Case Study- Website Development/SEO: Sapneil Tutoring

Sapneil has always tutored as an extension to its academic goals. In June 2010, Sapneil Tutoring started as a comprehensive SAT, ACT, PSAT, PLAN, DAT test preparation, tutoring, and college admissions counseling company dedicated to linking student's academic goals and expectations by helping students achieve their lifelong goals of attending the top college/university of their choice. Sapneil tutors pupils in traditional ways as well as on Skype one-to-one sessions.

Problem Statement:

Sapneil, being new in the industry, had a lot to achieve from attracting students to popularizing tutoring among students all over the world. To reach to larger group of students Sapneil needed a way, which Brilliant offered as a Website development, which is both responsive and Search Engine Optimized aka SEO friendly.

Sapneil tutoring, a fast growing company, was keen to attract groups of students all over the world looking for tutoring, test preparation for SAT, ACT, PSAT, PLAN, DAT. Sapneil chosen Brilliant to target such a group of students. Also Brilliant offered website developments and SEO service.

Solution:

Brilliant developed an excellent website for Sapneil tutoring. Brilliant also worked on the images and the content development for the website.

Sapneil Tutoring chose Brilliant for these major features:

- Ease-of-use: no special IT training or hardware requirements.
- Reasonable price.
- Ability to use existing material/systems/data.
- Saves time and spreads a word in a better way.
- Online payment/Registration System is made easier.
- Brilliant provided Sapneil Tutoring with the shop option, so that their products can be ordered from anywhere, anytime.
- Website created is SEO friendly and responsive.

Result:

The website Search Engine Optimized has improved chances of Sapneil Tutoring being in top search engine results. The website is responsive so it can be viewed from any device without diminishing its features. These have improved website visitor, which in turn increased enrollments.