BMC
INTERNATIONAL COLLEGE

Scientia sit potentia
Estd. 1966

Presented By

riveiT
DIGITAL

WHO IS BMC?

BMC International College is registered with the Committee for Private Education (CPE) under the Enhanced Registration Framework. Its history dates back to the time when its founder started a private school named Redhill Tutorial Institution in 1966. Over the decades BMC's founder started other private schools to meet the increasing demand for affordable private education.

Services Provided By **DriveIT Digital**: SEO Consulting

www.bmc.edu.sg

The Challenges They Faced

BMC is a unique business, but they came to DriveIT Digital with some fairly common digital marketing challenges. They knew who their target customers were, but it was less clear:

▲ Where best to advertise online?

▲ What messages would most resonate?

▲ Which digital advertising platforms were most suitable?

▲ How to design and implement effective campaigns for this target customer?

▲ Why digital marketing is the best channel to grow this business?

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1) WEBSITE DESIGN IMPROVEMENTS:

Before anything else, we needed to improve the website design & UX (user interface). Without a high performing and user friendly website, any efforts to obtain traffic and leads can be wasted. So, the first challenge was clearly to check the website was going to convert in the first place.
The organic traffic to the website was extremely low at the time of our engagement. The main reason was zero SEO strategy or keyword research. Focusing on the homepage, the content was placed randomly and without apparent purpose or reference to user needs.

WHEN WE TOOK OVER, HOW WAS THE WEBSITE LOOK?

The first challenge was to align the website's content around solving user problems. We put all the efforts to making the website user friendly as well as the search engine friendly and client had allowed changing the design and content formation of the website and we appreciate his decision to make the website user friendly.

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2) WEBSITE TRAFFIC IMPROVEMENTS:

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2) WEBSITE TRAFFIC IMPROVEMENTS:

Now that the website strategy was in place we could begin driving targeted traffic to the site through organic channels. We used:

▲ Implement Latest Updates.

▲ Content Marketing

▲ XML Sitemaps.

▲ Automating specific marketing processes, often triggered,

▲ using the right content at the right time on the right place.

OUR RESULTS:

S.No	Keywords	Initial Rankings	31-Jul-19	29-Aug-19
	Keywords Rankings (bmc.edu.sg)			
1	Computer Courses In Singapore	8	1	1
2	Science Practical Courses in Singapore	8	1	1
3	Bookkeeping Course Singapore	13	1	1
4	Accounting Courses In Singapore	18	1	1
5	Autocad courses in Singapore	13	2	1
6	Basic Accounting Course Singapore	21	3	1
7	LCCI Course Singapore	9	1	2
8	Electrical Engineering Courses in Singapore	10	4	4
9	Engineering Courses In Singapore	14	5	4
10	Short Courses In Singapore	19	3	5
11	GCE N Level Singapore	19	4	5
12	Engineering Degree In Singapore	32	5	5
13	Engineering Colleges In Singapore	13	5	5
14	Hospitality Courses in Singapore	16	6	6
15	Counselling Courses Singapore	8	7	6

S.No	Keywords	Initial Rankings	31-Jul-19	29-Aug-19
	Keywords Rankings (bmc.edu.sg)			
16	Study English In Singapore	21	16	6
17	Diploma Courses In Singapore	83	9	9
18	English Course In Singapore	5	11	11
19	Hospitality Management in Singapore	42	8	13
20	Diploma In Psychology Singapore	38	16	15
21	GCE O Level Singapore	32	9	17
22	Business Courses Singapore	73	20	17
23	Part Time Diploma Courses In Singapore	61	15	18
24	Degree Courses In Singapore	Not in SERP	30	21
25	Part Time Degree in Singapore	32	20	35
26	Top Private Schools in Singapore	Not in SERP	27	40
27	Study in Singapore	Not in SERP	29	45
28	Management Courses in Singapore	61	59	67
29	Skillsfuture Credit	52	Not in SERP	78
30	Best Private Schools in Singapore	Not in SERP	52	84

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Traffic: After a successful execution of the new strategies, within 3 months, we have achieved 19,810 new users & 11,490 organic traffic with 53.27% bounce rate (Organic Traffic).

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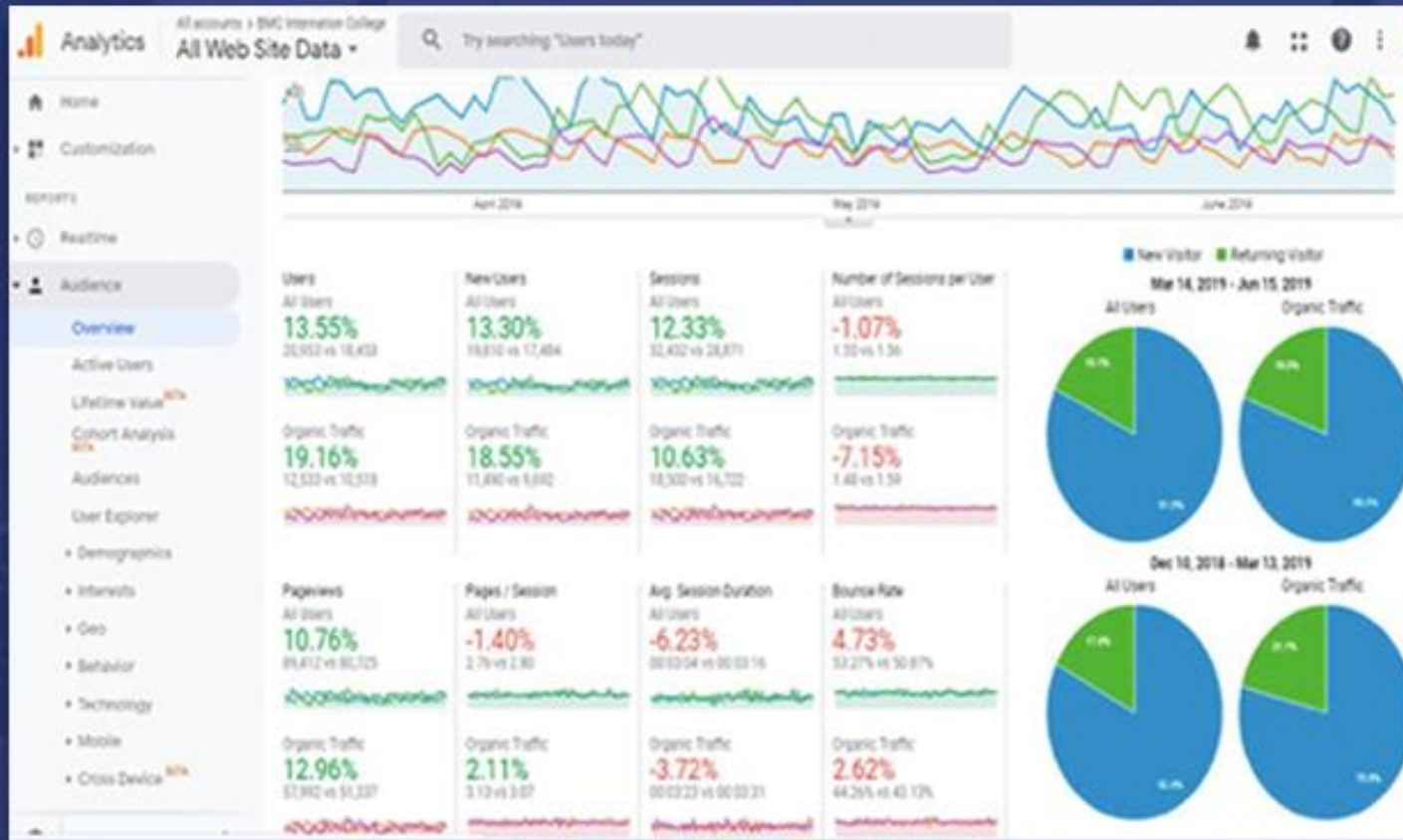
Thank You!

drive iT DIGITAL

📞 0120-4265656

🌐 www.driveitdigital.com

✉ info@driveitdigital.com

www.bmc.edu.sg