

0 → 20+

Qualified leads every month, built from a standing start.

How Ranking Discovery turned a brand-new yoga school's website into a consistent source of qualified enquiries, with search growth visible within 40 days of execution.



CLIENT: YOG SCHOOL OF INDIA

CLIENT

Yog School of India

SECTOR

Yoga Education & Teacher Training

LOCATION

Rishikesh, India

SCOPE

Website Revamp · SEO · Lead Generation

Within 40 days of execution, search became a **lead channel**.

SEARCH IMPRESSIONS

0 → 60K

Impressions grew from zero to 60,000 in Google Search.

ORGANIC CLICKS

0 → 50

Clicks per day from organic search, up from none.

QUALIFIED LEADS

20+

Qualified leads per month, consistently.

TIME TO IMPACT

40

Days from execution to measurable search growth.

SUMMARY

Yog School of India came to us as a new business with no search visibility, no website traffic and no reliable way to attract students. We rebuilt the website around user experience and conversion, fixed the technical foundations, and built content around how prospective students search. The result: a website that now delivers 20+ qualified leads every month.

01 Background

02 Challenges

03 Strategy

04 Execution

05 Business Impact

06 Outcome

07 Our Learnings

A new yoga school with an international ambition.

Yog School of India is a yoga school based in Rishikesh, India, offering yoga teacher training programmes to aspiring teachers and practitioners.

When the school partnered with Ranking Discovery, the business was just getting started: a new brand, a website that wasn't yet working for it, and a clear goal: to attract students, particularly from outside India, through search.

Rishikesh is one of the most competitive markets for yoga education online. Established schools run detailed, content-rich websites, and prospective students research extensively before they enquire.

The goal: make Yog School of India discoverable to the right students and give them a clear reason and route to enquire.



Yog School of India
yogschoolindia.com

LOCATION	Rishikesh, India
SECTOR	Yoga education & teacher training
BUSINESS STAGE	New business, just getting started
AUDIENCE	Prospective yoga students in India and abroad
ENGAGEMENT	Website revamp, SEO, CRO & analytics

Starting from zero in a crowded market.

01 A new business with no lead flow

The school was at the very start of its journey. With no established presence online and no enquiry pipeline, every student had to be won from scratch. It needed a dependable way to generate leads for its courses.

02 Weak site structure and navigation

The website's structure and navigation made it hard for visitors to find course information and take the next step. Key pages were difficult to reach, and the path from interest to enquiry was unclear for users and search engines alike.

03 No traffic to the website

The site received no meaningful traffic. Without search visibility, the school was invisible to the students actively searching for yoga training in India, while competitors captured that demand.

04 Few quality leads from outside India

International students are a key audience for any yoga school in Rishikesh, yet the school was struggling to attract qualified enquiries from outside India, the market it most wanted to reach.

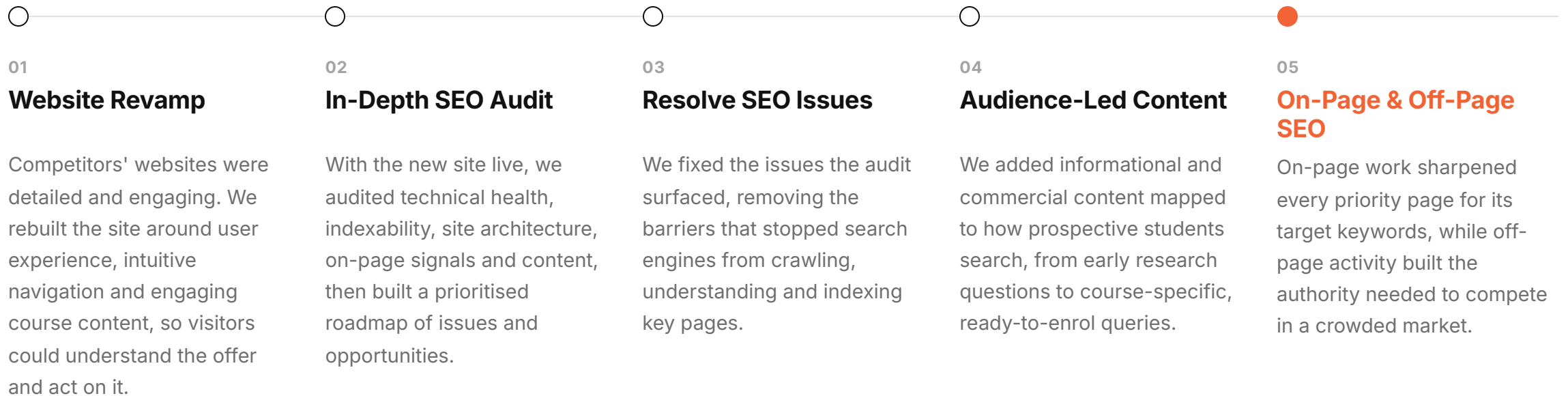
STARTING POINT

0 IMPRESSIONS

0 CLICKS

No CONSISTENT LEAD FLOW

Build the foundation first. Then make it discoverable.



A sequenced approach: experience first, technical health second, then content and authority to scale visibility.

Nine workstreams. One goal: qualified enquiries.

PHASE 1

Rebuild the experience

01 Competitor-led website redesign

Redesigned the site from the ground up, starting with wireframes informed by competitor research.

02 Structured commercial pages

Restructured course and commercial page content so key information is clear and persuasive.

03 Lead-capture CTAs

Placed clear calls to action along the journey to capture leads at the moment of intent.

04 A/B-tested contact forms

Tested form variations to find the format that best converts visitors into enquiries.

05 Engaging, crawlable pages

User-friendly, SEO-optimised pages built to be crawled and understood by search engines and LLMs.

PHASE 2

Make it discoverable

06 Technical SEO fixes

Resolved the technical issues hampering indexability, so priority pages could be crawled and indexed.

07 Page-level keyword targeting

Mapped target keywords to their respective pages, giving each page a clear search intent.

PHASE 3

Measure and expand

08 GA4 funnel tracking

Built dedicated GA4 funnels to track how visitors move from landing page to enquiry.

09 Informational content

Published blogs targeting informational keywords to reach students early in their research.

Within 40 days, the numbers started moving.

SEARCH IMPRESSIONS

0 → 60K

From zero visibility to 60,000 impressions.

ORGANIC CLICKS

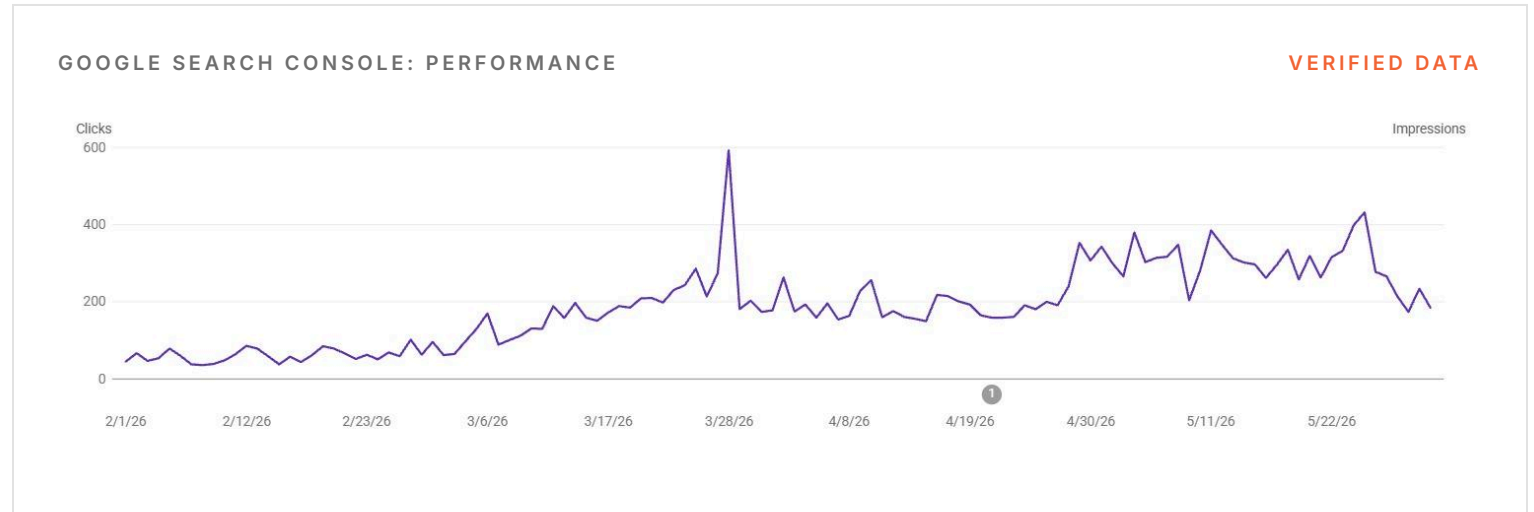
0 → 50 / day

From no visits to around 50 clicks every day.

QUALIFIED LEADS

20+ / month

Consistently, every month.



Source: Google Search Console, Performance report, February to May 2026. Unedited screenshot.

40 days from execution to measurable growth in impressions, clicks and enquiries, with the upward trend holding through the months that followed.

From a new website to a dependable lead engine.

AREA	BEFORE		AFTER
Search visibility	No impressions	→	60K impressions
Website traffic	No organic clicks	→	50 clicks per day
Lead generation	No consistent lead flow	→	20+ qualified leads every month
Website experience	Unclear structure and navigation	→	Rebuilt, structured, conversion-focused site
Measurement	Limited view of the enquiry journey	→	GA4 funnels tracking the path to enquiry

Yog School of India now has an organic channel that delivers qualified enquiries month after month. It is built on a website designed to convert and a search foundation designed to grow.

What this engagement taught us.

01

Fix the foundation before scaling traffic

SEO amplifies whatever site it points to. Rebuilding the experience first meant every new visitor landed on a clear path to enquire.

02

Competitors set the bar for depth

In a market of detailed, engaging websites, thin pages neither rank nor convert. Matching that depth and structuring it better was the entry ticket.

03

Conversion is part of SEO

Clear CTAs and tested contact forms turned visibility into enquiries. Without them, traffic would have been a vanity metric.

04

Measure the journey, not just rankings

GA4 funnels showed which pages drove enquiries and where visitors dropped off, so every optimisation was guided by data.

05

Build for search engines and LLMs

Clear structure and crawlable pages help content be understood by traditional search and AI-driven discovery alike.

06

Serve the whole research journey

Informational content reaches students early; structured commercial pages convert them when they're ready to enrol.

NEXT STEP



Your next customer may already be searching.

Ranking Discovery helps businesses uncover search opportunities, build organic visibility and turn search demand into measurable growth.

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Book a conversation: rankingdiscovery.com/contact-us

RANKING DISCOVERY

Search. Discover. Grow.

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