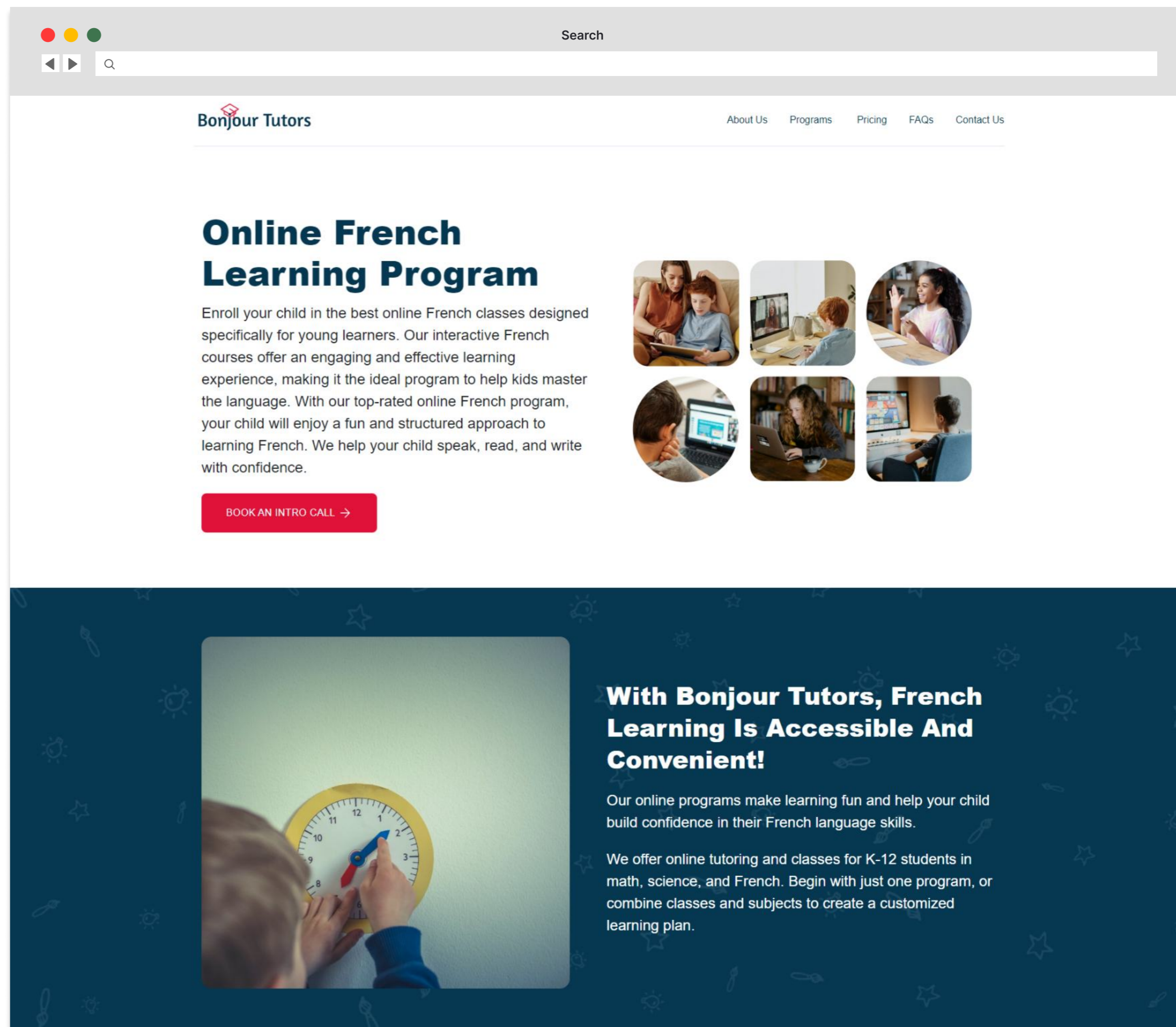


**BONJOUR TUTORS
CASE STUDY**

Business Overview

Bonjour Tutors specializes in French language tutoring for K-12 students in Canada. They offer one-on-one and group sessions, focusing on enhancing speaking, reading, and writing skills. Bonjour Tutors uses a personalized approach to match students with the right tutor and provide customized learning plans, aiming to build confidence and competence in French. They also offer flexible scheduling and long-term contracts.



The screenshot shows the homepage of Bonjour Tutors. At the top, there is a search bar and navigation links for 'About Us', 'Programs', 'Pricing', 'FAQs', and 'Contact Us'. The main heading is 'Online French Learning Program'. Below this, a paragraph describes the program as interactive and designed for young learners. To the right of the text are six circular images showing children in various learning scenarios: a girl reading, a boy at a computer, a girl speaking, a boy at a laptop, a girl at a laptop, and a boy at a computer. A red button labeled 'BOOK AN INTRO CALL →' is positioned below the text. The bottom section features a dark blue background with a pattern of stars and icons. On the left, a child is shown interacting with a large analog clock. On the right, the text reads 'With Bonjour Tutors, French Learning Is Accessible And Convenient!' followed by two paragraphs explaining the benefits of the online programs.

Search

Bonjour Tutors

About Us Programs Pricing FAQs Contact Us

Online French Learning Program

Enroll your child in the best online French classes designed specifically for young learners. Our interactive French courses offer an engaging and effective learning experience, making it the ideal program to help kids master the language. With our top-rated online French program, your child will enjoy a fun and structured approach to learning French. We help your child speak, read, and write with confidence.

[BOOK AN INTRO CALL →](#)

With Bonjour Tutors, French Learning Is Accessible And Convenient!

Our online programs make learning fun and help your child build confidence in their French language skills.

We offer online tutoring and classes for K-12 students in math, science, and French. Begin with just one program, or combine classes and subjects to create a customized learning plan.

Challenge

Cherif, owner of "Bonjour Tutors" shared his ideas & vision for his E-learning platform. The first challenge was to optimize on-page SEO & eliminate all technical SEO issues from the website. After that, we have to create and implement a strategy to increase the website's traffic & keyword Rankings. We have also performed Facebook and Instagram ads as well for buying courses.

Solution

1

Audit Report

The first step was to analyze the current status of the website. The report consists of all the metrics in terms of on-page, off-page and technical SEO. After conducting a thorough analysis of the website, we concluded that we have to start from scratch. After using various SEO tools like Ahref, SEMrush and screaming frog, we were able to find the exact loopholes that were holding back the ranking of the website on the search engines.

3

Content Creation/Link Building

To attract links in the natural, organic way that Google recommends we engage in content placement and publish content on various reputed websites to acquire high-quality backlinks.

2

On-Page Optimization

With target keywords selected, we implemented the on-page optimization strategy across target pages of the website. This included page titles, headers, meta descriptions, and setting up a proper blog.

4

Social Media Marketing

We run ads on Facebook and Instagram for thank you page that will reflect after buying the course. We created engaging ad post and ad copy by considering the target audience.

RESULT

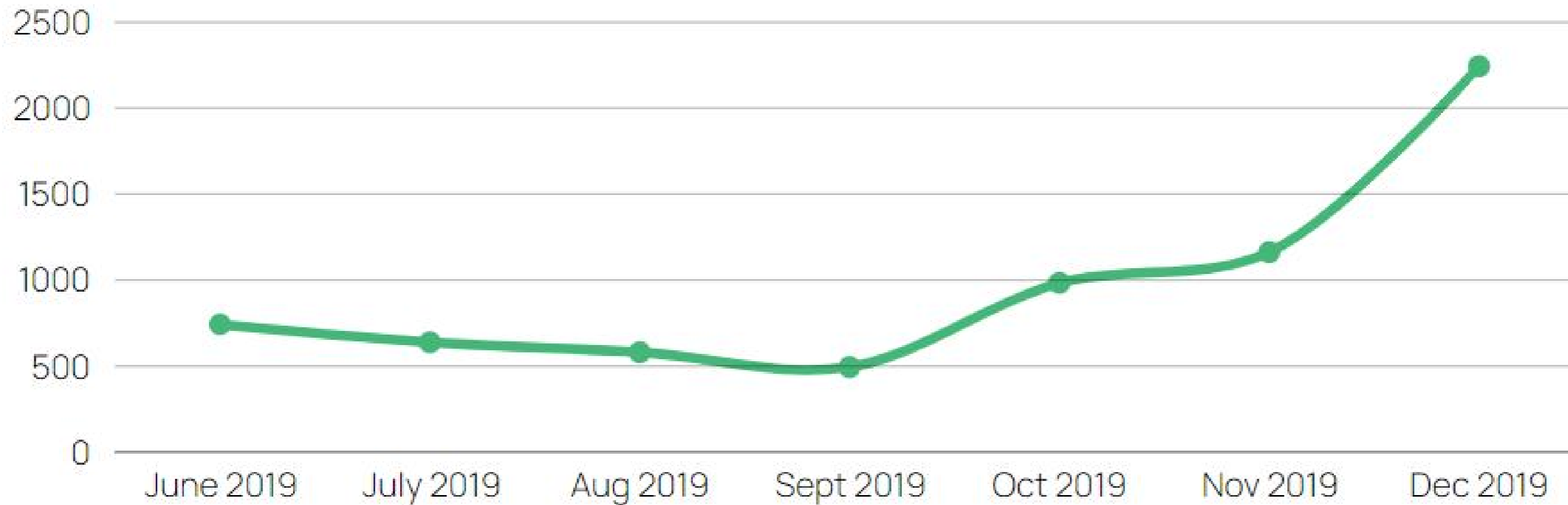
Increased organic traffic visits by **200%**

742
visits in June 2019 vs.

2244
in Dec 2019

1.8K
Backlinks

962
Do-Follow Linking
Domians



KEYWORDS

RANKINGS

- | | |
|-----------------------------------|----|
| • french online classes canada | 05 |
| • french online tuition in canada | 04 |
| • french online tutoring canada | 07 |
| • k12 french tutoring | 10 |
| • learn french online | 19 |
| • french online teacher | 12 |
| • french lessons online tutor | 11 |
| • online tuition platform | 08 |



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