

# SEO Case Study

**Client:** Crimson

**Category:** Online Education

**Website:** [www.crimson.org](http://www.crimson.org)

**Project Duration:** Nov-2012 to Till Date






## **About Crimson:**

Established in 2006, under the guidance of Dr Mary Francis, CRIMSON has always been a step ahead towards imparting education and training. Adapting fundamental principles of Ethics, Training and Management, the institute imparts education and career insights in par with global competition.

**PROJECT:** Website Designing and SEO

## **Project description and objectives:**

The Crimson Clinical Research came to Priority with the goal of greatly increasing number of admissions of Clinical research courses through website. It was clear that adding quick contact form on every page will help to increase number of leads or enquiries. Also previous website was very old fashion and not Mobile Responsive. So we suggest to develop new SEO friendly website. Check below Layouts and designs:



Clinical Research Institute with Management Studies & ON-line education

## CRIMSON collaborates with Mascot for Clinical Rese\_

CRIMSON's Industry Collaboration :- [http:// www.mascot.in/](http://www.mascot.in/)  
CRIMSON's sister concern :- <http://www.jovis.co.in/>

Part Time Courses



[HOME](#) | [ABOUT US](#) | [OUR COURSES](#) | [CAREERS](#) | [PLACEMENTS](#) | [MEDIA & EVENTS](#) | [CONTACT US](#)

### Clinical Research: A New Career Avenue

Clinical research is the study of drugs and medicinal systems on humans, both patients and volunteers to find out both how safe it is as well as what its adverse effects are. It is challenging not just in its vast sphere of work, its responsibilities towards its patients, but also exciting in that this work is ultimately aimed at helping patients with better and more effective medicines, at cheaper prices.

A diploma in Clinical Research will impart knowledge about the various segments that constitute the industry of Clinical Research. These are a study of Bioavailability /Bioequivalence tests, Drug Discovery and Development, Clinical Trials, Data Management and Analysis, Analytical Development and Formulation Development. There are organizations and companies in India that either works on only one of these segments or have all of them under one roof. Apart from Clinical Research organisations, various pharmaceutical industries as well as hospitals are a part of the Clinical Research industry today.

### India Advantage: A New Career Avenue

India is one of the fastest growing economies of the world. Developed countries like USA and many countries in Western Europe, are finding it cheaper to conduct these trials in countries like India. A large & diverse patient's pool, Career oriented students, excellent infrastructure and a robust Indian economy completes the picture of a country willing to take the challenge of leading the world in Clinical Research.

### Need of Management

**Quick Query**

Name

Email

Contact

Query



Clinical Research Institute with Management Studies & ON-line education

**17th Batch Admission Started!!!**

**Soft Skills Training**  
Interactive Training for real business environment

Register | Contact | Media | Blog

+91 9820 503788

Our Social Cause  
**UPCAN-CERVIVE**

**NEWS** Certificate Courses in Clinical Research Commencing

Home About Us Courses Clinical Research Consultancy Services Soft Skills Training Placements Careers

HOME / ABOUT US



## ABOUT US

### About us

Established in 2006, under the guidance of Dr Mary Francis, CRIMSON has always been a step ahead towards imparting education and training. Adapting fundamental principles of Ethics, Training and Management, the institute imparts education and career insights in par with global competition.

CRIMSON is the first institute in Mumbai offering industrial training in leading organizations as an integral part of its Post Graduate Diploma Program. The institute gives specialized openings to students from science, pharmacy and medical backgrounds with its diploma, short term and management courses.

Each of the destinations up the CR graph is well charted out at CRIMSON and students are guided at every step. CRIMSON has a well-developed partnership with various companies in the CR industry who look upon our students as assets to their organizations. CRIMSON helps their students doing the courses with placement in reputed CROs. For those already in the industry, CRIMSON helps build mid career choices and offers unconditional support to make the switch successful.

CRIMSON

**QUICK QUERY**

Your Name

Contact No

Email Id

Your Query

↖ OLD LAYOUT

↖ NEW LAYOUT



A search engine optimization (SEO) campaign was identified as the most effective way to advertise/promote Crimson's Courses for the following reasons:

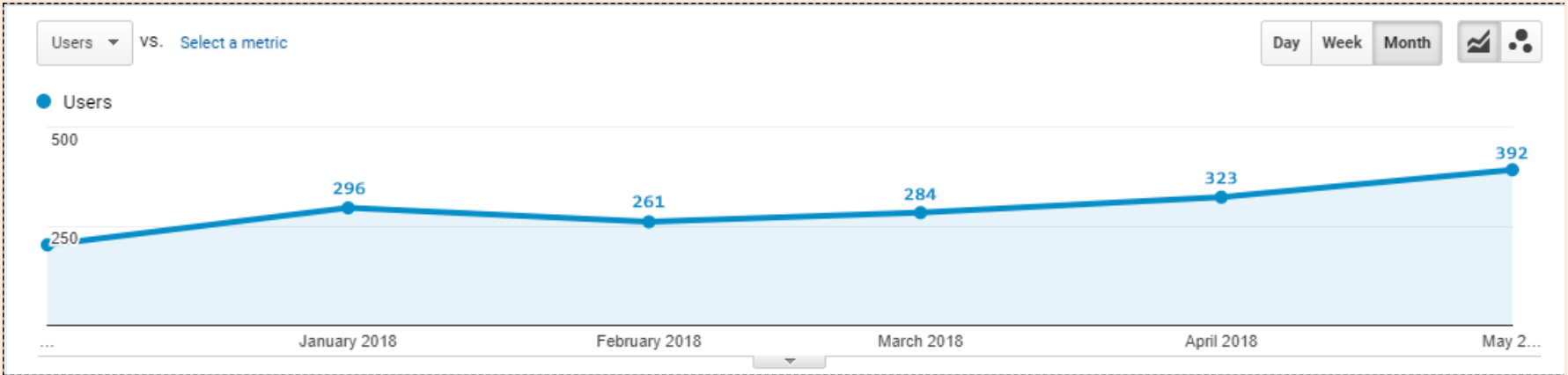
1. With careful keyword planning, incoming visitors would be extremely .
2. Since target keywords are relatively specific, it would be a more effective use of resources for gaining visibility than through sponsored search or other paid advertising.
3. Many of the Page names were unlikely to change over time, which meant less need for extensive ongoing overhauls of the campaign.

To lay the groundwork for an effective SEO campaign, a redesign of the current site was the first step. Updates were implemented to make pages more indexable by search engines as well as to make the site easier to navigate for new visitors. In addition, keyword research was performed to gain an understanding of which terms had sufficient volume to warrant attention. An optimization plan was then developed that would take advantage of the most relevant terms that Students / Visitors had been using in their searches for these courses. After targeted terms were identified, pages were carefully re-written to meet the desired keyword density that was uncovered through the initial research. Lastly, Priority provided guidance to assist Crimson with building an effective external linking system, which would help to solidify the site's authority with the search engines and grow rankings as quickly as possible.

## TOP 10 KEYWORDS (1<sup>st</sup> Position in Google Search)

1. Clinical Research Mumbai
2. Clinical Research in Mumbai
3. Training in Clinical Research
4. Courses in Clinical Research
5. Clinical Research Courses
6. Clinical Research Training
7. Clinical Research Courses in Mumbai
8. Clinical Research Institute
9. Clinical Research Training in Mumbai
10. Clinical Research Institutes in Mumbai

## INCOMING ORGANIC SEARCH ENGINE TRAFFIC:



Crimson's Organic Traffic of Past 6 Months

## Success Measurements:

The results of this integrated SEO and Web redesign initiative were outstanding. Within three months of implementing the project, incoming visitors who had searched Clinical Research Courses and other keywords had increased by 150 percent. Within less than six, this number had jumped to 225 percent. **Now Crimson has get more than 80% of Admission through the online.**

“

Thanks to the help of YESWEUS, we were able to greatly increase the visibility of our Web site by being one of the top ranked Web sites on a number of searches relating to our Clinical Research Courses. The boost we saw in traffic to our site ultimately led to more visitors and more admissions. Without the help of YESWEUS we would not have had nearly as good of a year or continue to be a top-ranked source for the Clinical Research Institute.

**-Dr. Mary Francis  
Director**



Contact YESWEUS today for  
more information and pricing



[www.yesweus.in](http://www.yesweus.in)  
[inquiry@yesweus.com](mailto:inquiry@yesweus.com)



**+91- 9594608689**