How I Grew AFBF's Study Abroad Blog to 55K+ Impressions Organically

Overview:

Abroad for Better Future (AFBF) is a non-profit helping Indian students study abroad. Without any paid promotions, I built an **SEO-driven content strategy** that drove **55K+ impressions & 840+ clicks in just 9 months**.

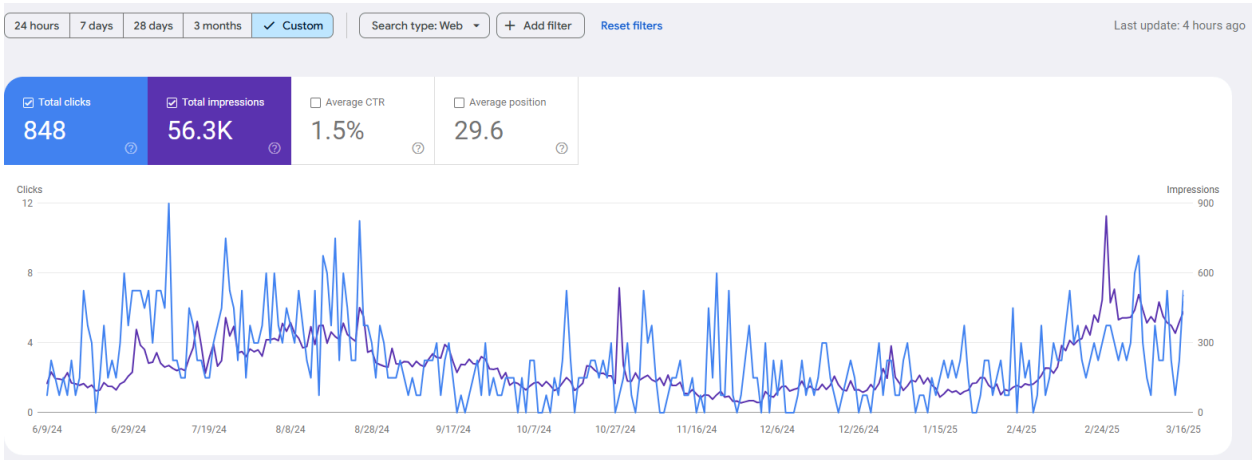
Key Actions Taken:

- 🔹 Researched and targeted **competitive study-abroad keywords**.
- 🔹 Created **high-quality, student-centric blog posts** to improve search rankings.
- 🔹 Optimized technical SEO using **Google Search Console insights**.

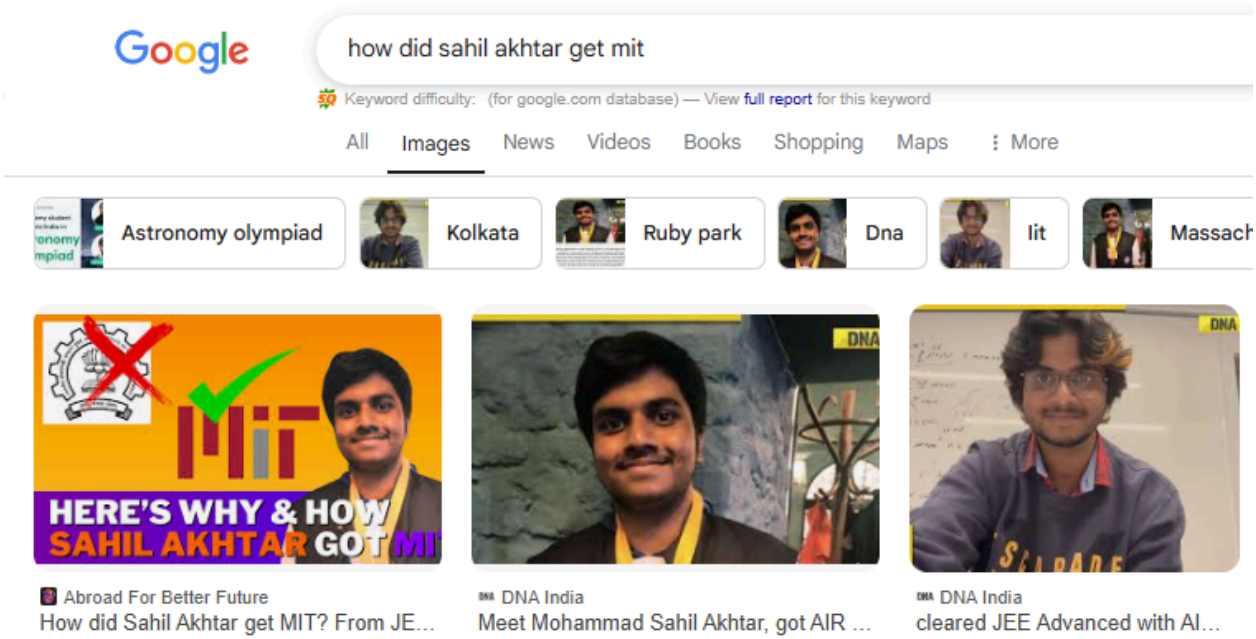
Results:

✅ **Ranked for 'Chirag Falor' & Other Study Abroad Topics**
✅ **55K+ Impressions & 840+ Clicks on Google**
✅ **24.4% Increase in Total Website Visitors**
✅ **11,346 YouTube Views & over 1.4L Impressions on YouTube in the Last 6 Months.**

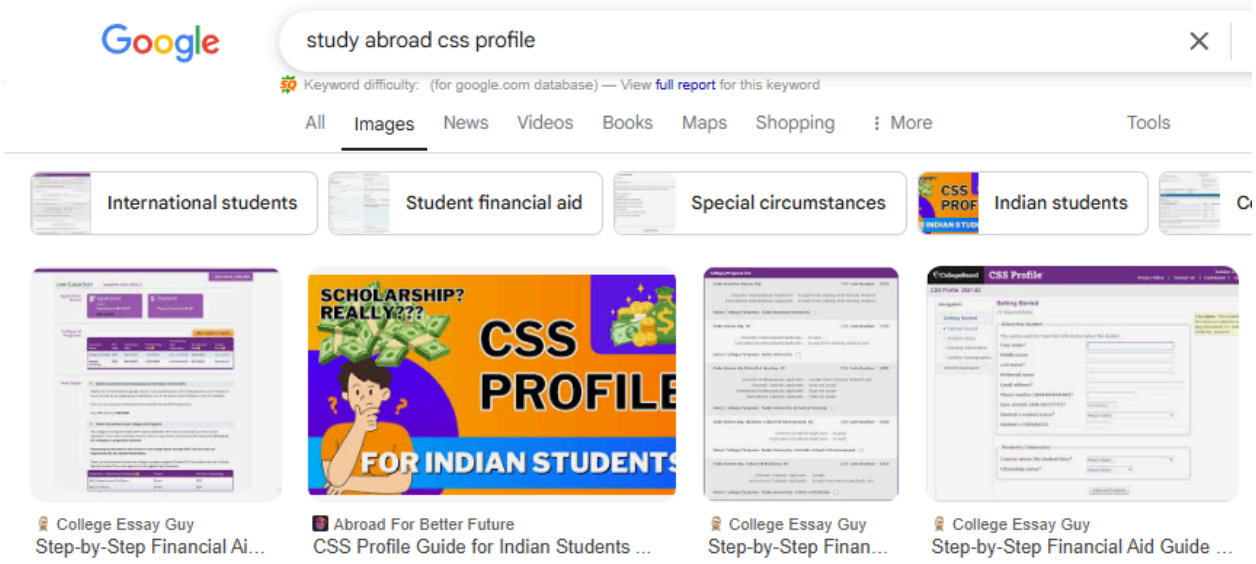
Final Thoughts:
Despite the challenges of competing with top education websites, AFBF has grown into a valuable resource for students. This project proves my ability to drive **SEO growth, organic traffic, and brand visibility**—all without paid ads.



Screenshot of GSC for the last 9 months.



Beating top news websites like DNA India for some queries



Beating College Essay Guy (a leading website for international students) almost.

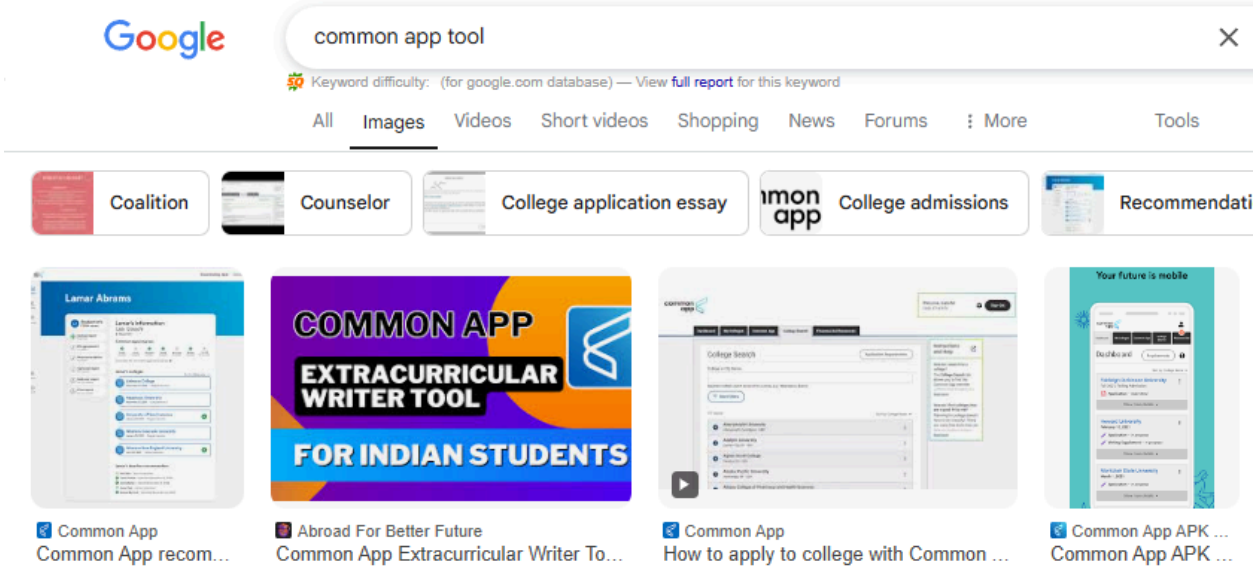
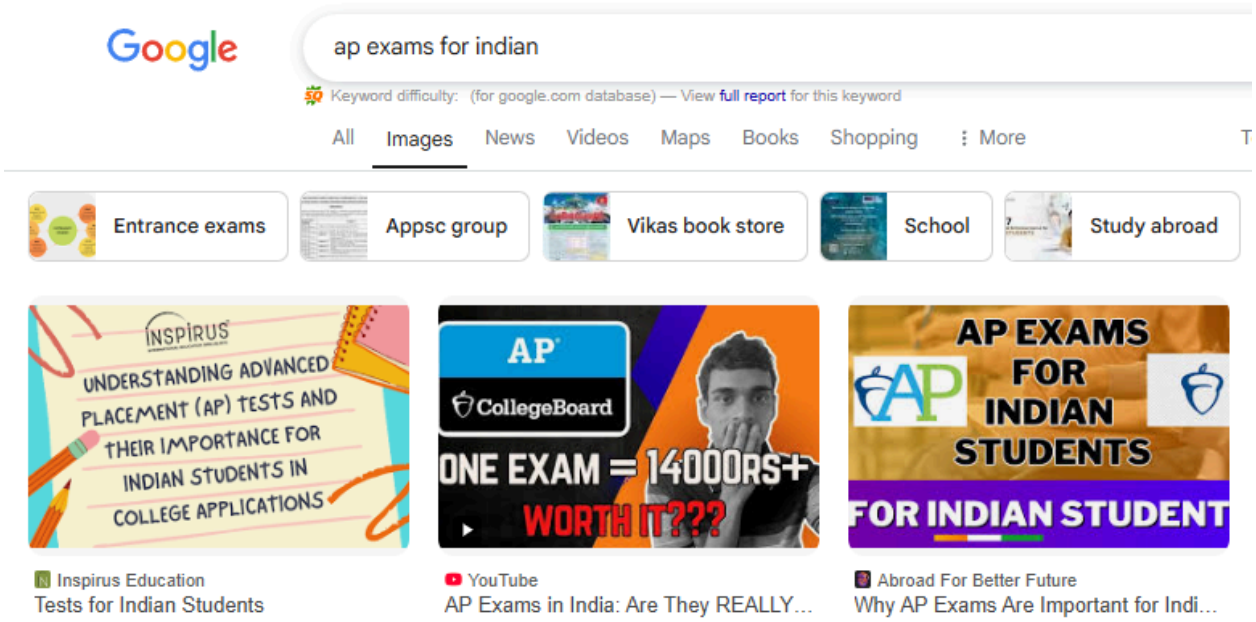


Image SEO at its best. Common App is the main application through which students apply to abroad. We are ranking on 2nd with it!



Ranking on third for AP exams for indian. AP exams are worldwide college-level exams offered to be taken by high school students. Lol that's my youtube video ranking on second!

I work to **create lasting impact** 🙂

If you want to work with me…
I'm always a **WhatsApp** away. (click to chat!)