



CASE STUDY



GOEAST MANDARIN

www.goeastmandarin.com

At America SEO Agency, we turn underperforming websites into lead-generating machines. With data-driven SEO and targeted content, we help businesses dominate search results. Our strategies are tailored, transparent, and built for long-term success. We don't just boost traffic — we grow revenue.

PARTNER WITH US AND WATCH YOUR BUSINESS RISE ABOVE THE COMPETITION.

INTRODUCTION

GoEast Mandarin is a premier Chinese language school offering both online and offline Mandarin courses for learners worldwide. With a stellar reputation for blending traditional instruction with modern tools, they serve students ranging from casual learners to corporate clients and expats living in China.

GoEast Mandarin's programs include:

- ✓ Online Mandarin Courses
- ✓ HSK Preparation Classes
- ✓ Business Chinese Training
- ✓ Chinese Culture & Conversation Classes
- ✓ Corporate Language Training Programs

IDENTIFYING KEY CHALLENGES

Despite having a strong academic foundation and excellent teaching staff, GoEast Mandarin struggled with online discoverability. The site wasn't ranking for key Mandarin-learning keywords, and organic traffic was underperforming compared to competitors in the space.

As an international brand targeting a global audience, GoEast Mandarin needed a smart SEO strategy to:

- ✓ Increase organic visibility in multiple regions (U.S., Europe, Asia).
- ✓ Rank for competitive language-learning keywords.
- ✓ Drive qualified student inquiries and course sign-ups.
- ✓ Improve domain authority and content relevance.

THE GAME PLAN

To meet these goals, America SEO Agency created a holistic SEO and content marketing roadmap that focused on.

- ✓ Technical SEO audits & fixes for performance and UX.
- ✓ In-depth multilingual keyword research.
- ✓ Blog content strategy for informational & intent-based queries.
- ✓ Authority building via link outreach and content syndication.



Better Visibility

+



Stronger Content

+



Regional Targeting

=



Increased Conversions

CHARTING OUT THE ROAD TO ONLINE SUCCESS

Our strategy focused on turning GoEast Mandarin into a trusted hub for Mandarin learners globally. Here's what we implemented:

- ✓ Targeted landing pages for online Chinese learning keywords.
- ✓ Location-based SEO for top-performing geographies.
- ✓ Blogs answering key questions like "Best way to learn Mandarin online".
- ✓ Internal linking and UX improvements to guide user flow.
- ✓ Reputation building via guest posts on education & language-learning sites.

SOME HIGHLIGHTS OF OUR ACCOMPLISHMENTS

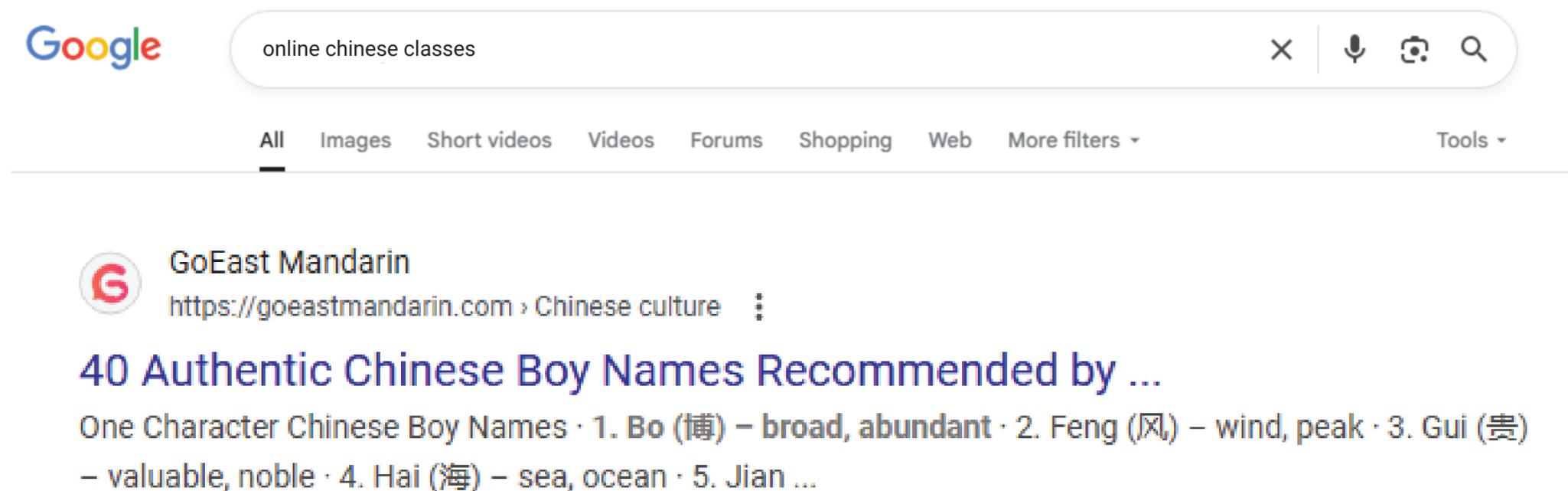
The table shows some of these keywords, their ranking before AP Crane Training came to us, and their ranking after we employed our SEO strategies. Within 6 months of campaign launch:

- ✓ Organic traffic increased by 204%
- ✓ Course inquiries grew by 167%
- ✓ Bounce rate dropped by 23%
- ✓ Ranking in top 3 for 12+ critical keywords

Keyword	Before SEO	After SEO
online chinese classes	Not ranked	2
online chinese language classes	Not ranked	3
chinese language classes	Not ranked	5
mandarin chinese classes	Not ranked	5
learn chinese online	Not ranked	7

A BEFORE AND AFTER LOOK AT THE KEYWORD RANKINGS

This SERP Result Show that our client GoEast Mandarin is still on the top of the chart because of our expert hardwork.



IMPROVING CONVERSION RATES FOR GOEAST MANDARIN

We optimized high-intent pages like course listings and free trial sign-up forms to match user search behavior and lower friction. Results:

- ✓ Conversion rate improved by 36.5%
- ✓ 5,300+ new qualified leads generated
- ✓ Trial sign-ups doubled in 4 months

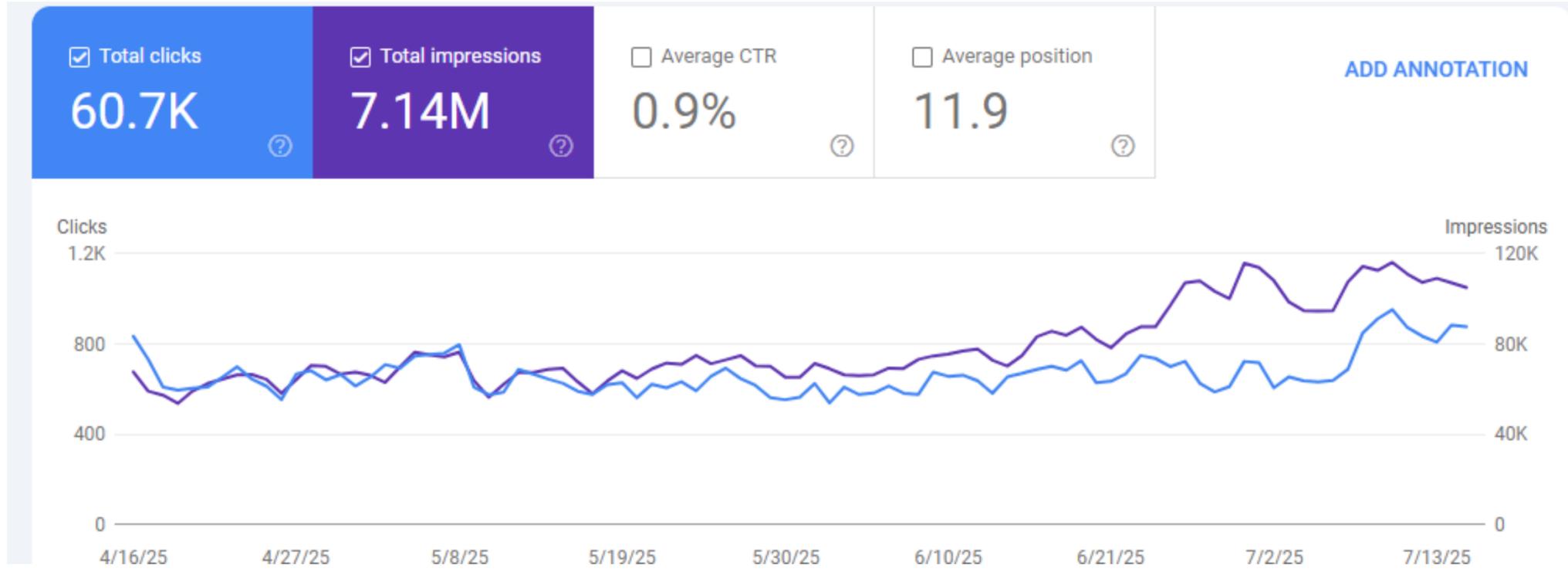
Acquisition			Behavior			Conversions	
Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?
182.74% 207,471 vs 73,378	181.95% 204,270 vs 72,450	180.70% 273,949 vs 97,594	4.58% 42.70% vs 44.75%	5.96% 4.70 vs 4.44	6.97% 00:03:30 vs 00:03:16	38.83% 1.78% vs 1.28%	289.69% 4,875 vs 1,251

DIVERTING MORE ORGANIC TRAFFIC TO THE WEBSITE

Our SEO campaign brought a consistent influx of organic visitors, primarily from the U.S., U.K., and Southeast Asia – GoEast’s target regions.

Distribution by Country

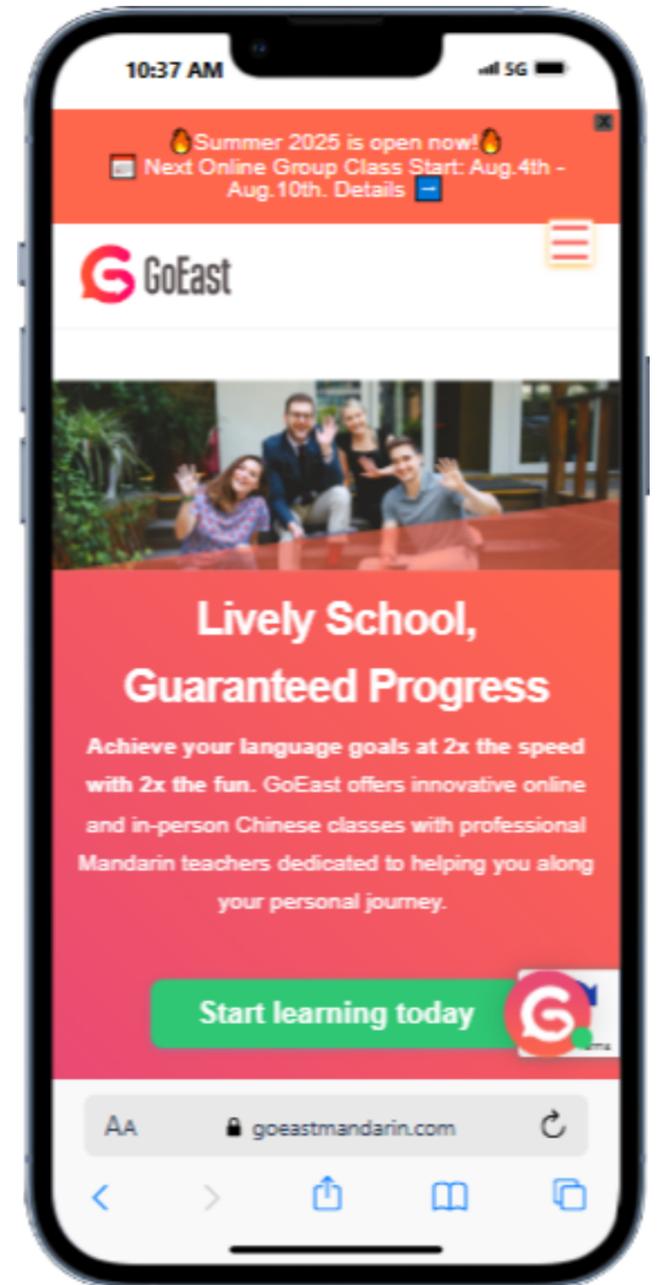
Countries	Traffic Share	Traffic	Keywords
Worldwide	100%	62.4K	31.1K
🇺🇸 US	50%	31.5K	12.8K
🇬🇧 UK	7.2%	4.5K	2.1K
🇨🇦 CA	5.2%	3.2K	2.3K
Other	37%	23.2K	13.9K



DEVisING A WINNING CONTENT MARKETING STRATEGY

Content was the backbone of our strategy for GoEast Mandarin. We developed keyword-rich, engaging, and informative content to support both rankings and user education.

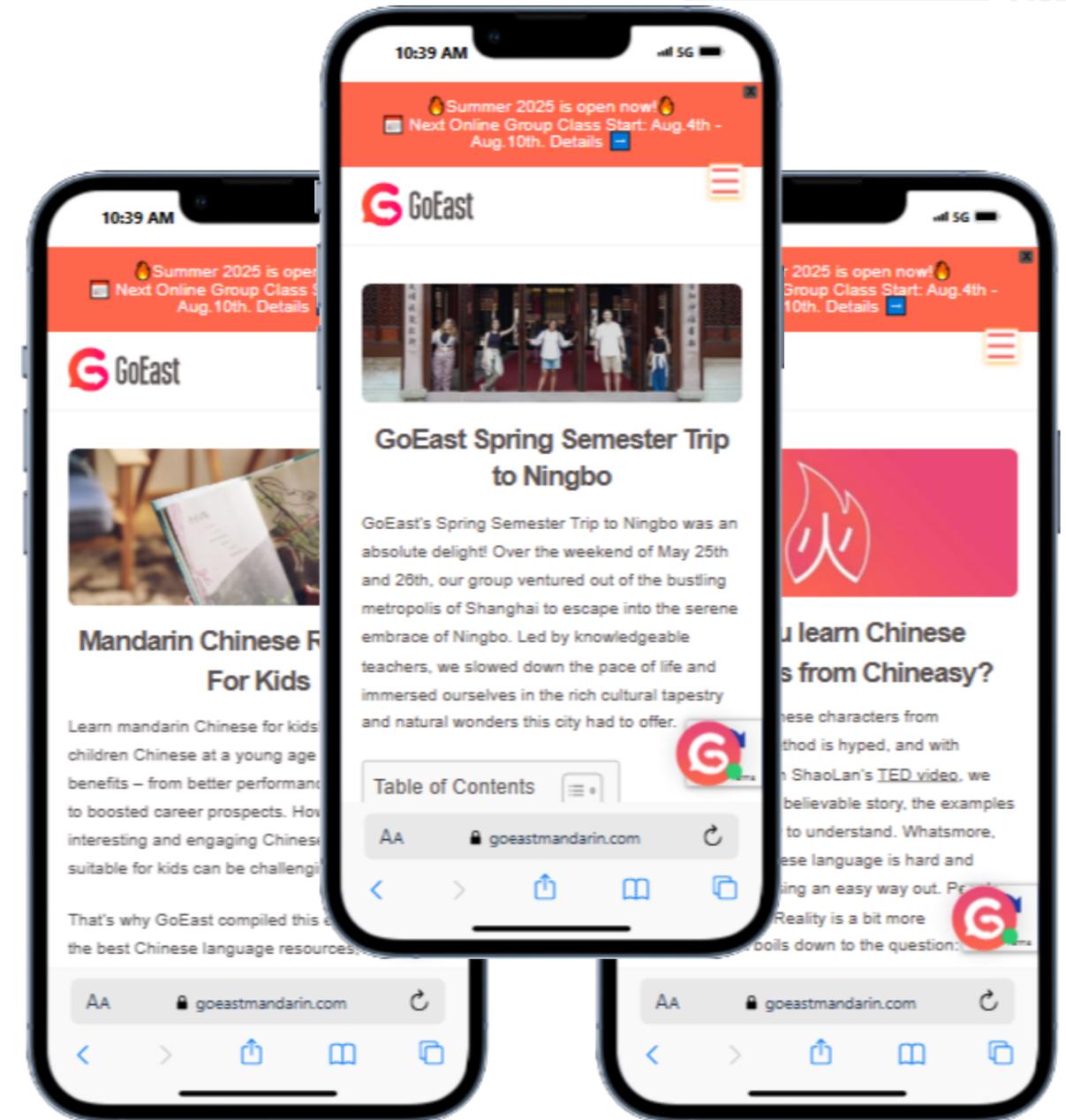
- ✔ Informational blog posts covering certification types and compliance changes.
- ✔ Infographics on crane safety tips, OSHA regulations, and operator checklists.
- ✔ Guest posts on third-party construction and safety websites to drive backlinks.



SOME OF OUR PUBLISHED WORK

Our content marketing strategy for GoEast Mandarin played a crucial role in improving search visibility, engaging language learners, and establishing topical authority in the online education space. Below is a breakdown of the content types we produced as part of our campaign:

- ✓ Informative & Engaging Blogs
- ✓ Data-Driven Infographics
- ✓ Authority Articles on External Sites



LET AMERICA SEO AGENCY ELEVATE YOUR BUSINESS

Today, GoEast Mandarin enjoys consistent growth in online course enrollments and a commanding presence in Mandarin-learning search spaces. With more students finding them through organic search, GoEast's online education model is thriving — backed by America SEO Agency's strategic digital expertise.

We deliver measurable SEO results—no matter your industry. Whether you offer online training, hands-on services, or a hybrid model, we'll design a growth-centric strategy tailored to your goals.

 <https://americaseoagency.com/>

 info@americaseoagency.com

 (786) 349-7910

