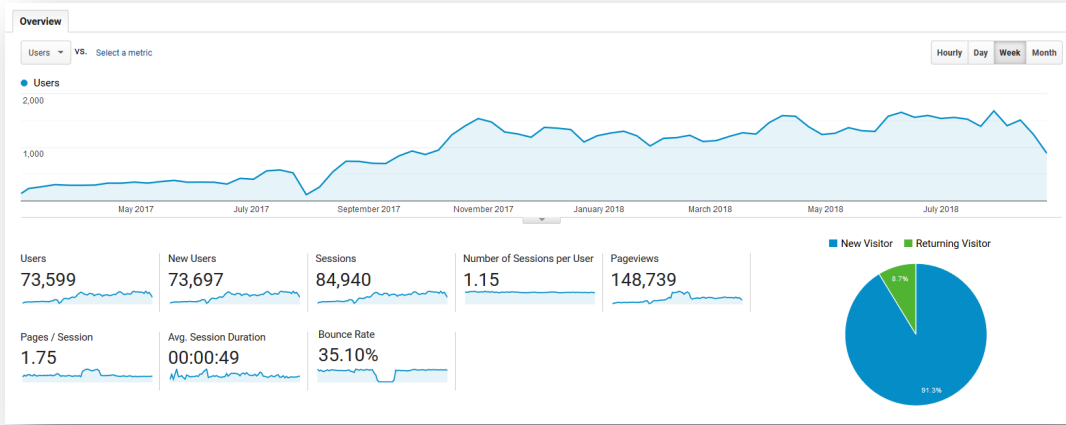


Keyword Rankings and Visibility Report
 Website URL: www.sciencecosmos.com
 Targeted Country: United States

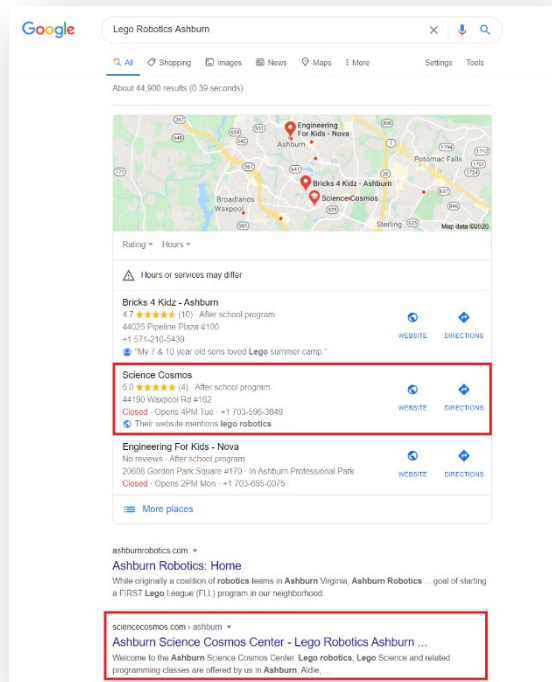
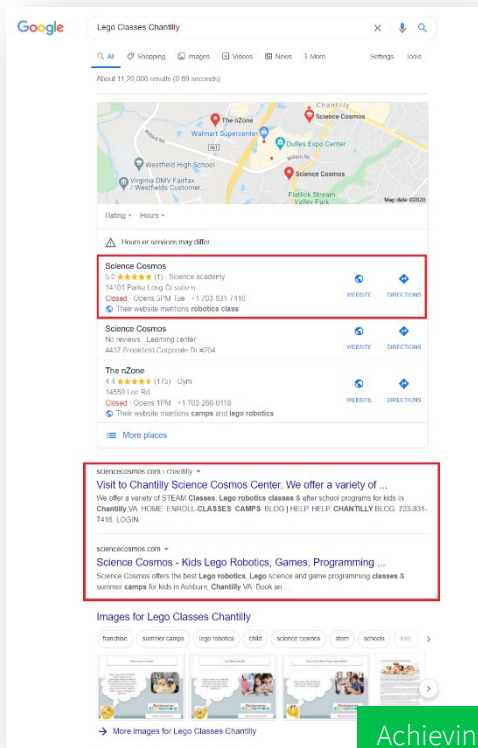
Search Engine Rankings: Details

Keyword	 Google	 Bing US	 Yahoo!
Affordable Kids Franchise	10	5	9
Aldie Lego Robotics	1	1	1
Aldie Summer Camps	3	5	4
Brambleton Lego Robotics	1	1	1
Ellicott City After School	3	2	3
Ellicott City Lego Robotics	1	2	1
Ellicott City STEAM Classes	1	1	1
Ellicott City Summer Camps	7	6	6
Lego Camps Chantilly	1	2	1
Lego Classes Ashburn	5	3	1
Lego Classes Chantilly	1	1	1
Lego Robotics Ashburn	1	1	1
Lego Robotics Chantilly	1	1	1
Science Cosmos	2	1	1
Science Cosmos Ashburn	1	1	1
Science Cosmos Chantilly	1	1	1
Science Cosmos Franchise	1	1	1
South Riding Lego Robotics	1	1	1
South Riding Summer Camps	3	10	5
Summer Camps Chantilly	4	9	5

An illustration of the impact of our keyword research



Thousands of page views from targeted leads helped exceed the firm's sales targets



Achieving first page results like this requires the specialist expertise we offer to our clients

ABOUT US

eSign Web Services is the leading full-service digital marketing and SEO company for over a decade now, helping new and existing business owners grow and expand their business online. Our agency is a Google Partner, which means Google has officially certified our knowledge and expertise.

We've already helped more than 2000 companies to climb and dominate search results. We work with companies of all sizes and shapes, from the world's leading brands to small or medium-sized businesses. We help ambitious businesses like yours generate more profits by generating top search engine rankings, driving web traffic, building brand awareness, connecting with customers, and growing overall sales.

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