

Case Study

Little Wonders Montessori



Introduction:

- Little Wonders Montessori is a family-owned childcare center in Darra, Brisbane that provides a nurturing, child-centered educational experience for children between 1 to 5 years of age.
- It is a community based educational service hub that actively seeks to strengthen the local community connections with families and schools, while fortifying professional partnerships with local businesses and organizations.



The Challenge:

- With the growing demand and the need for a strong presence in the digital sphere, Little Wonders Montessori reached out to Dot Com Infoway to increase their school admission, primarily from their neighborhood.



Plan of Action:

- Dot Com Infoway led the way with an exhaustive website audit, which addressed numerous technical issues and local SEO ranking factors in the website.
- We built competent local backlinks from high quality websites and optimized the Google My Business profile entirely to fetch top website rankings for local keywords search.



Results Achieved:

- We helped the Client attain top rankings for the 15 high competitive keywords in the local search engine results page.
- The number of admissions has bumped up to 60% through the effective implementation of SEO campaigns in the website.

