# CASE STUDY

## SEARCH ENGINE OPTIMIZATION (SEO)



How an Elementary School
Climbed the Rankings

Elementary School

# OVERVIEW



## OVERVIEW

An acclaimed elementary school in San Antonio, Texas, sought to boost its online presence and attract more prospective students using search engine optimization (SEO). This case study outlines the strategies implemented and the outcomes attained over a defined timeframe.



## ABOUT THE CLIENT

At their school, students are the top priority. Their innovative STEM curriculum, STREAMS 360, which incorporates social and emotional learning, is transforming the educational experience and paving the way for student success. The school is committed to more than just teaching; they are changing lives by nurturing thinkers and achievers.



## PROBLEM STATEMENT

Despite offering top-quality education, the school faced challenges with low online visibility and attracting new students in a competitive educational market. Their website ranked poorly in search results, leading to low traffic and fewer inquiries.

# GOALS

The primary goal was to improve search engine rankings for key education-related terms to drive more traffic to the website, increase visibility, and ultimately boost student inquiries and enrollment.



# STRATEGY



To achieve these goals, we employed several SEO strategies. First, we conducted thorough keyword research and optimized the website content to effectively target relevant keywords. We created blog posts, program pages, and educational content to address common topics, thereby boosting the school's authority. Our link-building efforts focused on acquiring backlinks from reputable sites, guest blogging, and collaborating with local organizations. Additionally, we enhanced technical SEO by speeding up the website, fixing broken links, and implementing schema markup to improve content visibility to search engines.

# DETAILED RESULTS

The data shows substantial improvements in search engine rankings for all targeted keywords. For example, "charter elementary schools in San Antonio" rose from rank 100 to 6, significantly increasing visibility and traffic. Other keywords, such as "charter middle schools San Antonio" and "best middle schools in San Antonio," also saw major ranking boosts.

| Keyword | Intent | SF | KD % | Pos. Aug 9 | Pos. May 8 | Diff |
|---|---|---|---|---|---|---|
| charter middle schools san antonio | C | 6 | 29 | 18 | 4 | ↑14 |
| charter elementary schools in san antonio (new approved) | C | 6 | 35 | — | 5 | new |
| charter school san antonio | C | 5 | 35 | 16 | 5 | ↑11 |
| san antonio charter middle schools | C | 7 | 31 | 34 | 5 | ↑29 |
| charter schools in san antonio tx | C | 6 | 42 | 18 | 7 | ↑11 |
| best charter schools in san antonio | C | 6 | 28 | 31 | 9 | ↑22 |
| best middle schools in san antonio | C | 5 | 26 | — | 9 | new |
| charter schools in san antonio | C | 7 | 35 | 19 | 9 | ↑10 |
| elementary schools in san antonio tx | C | 6 | 37 | — | 9 | new |
| public schools in san antonio | C | 7 | 54 | 19 | 9 | ↑10 |

## FINAL OUTCOME

These improvements correlated with higher click-through rates (CTR) and impressions, highlighting the success of the SEO strategies.

# CONCLUSION

The SEO efforts led to significant improvements in search rankings, traffic, and visibility. This case study highlights the effectiveness of comprehensive SEO tactics such as keyword optimization, content creation, link building, local SEO, and technical SEO. By refining these strategies, the school is well-positioned to enhance its online presence, attract more students, and grow enrollment in the competitive education sector.

