

Content: Case Study

Website URL: <https://www.albertaballetschool.com/>

A Quick Case Study – Albert Ballet School's Traffic By 98%

Business Background

Albert Ballet School, a professional and renowned dance school in Calgary, Canada, teaches everything from ballet to contemporary dance to jazz! Their instructors are highly experienced dancers and teachers who offer programs to students of all ages and skill levels. The staff is dedicated to ensuring students have a positive experience through daily class structure, communication with parents, and flexible payment plans. The dance school offers a range of programs to help ensure that their clients get the most out of their dance training. In addition, they provide their students with exclusive opportunities to hone their dancing skills and participate in the production. The school has set an iconic standard of excellence by fostering a culture of professionalism and creating a flexible, supportive environment for students.

Market Competition

Some key competitors of the client are – International School of Ballet, Alberta Ballet, and Miniature School of Ballet & Dance.

Project Goal/Client Requirements

The proprietor of this well-loved, famous dance school in Calgary, Canada, needed a cross-platform and attractive website with a responsive design to spice up its digital presence, traffic, and rankings. The client also wanted to improve the website's navigation and eradicate all the non-essential design elements that hindered its performance, speed, and usability.

Challenges

The client's website was full of problems and had many technical issues. The design was not impressive, and the site was slow and clunky. The navigation bar was complicated to use and was not working appropriately. That was one of the reasons why most of their visitors didn't stay on the site and left just after viewing one page only, leading to a high bounce rate. In addition, the website was not optimized for Google and acquired very few organic visitors and traffic.

It was pretty clear that their developer didn't consider user experience when building the website. Tons of text, no clear headlines, no white space, and a lot of useless information on each page were also the main problems that we needed to tackle. Furthermore, the website didn't work adequately on or appear to be compatible with many mobile platforms and browsers.

Solutions Offered

The client needed a bespoke solution that could help their website push the boundaries of user experience and reach more customers.

1. The first thing we did was to conduct a thorough website audit to analyze its basic structure, find on-page issues, and identify potential problems in the eyes of Google. Some of the problems were design-related, and others were on-page SEO-related. Once the issues were identified, our creative team of web designers and SEO experts went ahead to map out an effective strategy by integrating the elements of website design, SEO, and content. We kept the client in the circle, communicated our plan, and proceeded to address those issues.
2. We fixed all of the slow speed and performance issues by making the site mobile-responsive, revamping its rudimentary site structure & layout, and integrating new functionalities.
3. We resolved the usability and navigation issues of the website, added drop-down menus on the main page, so users could quickly find what they were looking for.
4. We improved performance in every problematic area by using caching plugins and minifying code to lessen the amount of data needed to load pages. Additionally, we reduced the size of images without noticeably affecting the quality, which shaved off more time from page load times.
5. Our SEO team fixed the broken links, missing tags, and other fundamental technical SEO issues. Moreover, we also improved their written content by using better words, sentence structure, and grammar and created new content that was more discoverable and valuable to users. Overall, we took a holistic view of how the website is ranked for the keywords it wants to rank for — and then optimized each page based on what's working and what isn't.

Time Frame

ISigma Solutions undertook the project in August 2018 to revamp the client's site, boost rankings & traffic, and increase conversions.

Results

Our SEO and web design team worked hard to fix all the website problems from A to Z, and after some time, we finally achieved remarkable results. The load time was improved, and the bounce rate was dropped successfully. Furthermore, the content was optimized for the client's desired target audience and keywords to maximize your visibility and improve your rankings. It was a win-win situation for both sides.

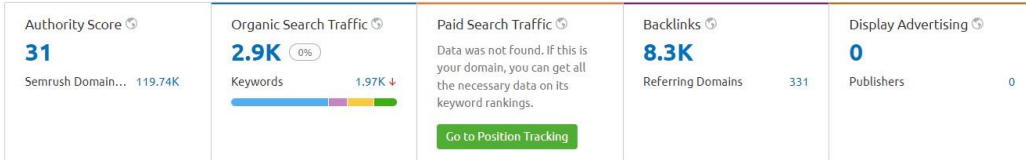
Domain Overview: albertaballetschool.com

User manual Send feedback

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Overview Compare domains Growth report Compare by countries



Domain Overview: albertaballetschool.com

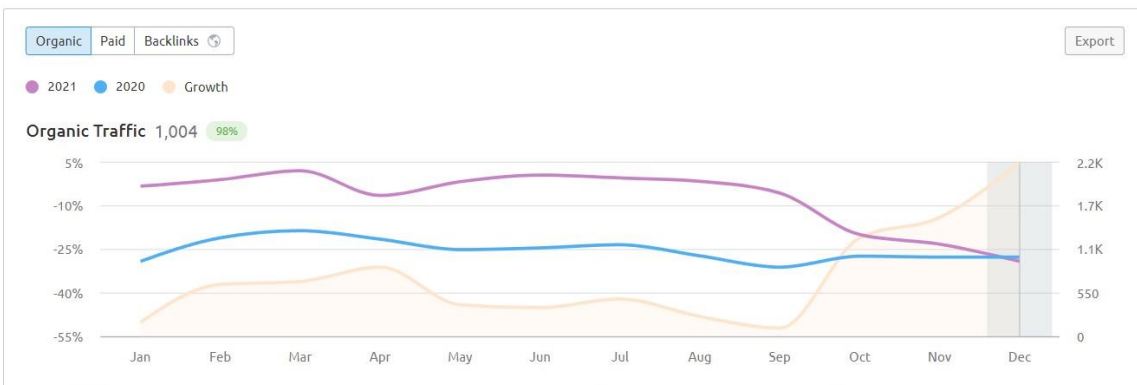
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Overview Compare domains Growth report Compare by countries

Year over Year 2020 2021 Compare Cancel

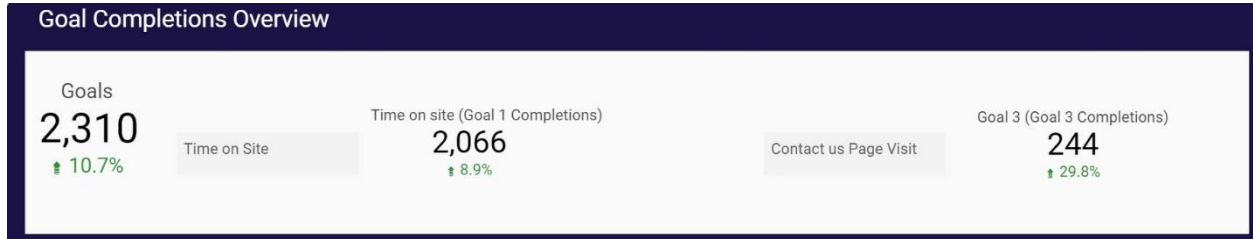
Period	Semrush Rank	Org. Traffic	Backlinks	Ref. Domains	Paid Traffic
2020	422.61K	581	3.29K	173	0
2021	138.67K	1.2K	8.28K	331	0
Growth	298.67K	98%	+152%	+91%	0%



The client's website saw growth increase:

- ✓ Website organic traffic: 98%
- ✓ Backlinks: 152%

✓ Reference Domain: 91%



✓ The goal for customer sessions saw an 8.9% boost.

✓ The overall goal value was improved by 10.7%