

Case Study - Amity University Online

By Das Writing Services Private Limited

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AMITY ONLINE – COMPANY PROFILE

Amity University Online is introducing innovation and convenience in higher education. With a comprehensive catalogue of Undergraduate and postgraduate courses - Amity is making upskilling more accessible for accessible for students and working professionals in India.

Amity University Online's collaboration with Das Writing Services fuels a distinctive brand position in the market - creating a unique identity by attracting specific target groups.

MAJOR ROADBLOCKS

1. Lack of brand differentiation
2. Low traffic volume
3. Poor conversions

ENTERS DWS IN JAN 2025



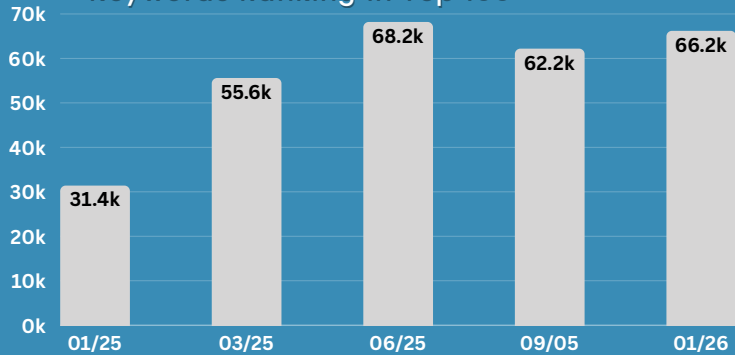
AMITY
UNIVERSITY
ONLINE



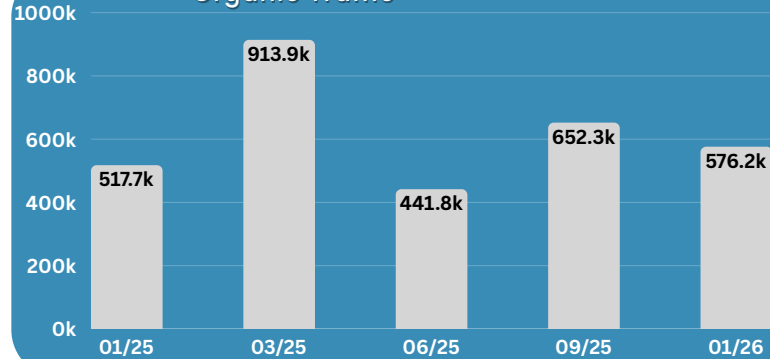
THE RESULTS (AS ON JAN 2026)

COMPARATIVE PERFORMANCE ANALYSIS FROM JAN-25 TO JAN-26

Keywords Ranking in Top 100



Organic Traffic



SEMRUSH RESULTS OF AMITYONLINE.COM FROM JAN-25 TO JAN-26

1M 6M 1Y **2Y** All time

Days Months [Export](#)

Traffic

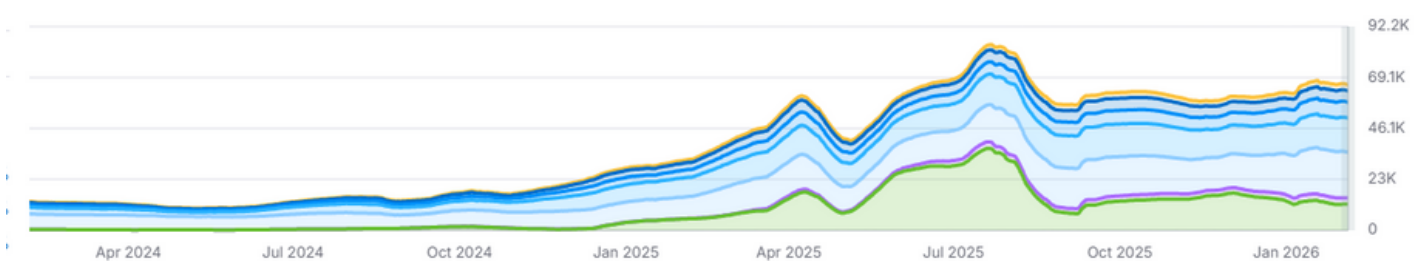
☒ Organic Traffic ☒ Paid Traffic ☒ Branded Traffic



Keywords

Organic Paid

☒ Top 3 ☒ 4-10 ☒ 11-20 ☒ 21-50 ☒ 51-100 ☒ AI Overviews ☒ Other SERP Features



AMITYONLINE.COM NOW

22.6K



Keywords Ranking in
Top 10

40.6K



Keywords Ranking in
Top 50

13.3K



Total Indexed Pages

54



Domain Authority

HOW WE DID IT IN 6 MONTHS



500

Blogs



5-8

Copies/
Week



35K-40K

Words/
Month

We thoroughly researched and wrote content with the industry-specific keywords to improve their rankings. Here are some of such targeted keywords

- *jobs prospects after MBA*
- *Block chain engineer*
- *Scope of Bsc*
- *PPC marketing for beginners*
- *Software engineer salary*
- *Career options after MA in psychology*
- *Digital marketing strategy*
- *Data engineer certification*
- *Finance interview questions*
- *Highest paying technology careers*
- *Highest paying jobs in India*

SOLUTIONS TO THE CHALLENGES FACED



On-page Blogs

Our writers conducted a thorough research to understand the tonality that can grasp the attention of the readers. This helped us improve the engagement of the blogs and chances of higher rankings on the SERP.



Strategic Call to Actions

We used situation-based customised call to actions for individual pages, highlighting the value proposition of the client's services. This allowed Amity Online to generate leads from blogs and informational pages as well.

WHAT WE LEARNT FROM OUR PARTNERSHIP?

This partnership with Amity University Online help us learn about:

- What kind of messaging style is suitable for working professionals and students.
- Contextual CTAs can increase the overall conversion rate from even blog pages.
- What strategies to adapt to rank on the Featured Snippet and People Also Ask section.

Following are 15 keywords on which we have written content for amityonlinemba.jaroeeducation.com. Please click on these keywords to visit its corresponding blog or webpage live on our client's website.

Sl. No.	Primary Keyword	Search Volume	 SERP* Rank	Content Type	Written On
1	digital marketing interview questions	3,600	1	Blog	07/2025
2	ndtl full form	3,600	1	Blog	09/2025
3	difference between consumer price index and wholesale price index	1,600	1	Blog	07/2025
4	difference between ug and pg	1,600	1	Blog	07/2025
5	Finance function	2,900	2	Blog	07/2025
6	blockchain developer salary	2,900	4	Blog	05/2025
7	acca mba	1,000	5	Blog	05/2025
8	fccs	720	6	Blog	05/2025
9	what is microeconomics	8,100	9	Blog	07/2025
10	acca subjects	5,400	10	Blog	02/2025
11	financial analyst interview questions	1,000	10	Blog	09/2025
12	mba in hotel management	2,400	10	Blog	07/2025
13	Finance interview question	2,900	10	Blog	10/2025
14	mba in it management	1,600	10	Blog	07/2025
15	how to become a blockchain developer	260	10	Blog	02/2024

*These Google SERP ranks were recorded on January 2026