Keyword Strategy & Blog Optimization for DU Events Portal

Project Context

This project involved a complete revamp of the DU student events portal's blog section. The aim was to increase relevant traffic, improve content visibility, and enhance user engagement by refining the keyword strategy and optimizing blog structure and internal linking.

Objective & Audience

- **Target Group:** Delhi University students searching for events, internships, and campus opportunities.

- **Intent:** To drive more targeted traffic through search engines and provide a better content experience for student readers.

- **Tone & Style:** Informative, student-focused, search-optimized.

SEO Strategy & Planning

Phase	Action
Keyword Gap Analysis	Used Ahrefs and Google Trends to find high-opportunity keywords DU students search for.
Title & Header Optimization	Rewrote blog titles, meta descriptions, and H1/H2 headers based on keyword intent.
Internal Linking	Connected blogs to core pages like event calendars, admission info, and department highlights.
Content Cluster Plan	Built a publishing calendar around clusters like 'internship fairs', 'literary events', 'college fests', etc.
Content Cannibalization Fix	Removed/merged overlapping content and ensured each post targeted unique intent.

Execution Summary

- Audited 35+ existing blogs for SEO issues and relevance.

- Optimized 20 key blogs and published 8 new articles as per the content calendar.

- Built 60+ internal links across articles to strengthen topic clusters.

- Updated image alt-text, meta tags, and URL structures for better indexing.

Results Achieved

- Blog traffic increased by **55%** within 2 months.

- Average session time improved by **30%**.

- Bounce rate decreased by **18%**.

- Ranking improvement for **10+ target keywords**, including *"DU internship fair"* and *"college literary events."*

Value Delivered

- Provided a **search-driven structure** to DU's blog ecosystem.

- Improved **discoverability and relevance** of student event content.

- Created a **sustainable keyword and content strategy** aligned with student interests.