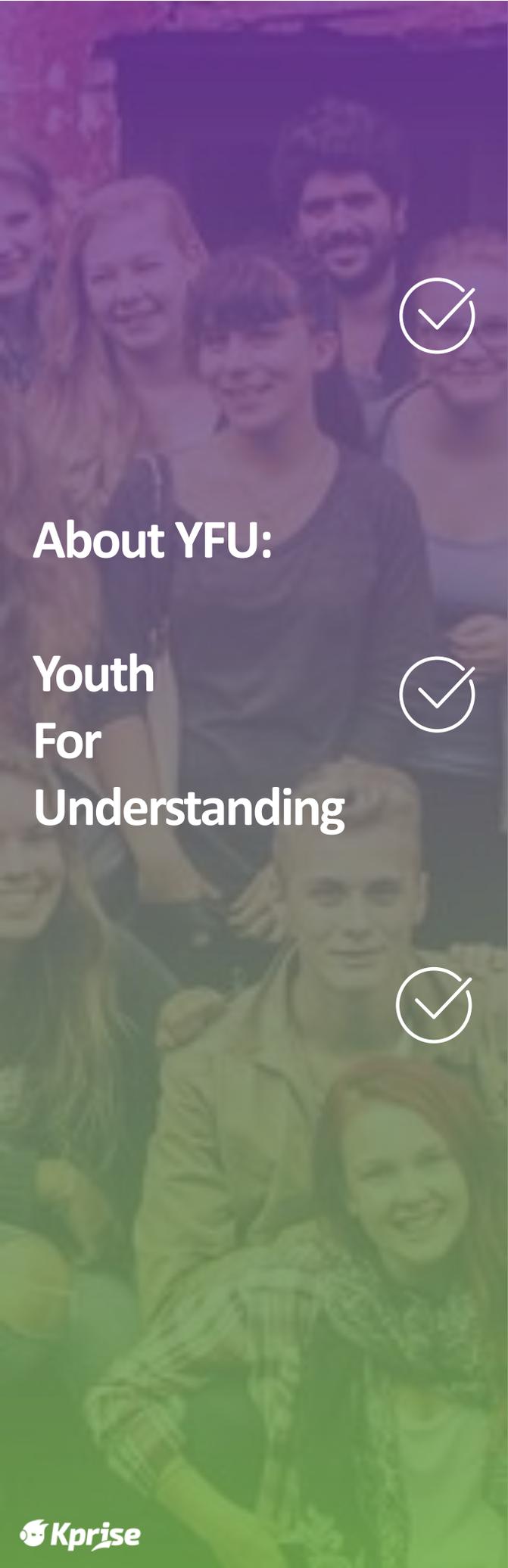


How YFU Improved Its Search Engine Ranking and Made It to the First Page of Google's Search Results



Kprise Helped YFU Increase Its SEO Effectiveness by Delivering a Comprehensive & Performance-Oriented SEO Solution



About YFU:

Youth For Understanding



YFU is a non-profit international educational organization with partners in more than 60 different countries. It is one of the world's oldest, largest and most respected intercultural exchange programs. More than 270,000 students and their host families have benefited from the support and expertise of YFU.



YFU has remained a trusted leader of intercultural student exchange programs for more than 60 years because of its commitment to safety, reputation for quality, and exceptional support services.



Youth For Understanding (YFU) advances life-long learning through transformational educational exchanges for generations of youth, families, and communities.

Need Mapping



Despite several efforts and initiatives, YFU's website rank across various search engines was not satisfactory. This led to low traffic on their website and hampered their brand's visibility across digital media.

Having a stunning website is pointless if you don't appear at the top of your audience's search results. This led YFU to consider that they need to step-up their SEO game to strengthen their online presence.

Problem Statement

YFU was looking for an SEO solution provider with a proven track record of performance who could incorporate the latest trends in building impactful search engine presence and high website traffic.



Why Kprise

Kprise takes a multi-faceted approach to ensuring best-in-class SEO performance by incorporating a mix of elements like optimizing keyword strategy, technical audit and optimization, local listing, competitor research, and much more.

Key Challenges Faced by YFU That Were Successfully Mitigated by Kprise



Low search engine ranking



Significantly less impressions
across search engine result pages



Low website traffic



Substantially less number of
leads generated via digital
presence



Lower conversion, static business
growth

The Kprise Approach

Kprise Helped YFU Augment Their Search Engine Presence & Ranking by Delivering a Comprehensive & Performance-Oriented SEO Solution

PLANNING

- In-depth research was done on their past analytics and traffic history to identify the sources of maximum conversion
- Competitor research was carried out to identify their target keywords and ranking those keywords in terms of importance and maximum relevance for YFU

IMPLEMENTATION

- Keyword and content gaps were identified in the website and the most relevant keywords were inserted at the optimum keyword density
- Landing pages were created in a geography-specific manner
- Press releases were published and robust external link-building was carried out

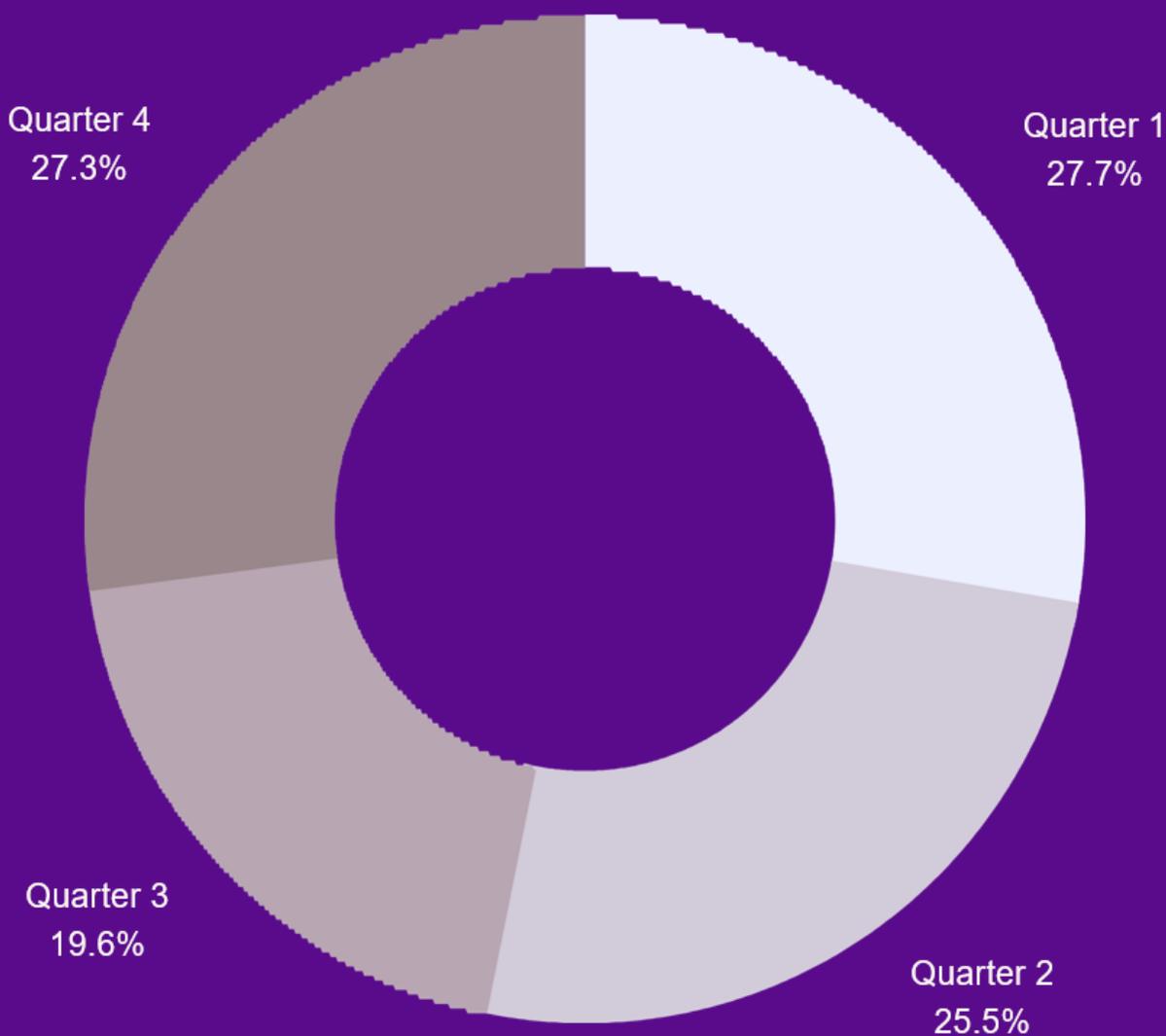
Key Results

For the **Study Abroad** programme, the net leads generated through various mediums were 9,071, out of which the leads generated through Web Search were 2,238. Thus, Web Search contributed to 25% of the lead generation.



Key Results

For the **Host Family** programme, Web Search was able to bring about 6% increase.



Key Results & Impact – How SEO Solution by Kprise Helped Augment YFU’s Search Engine Ranking and Online Visibility



Improved search engine impressions



Higher search engine ranking, including getting featured on the first page Google



Increased number of website traffic and more leads generated through online search



Better brand visibility, more leads generation and better lead conversion rates

Thank You



 **Kprise**