**MIT SDE Keywords Status | Aug'24**

**Target Keywords Ranking Status (Baseline Vs Current Status)**

* Compared with the baseline, **19 Keywords** have improved ranking on the first page of Google SERP results
* Compared with the baseline, **146 Keywords** have improved ranking in Google SERP results from **NOT in 100**

| **S.No** | **Keyword Ranking Position** | **Baseline Status ( 13th Mar'24)** | **April 24**  | **May 24** | **Jun 24** | **July 24** | **Current Status on 28 Aug'24** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 1 | **1 to 10th** | 0 | 07 | 09 | 10 | 14 | **19** |
| 2 | **11 to 20th** | 0 | 44 | 62 | 76 | 68 | **83** |
| 3 | 21st to 30th | 0 | 29 | 41 | 41 | 40 | 14 |
| 4 | 31st to 40th | 0 | 19 | 20 | 07 | 10 | 11 |
| 5 | 41th to 50th | 0 | 05 | 02 | 07 | 07 | 08 |
| 6 | 51st to above | 2 | - | 14 | 07 | 09 | 13 |
| 7 | Top 100 Position | 2 | 104 | 148 | 148 | 148 | 148 |
| 8 | **Not in 100** | 148 | 46 | 02 | 02 | 02 | 02 |

**Keyword Ranking Status Drive Link (6 Months):**

* <https://docs.google.com/spreadsheets/d/1gj_N6w3Gpf1R4wsehU0Vsos0Bppu0x6G4Zil_8ADSoI/edit?gid=0#gid=0>

**Target 1st Page Keywords Ranking Status (Baseline Vs Current Status)**

* Currently, **19 Keywords** are ranking on the first page of Google SERP results

| **Sl. No** | **Keywords** | **Current Ranking Status of ( 28 August24)** | **Baseline Ranking Status of (13 Mar'24)** |
| --- | --- | --- | --- |
| 1 | ai digital marketing course in jaipur | 1 | Not in 100 |
| 2 | ai digital marketing courses bangalore | 1 | Not in 100 |
| 3 | ai in digital marketing course in kolkata | 2 | Not in 100 |
| 4 | ai in digital marketing course in lucknow | 2 | Not in 100 |
| 5 | ai in marketing course in lucknow | 2 | Not in 100 |
| 6 | ai in marketing course in kolkata | 2 | Not in 100 |
| 7 | ai digital marketing in delhi | 3 | Not in 100 |
| 8 | ux design course in jaipur | 5 | Not in 100 |
| 9 | ui ux training in jaipur | 6 | Not in 100 |
| 10 | pgdm courses in lucknow | 6 | Not in 100 |
| 11 | ui ux course in jaipur | 8 | Not in 100 |
| 12 | best pgdm colleges in lucknow | 8 | Not in 100 |
| 13 | 1 year pgdm course in bangalore | 8 | Not in 100 |
| 14 | 1 year pgdm colleges in bangalore | 10 | Not in 100 |
| 15 | pgdm in lucknow | 10 | Not in 100 |
| 16 | ui ux design course in jaipur | 10 | Not in 100 |
| 17 | pgdm colleges in lucknow | 10 | Not in 100 |
| 18 | ui ux design course in kolkata | 10 | Not in 100 |
| 19 | digital marketing institute in lucknow | 10 | Not in 100 |

**Target 2nd Page Keywords Ranking Status (Baseline Vs Current Status)**

* Currently, **83 Keywords** are ranking on the second page of Google SERP results

| **Sl. No** | **Keywords** | **Avg. Monthly Searches** | **Current Ranking Status of ( 28 August'24)** | **Baseline Ranking Status of (13 Mar'24)** |
| --- | --- | --- | --- | --- |
| 1 | ai digital marketing courses bangalore | 0 | 11 | Not in 100 |
| 2 | online pgdm kolkata | 0 | 11 | Not in 100 |
| 3 | top pgdm institute in lucknow | 0 | 11 | Not in 100 |
| 4 | ui ux institute in jaipur | 0 | 11 | Not in 100 |
| 5 | best ui ux design institute in jaipur | 0 | 11 | Not in 100 |
| 6 | best ui ux courses in jaipur | 0 | 11 | Not in 100 |
| 7 | best pgdm institute in lucknow | 0 | 11 | Not in 100 |
| 8 | best institute for ui ux design in delhi | 170 | 11 | Not in 100 |
| 9 | best ui ux courses in kolkata | 0 | 11 | Not in 100 |
| 10 | ui ux design course fees in kolkata | 0 | 11 | Not in 100 |
| 11 | best ui ux design institute in delhi | 70 | 11 | Not in 100 |
| 12 | best digital marketing training institute in lucknow | 110 | 11 | Not in 100 |
| 13 | ui ux design institute in delhi | 70 | 11 | Not in 100 |
| 14 | ui ux design course fees in bangalore | 210 | 11 | Not in 100 |
| 15 | ui ux design course fees in delhi | 90 | 11 | Not in 100 |
| 16 | ai digital marketing course in delhi | 0 | 12 | Not in 100 |
| 17 | best ui ux design institute in kolkata | 0 | 12 | Not in 100 |
| 18 | top pgdm colleges in lucknow | 10 | 12 | Not in 100 |
| 19 | pgdm course fees in lucknow | 40 | 12 | Not in 100 |
| 20 | ui ux design course fees in jaipur | 0 | 12 | Not in 100 |
| 21 | ui ux design institute in jaipur | 0 | 12 | Not in 100 |
| 22 | uiux course jaipur | 0 | 12 | Not in 100 |
| 23 | best pgdm colleges in bangalore | 480 | 12 | Not in 100 |
| 24 | ui ux course in kolkata | 110 | 12 | Not in 100 |
| 25 | best digital marketing institute in lucknow | 320 | 12 | Not in 100 |
| 26 | ui ux institute in delhi | 140 | 12 | Not in 100 |
| 27 | ui ux design course kolkata | 30 | 12 | Not in 100 |
| 28 | ui design course in delhi | 50 | 12 | Not in 100 |
| 29 | top 5 pgdm colleges in bangalore | 70 | 12 | Not in 100 |
| 30 | ux design course in kolkata | 50 | 12 | Not in 100 |
| 31 | ui ux design course in delhi | 260 | 12 | Not in 100 |
| 32 | ui ux design institute in kolkata | 0 | 12 | Not in 100 |
| 33 | ui ux design course fees in delhi | 90 | 12 | Not in 100 |
| 34 | ui ux course in delhi | 500 | 12 | Not in 100 |
| 35 | pgdm in digital marketing in kolkata | 10 | 12 | Not in 100 |
| 36 | pgdm courses in kolkata | 390 | 13 | Not in 100 |
| 37 | top pgdm institute in kolkata | 0 | 13 | Not in 100 |
| 38 | ui ux designer course in delhi | 110 | 13 | Not in 100 |
| 39 | best pgdm course in bengal | 0 | 13 | Not in 100 |
| 40 | best pgdm institute in kolkata | 0 | 13 | Not in 100 |
| 41 | best pgdm course in kolkata | 0 | 13 | Not in 100 |
| 42 | pgdm course fees in bangalore | 70 | 13 | Not in 100 |
| 43 | pgdm courses in bangalore | 260 | 14 | Not in 100 |
| 44 | pgdm colleges in bangalore | 880 | 14 | Not in 100 |
| 45 | uiux course kolkata | 0 | 14 | Not in 100 |
| 46 | kolkata pgdm course | 0 | 15 | Not in 100 |
| 47 | top pgdm course in bengal | 0 | 15 | Not in 100 |
| 48 | digital marketing course in lucknow | 3,600 | 15 | Not in 100 |
| 49 | top pgdm colleges in bangalore | 480 | 15 | Not in 100 |
| 50 | ui and ux design course in bangalore | 2,400 | 15 | Not in 100 |
| 51 | best pgdm course in rajasthan | 0 | 16 | 92 |
| 52 | pgdm in kolkata | 140 | 16 | Not in 100 |
| 53 | ui ux course in bangalore | 2,400 | 16 | Not in 100 |
| 54 | best digital marketing course in lucknow | 260 | 16 | Not in 100 |
| 55 | digital marketing course lucknow | 140 | 16 | Not in 100 |
| 56 | ui design course bangalore | 210 | 16 | Not in 100 |
| 57 | pgdm in bangalore | 260 | 16 | Not in 100 |
| 58 | ux design course in bangalore | 210 | 16 | Not in 100 |
| 59 | ui ux design course in bangalore | 2,400 | 16 | Not in 100 |
| 60 | pgdm fees in lucknow | 20 | 17 | Not in 100 |
| 61 | top pgdm course in rajasthan | 0 | 17 | Not in 100 |
| 62 | top pgdm institute in jaipur | 0 | 17 | Not in 100 |
| 63 | pgdm colleges in jaipur | 170 | 17 | Not in 100 |
| 64 | pgdm course in jaipur | 30 | 17 | Not in 100 |
| 65 | ui ux designer course in lucknow | 0 | 17 | Not in 100 |
| 66 | pgdm colleges in lucknow fees | 30 | 17 | Not in 100 |
| 67 | best ui ux design course in bangalore | 210 | 17 | Not in 100 |
| 68 | ui ux institute in kolkata | 0 | 18 | Not in 100 |
| 69 | pgdm institute in jaipur | 10 | 18 | Not in 100 |
| 70 | digital marketing training in lucknow | 260 | 18 | Not in 100 |
| 71 | pgdm colleges in kolkata | 210 | 18 | Not in 100 |
| 72 | best pgdm colleges in jaipur | 40 | 18 | Not in 100 |
| 73 | ui ux designer course in bangalore | 260 | 18 | Not in 100 |
| 74 | mba pgdm colleges in bangalore | 40 | 18 | Not in 100 |
| 75 | online ui ux course in lucknow | 0 | 19 | Not in 100 |
| 76 | pgdm in jaipur | 20 | 19 | Not in 100 |
| 77 | ui ux course in lucknow | 30 | 19 | Not in 100 |
| 78 | digital marketing courses in delhi ncr | 14,800 | 19 | Not in 100 |
| 79 | best ui ux design institute in lucknow | 0 | 20 | Not in 100 |
| 80 | best ui ux courses in lucknow | 0 | 20 | Not in 100 |
| 81 | digital marketing institute in jaipur | 1,000 | 20 | Not in 100 |
| 82 | best institute in bangalore for ui ux design course | 140 | 20 | Not in 100 |
| 83 | ui design course in bangalore | 210 | 20 | Not in 100 |

**Completed Activities:**

| **Completed Activities** | **Count** |
| --- | --- |
| * Keywords Refine and Finalization
 | **150** |
| * Website Architecture
 | **15** |
| * URL Structuring
 | **15** |
| * XML Sitemap
 | **-** |
| * No Index Tag Issues
 | **15** |
| * Canonical Tag
 | **15** |
| * Loading Time Optimization
 | **-** |
| * Meta Tags Optimization
 | **15** |
| * Content Optimization (Set-1)
 | **5** |
| * Content Optimization (Set - 2 & 3)
 | **10** |
| * Robots.txt & Meta Robots Tag Optimization
 | **-** |
| * Page Creation
 | **15** |
| * Contextual Linking
 | **15** |
| * FAQ Optimization
 | **15** |
| * FAQ Schema Updation
 | **10** |
| * Banner Description for Required Pages
 | **15** |
| * W3C HTML Error Fixing
 | **-** |
| * W3C CSS Error Fixing
 | **-** |
| * Footer Section Optimization
 | **-** |
| * The new target page's link updating on XML sitemap
 | **15** |
| * Blog Posting
 | **50** |

**Pending Activities:**

| **Pending Activities** | **Count** |
| --- | --- |
| * W3C CSS Error Issue Fixing
 | **-** |
| * Loading Speed Optimization
 | **-** |
| * FAQs schema Shared with Client
 | **10 Pages** |
| * SET 3 Web Content Shared with Client
 | **05 Pages** |
| * Blog Optimization Shared with Client
 | **10 Blogs** |
| * H1 Tag Optimization Shared with Client
 | **-** |
| * Canonical Issues Fixing
 | **-** |
| * Meta Robots Issues Fixing
 | **-** |
| * Image Optimization
 | **-** |
| * HTML CSS Error Issues Fixing
 | **-** |