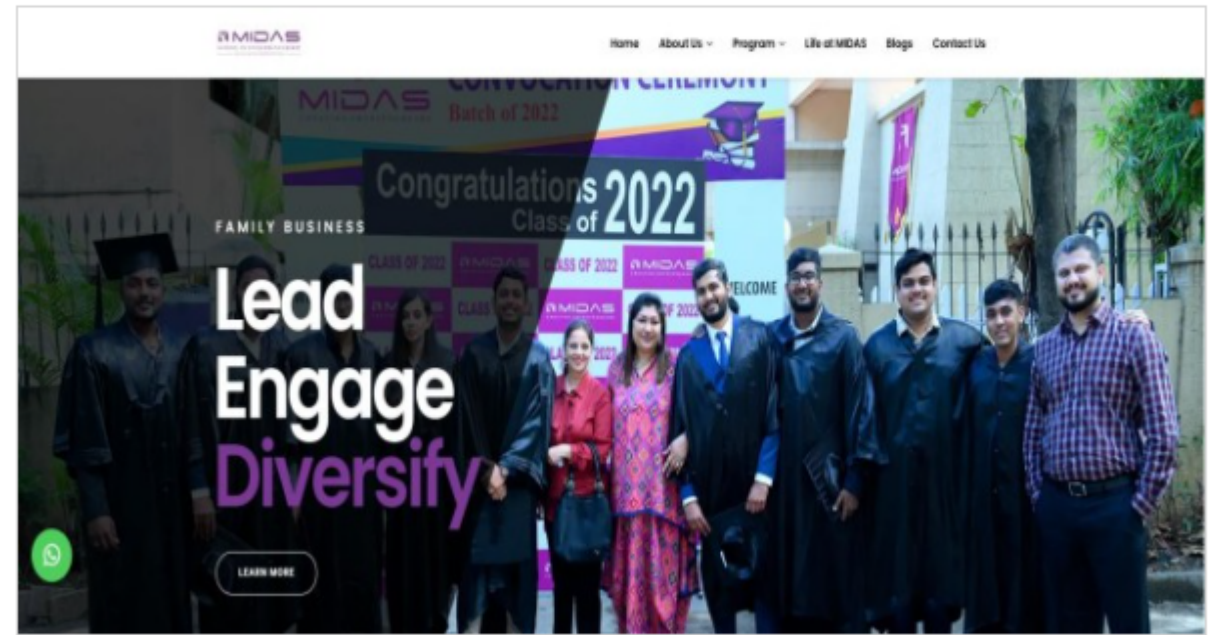


# MIDAS Elevates Visibility and Engagement Through IKF's Technical SEO Expertise

Home / Case Studies / MIDAS Elevates Visibility and Engagement Through IKF's Technical SEO Expertise

## About Client

MIDAS is a Pune-based institute that aims to equip individuals who want to launch their startup. The institute offers courses that are designed to teach budding entrepreneurs and individuals with family business the requisite skills and mindset to become successful.



## Results



**78.71%**

Organic Traffic Increased



**98%**

Page Views Increased



**9%**

Bounce Rate Decrease



## Objective

- MIDAS partnered with IKF to design and implement an SEO strategy aimed at boosting visibility, organic traffic, and brand awareness on Google.co.in. The primary focus was to improve rankings for highly competitive education industry keywords and increase awareness about MIDAS's unique PGDM program for entrepreneurs, leveraging IKF's technical SEO expertise and strategic approach.



## Problem Statement

- Despite offering a distinctive PGDM program for entrepreneurs, MIDAS struggled to rank for competitive education industry keywords on search engines. Additionally, website performance issues, including suboptimal user experience, page load time, and mobile responsiveness, hindered its ability to engage users effectively and drive meaningful traffic.



## Strategy & Execution

### Website Performance Optimization:

- Conducted a comprehensive UI/UX analysis to identify content, design, and performance issues impacting website engagement and increasing bounce rates.
- Minimized JavaScript (JS) and cascading style sheets (CSS) and optimized images to improve page load speed.
- Enhanced website responsiveness to provide a seamless experience across devices, focusing on mobile usability.

### Keyword Research and Implementation:

- Performed detailed research on high search volume and competitive keywords relevant to the education sector.
- Strategically incorporated these keywords into landing pages to improve rankability on SERPs.

### HTML and Google My Business Optimization:

- Refined the website's HTML structure to align with SEO best practices.
- Enhanced Google My Business listings to increase local search visibility and organic traffic.