

Case Studies: INDORE MANAGEMENT INSTITUTE (IMI)



Website: <http://imi.ac.in>

Campaign type: Search Engine Optimization

Company Overview:

In just four years **Indore Management Institute** has evolved from being M.P.'s premier management institute to a notable premier management institute of India.

Accomplishments:

After just 4 months, the website started to rank high on the first page of Google for all the core keywords they deemed most important: Indore management institute, IMI Indore, Top MBA College in Indore, etc.

Some of the illustrative keywords are mentioned below:

Client	Keywords	Oct-10	Dec-10	Feb-11
Indore Management Institute (IMI)	Best management college in Indore	not in top 100	20	1
www.imi.ac.in	Top Indore management college	not in top 100	34	1
	Management college Indore	not in top 100	50	1
	Best management college in Madhya Pradesh	not in top 100	29	4
	Top MP management college	not in top 100	16	3

Improvement in the Website performance:

Imi.Ac.In - Estimated Traffic Data						
Usage Statistics						
Time Range	Site Rank	Reach Rank	Reach/Million	Views Rank	Views/Million	Views/User
1 DAY	441,165	468,281	6	588,008	0.1	2.00
7 DAYS	547,234	632,906	3	524,581	0.11	4.00
1 MONTH	1,009,366	1,219,080	1.3	787,341	0.06	5.00
3 MONTHS	1,526,092	1,751,721	0.8	1,295,792	0.03	4.50