NK ACADEMY
The direction of success

MEET OUR TEAM

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AGENDA

- Brand Overview
- Analysis
- SEO Audit
- Competitors Overview
- Keyword Research
- SEO Strategies
- SEO Calendar

BRAND OVERVIEW

- Founded In- 2018
- Founded By- Nand Kishor Mishra
- Located In- Borivali, Mumbai

Who Are They?

Category

Education, Coaching Classes

Brand’s Tone

Aspirational, Student-Centric
and Supportive

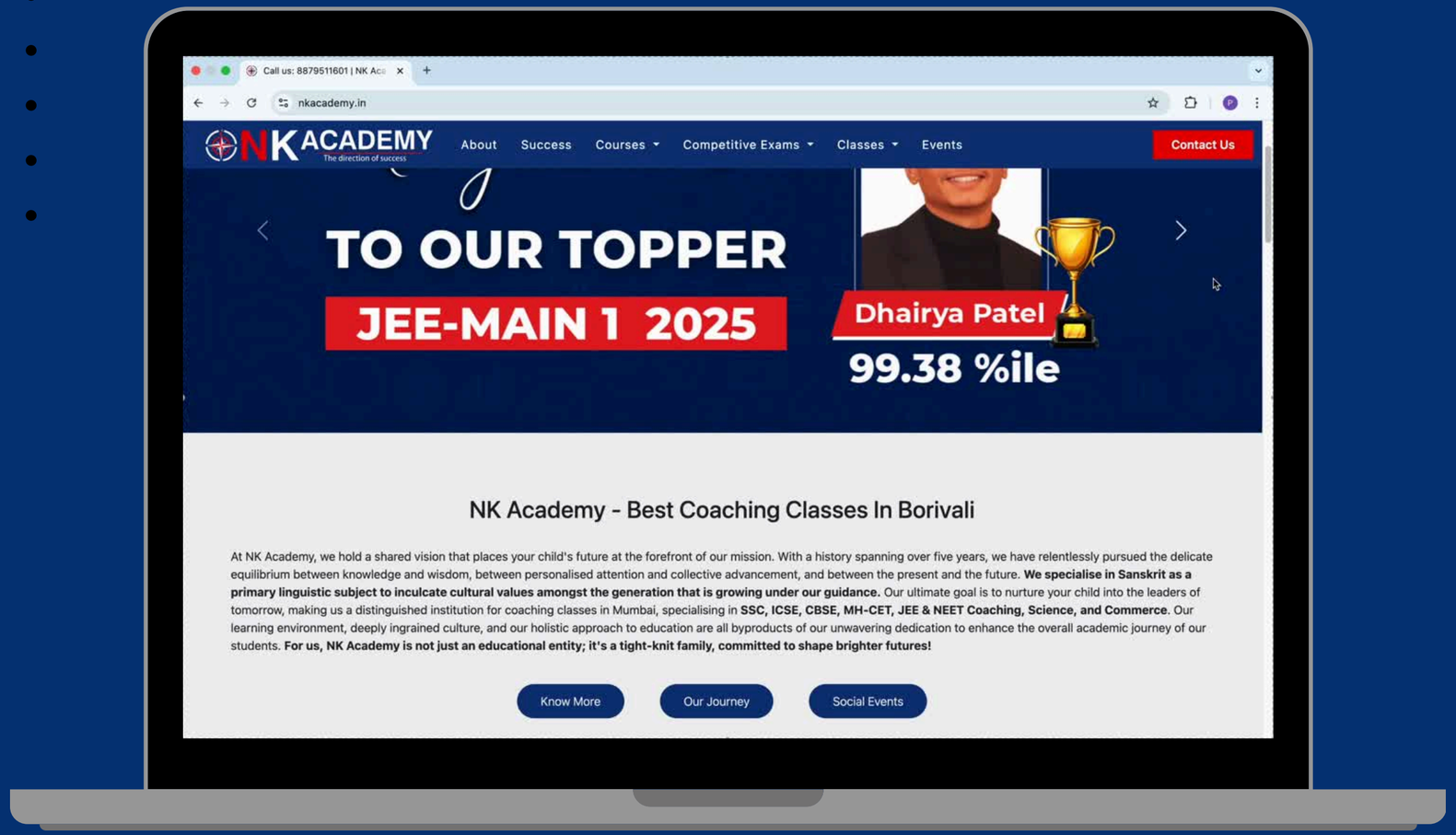
Positioning

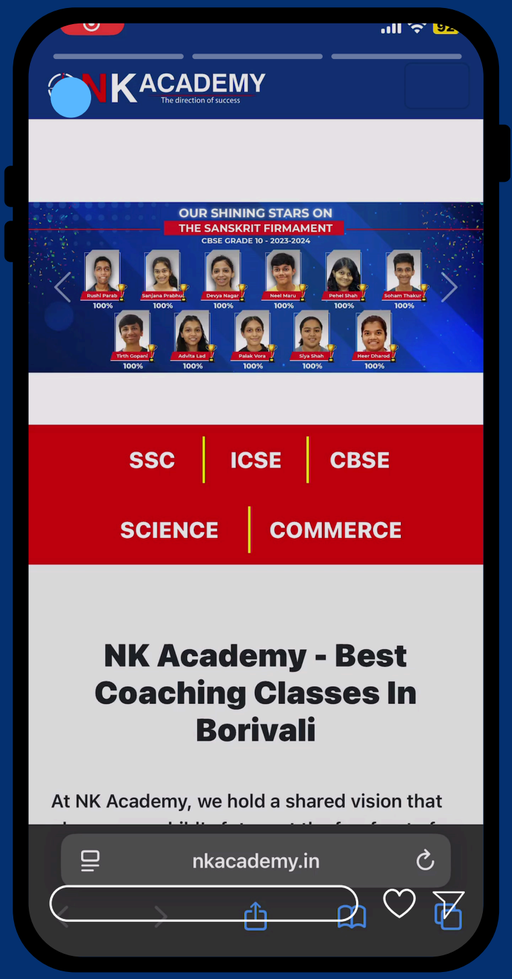
Blending Traditional values with Modern Teaching, Offering Personalized attention and focusing on both Academic Success and Student Development.

Core Values

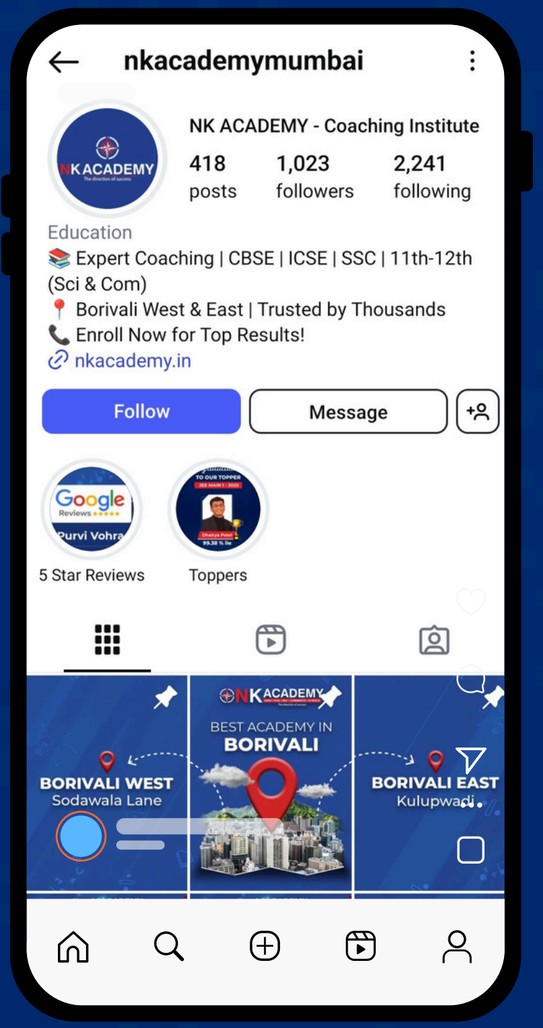
Aims to Balance Knowledge with Wisdom, Personalized Attention with Continuous Improvement

Website On Various Devices

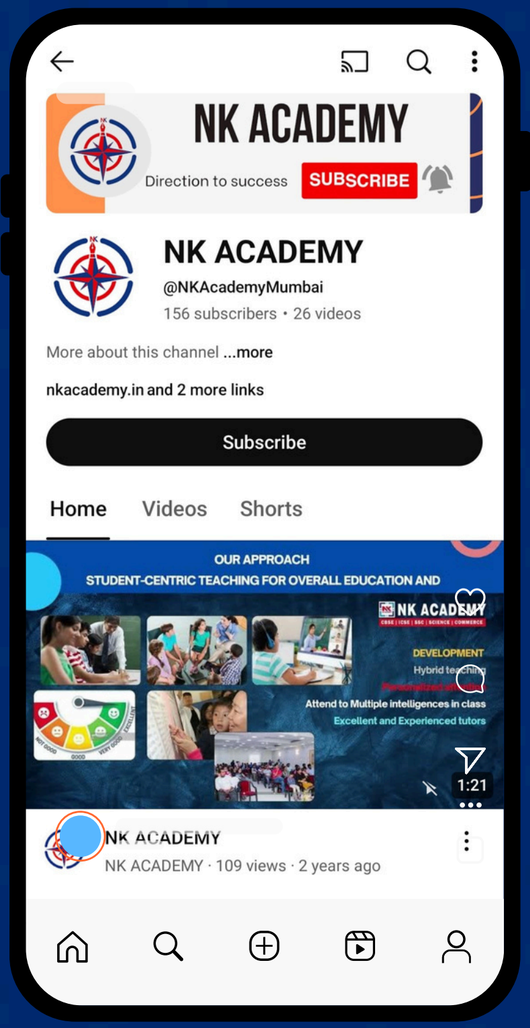




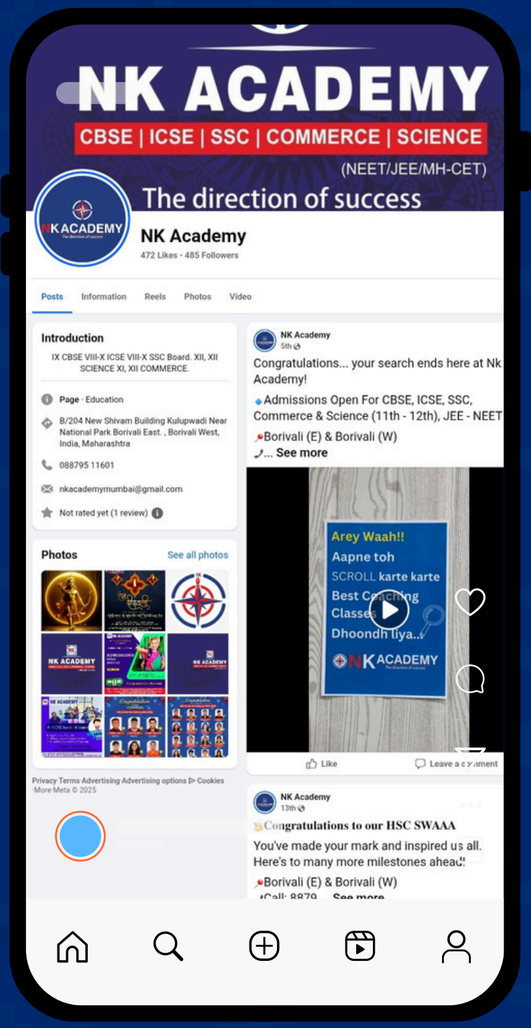
Social Media



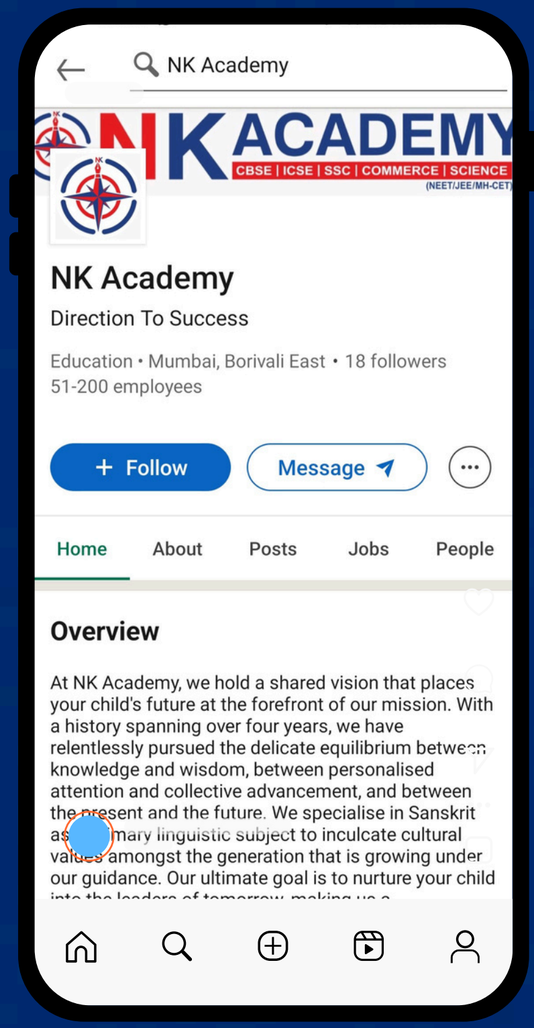
FOLLOWERS - 1023



SUBSCRIBERS - 156



FOLLOWERS - 485



FOLLOWERS - 18

ANALYSIS

Who is the Target Audience?

Students / Individuals and Parents of Std 8th & Above
Consisting of All Boards like SSC, ICSE & CBSE
Even Students who are wishing to appear Competitive Exams Such as UPSC, MPSC, Bank Exams, CA, CS, etc.
Even Students who are pursuing in Commerce & Science Streams.

ANALYSIS

What products or services does they offer?

Coaching For:

- SSC Board (8th , 9th & 10th Standard)
- ICSE Board (8th , 9th & 10th Standard)
- CBSE Board (1st - 10th Standard)

Science and Commerce classes-
for JEE, MHT-CET, NEET, CA, CS.

Competitive Exam Courses- UPSC, MPSC, Bank Exams and Staff Selection Commission.

They offer both **online and offline** classes.
Sanskrit Grammer ToolKit

ANALYSIS

When was the website or online presence established?

Website - July 2024
Facebook - January 2019
Youtube - March 2020
Instagram - NK Academy started in 2018, but their Instagram account shows it was made in 2016. It was probably used for something else before and later changed for the academy. The exact date of the change isn't shown publicly.

ANALYSIS

In which markets or locations does the brand operate?

Brand Mostly Operate in Offline Level.
Locations-

B/204, New Shivam Building, Kulupwadi.
Near National Park, **Borivali (East)**, Mumbai-66.

Flat No. 3 & 4, Shroff New Chawl,
Sodawala Lane, **Borivali (W),** Mumbai.

But Now Even Has **Online Courses.**

ANALYSIS

Why does the business exist, and what problems does it solve?

The Brand mainly Addresses the Problem of Quality Education.
Focusing on both Academic Success as well as Student Development.

ANALYSIS

How does the Brand deliver its value Online?

- Online Classes and Live Sessions
- Recorded Lectures
- Digital Study Materials
- Online Doubt-Solving and Support
- Online Test Series and Performance Tracking
- Social Media Engagement and YouTube Channel
- WhatsApp Broadcast and Email Updates

SWOT Analysis

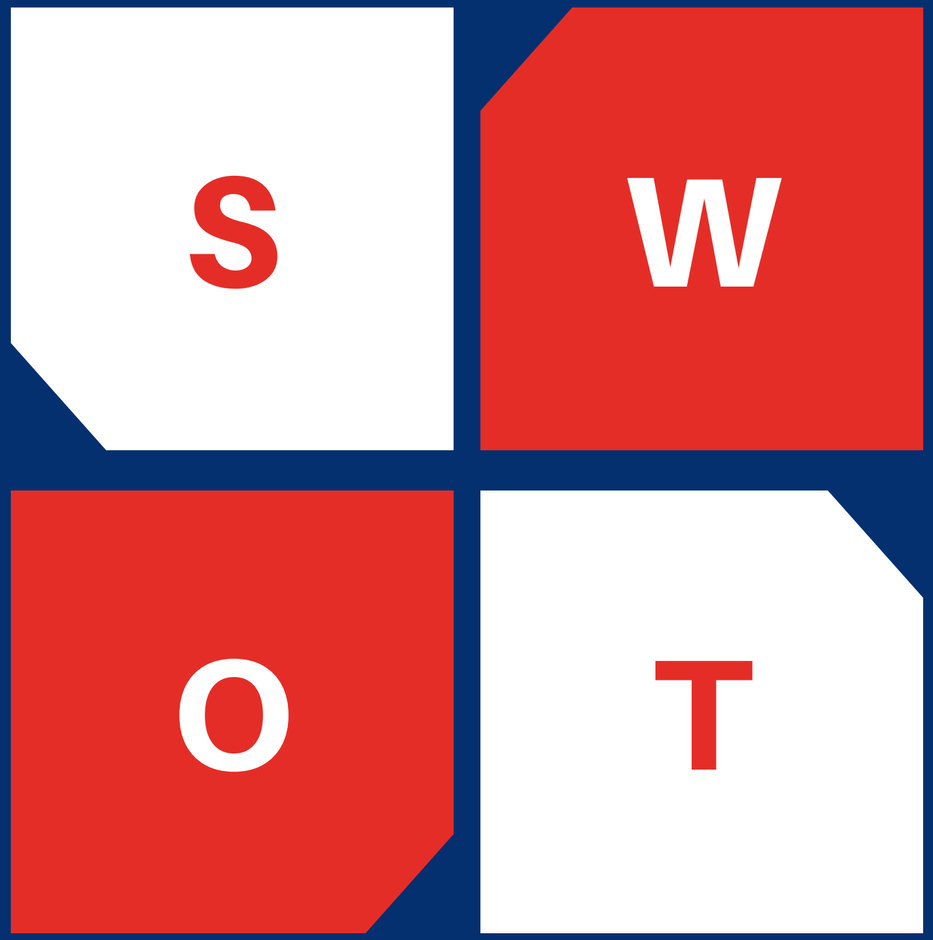
SWOT Analysis

STRENGTHS

Wide Range of Courses
Personal Attention
Qualified Faculty
Active Social Presence
Strong CBSE Results
Unique Focus on Sanskrit

WEAKNESSES

High Competition
Inactive GMB
Lack of Content marketing
Lacks SEO



OPPORTUNITIES

Live or Recorded Classes
Adding New Courses
Enhance SEO Strategies
Developing Content Marketing
Collaborations
Creating Active GMB Profile

THREATS

Changes in Education Policies
Rising Competition
Failure in Digital Marketing
Negative Reviews, Unfavorable
Student Experiences or
Low Success Rates

SEO AUDIT

SEO AUDIT

Page Titles		
All	45	100%
Missing	0	0%
Duplicate	2	4.44%
Over 60 Characters	21	46.67%
Below 30 Characters	3	6.67%
Over 561 Pixels	23	51.11%
Below 200 Pixels	0	0%
Same as H1	2	4.44%
Multiple	0	0%
Outside <head>	0	0%

Meta Titles

Existing Title:

“Call us: 8879511601 | NK Academy – Best Coaching Classes In Borivali”

- Character Length: 68 Characters
  (Not Suitable For SEO Purpose)

SEO AUDIT

Meta Description

Meta Description		
All	45	100%
Missing	5	11.11%
Duplicate	2	4.44%
Over 155 Characters	17	37.78%
Below 70 Characters	1	2.22%
Over 985 Pixels	17	37.78%
Below 400 Pixels	1	2.22%
Multiple	0	0%
Outside <head>	0	0%

Existing Description:

“We specialise in Sanskrit as a primary linguistic subject to inculcate cultural values amongst the generation that is growing under our guidance. Our ultimate goal is to nurture your child into the leaders of tomorrow, making us a distinguished institution for coaching classes in Mumbai, specialising in SSC, ICSE, CBSE, MH-CET, JEE & NEET Coaching, Science, and Commerce.”

- Character Length: 373 Characters (Not Suitable For SEO Purpose)
- Too Lengthy Description
- Missing Percentage: **11.11%**

SEO AUDIT

Header Tags

H1	H2	H3	H4	H5	H6
0	5	11	9	2	0

Major Issue Identified:

H1 Tag is Missing

Missing Percentages:

- H1 Tag: 6.67%
- H2 Tag: 4.44%

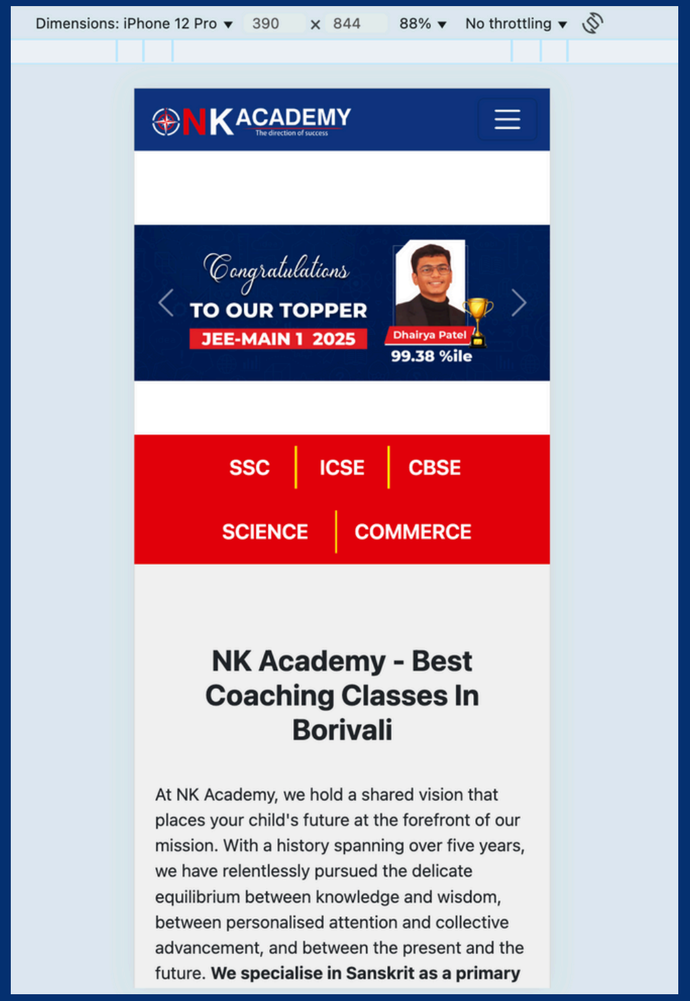
SEO AUDIT

Image Optimization

Issue Identified:

- Most of the Images on the Website are without Alternative Text & Without Title.
- Which is why the Images are lacking to get rank on Search Engines

SEO AUDIT



Mobile Responsive

Yes,
The Website is Mobile Responsive

SEO AUDIT

Page Speed

Desktop

- First Contentful Paint: **0.7s**
- Total Blocking Time: **30ms**
- Speed Index: **4.9s**
- Largest Contentful Paint: **2.1s**

Mobile

- First Contentful Paint: **2.5s**
- Total Blocking Time: **70ms**
- Speed Index: **10.2s**
- Largest Contentful Paint: **13.9s**

SEO AUDIT

Indexed Pages

Date	Results
24/4/25	117 Results
25/4/25	172 Results
26/4/25	78 Results
29/4/25	49 Results
30/4/25	49 Results

SEO AUDIT

SSL Certificate

SSL Server Certificate

Common Name: nkacademy.in
Issuing CA: Go Daddy Secure Certificate Authority - G2
Organization:
Valid: January 02, 2025 to January 11, 2026
Key Size: 2048 bits

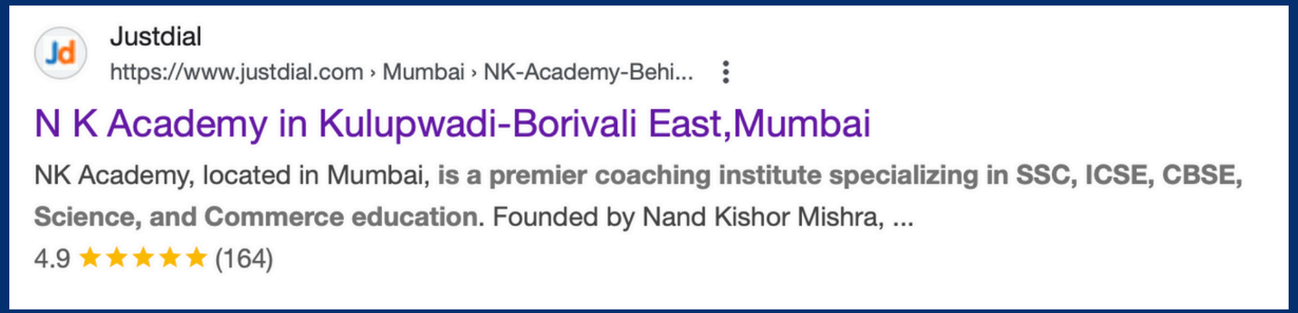
Subject Alternative Names (SANs)

nkacademy.in

www.nkacademy.in

SEO AUDIT

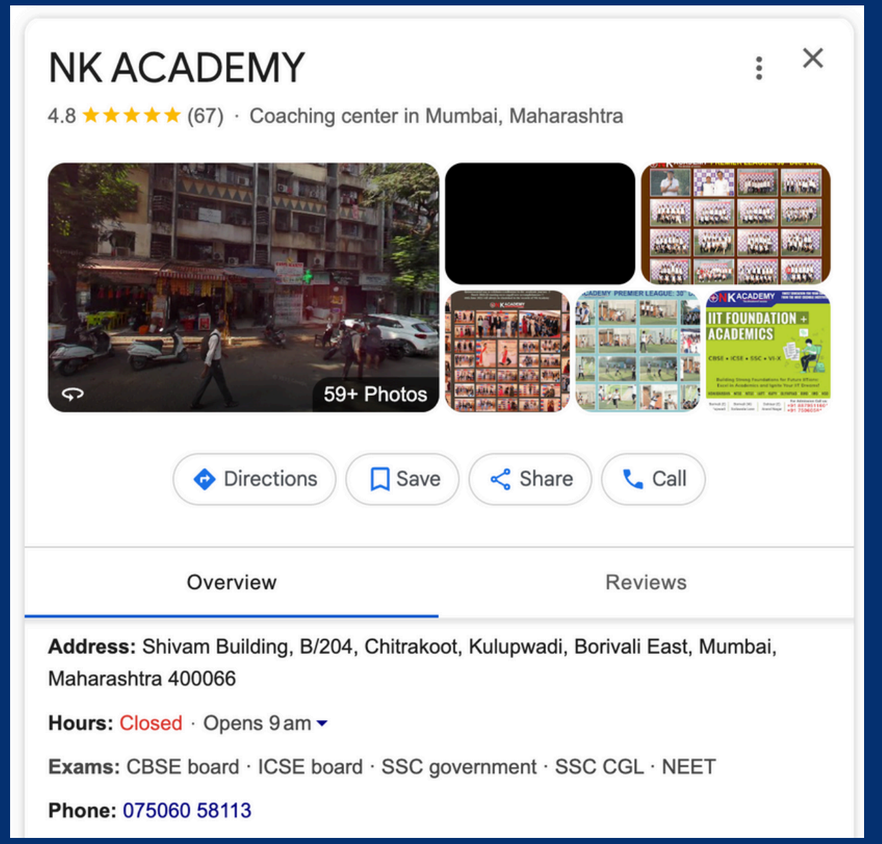
Local Listings



NK Academy is also Listed on JustDial

SEO AUDIT

Google My Business



NK Academy has Google My Business Profile. But they didn't add their website on the profile.

SEO AUDIT

Other Matrix

Website Authority

Domain Authority - 9
Domain Rating - 0
Page Authority - 1
Spam Score - 1%
Backlinks - 0
Referring Domains - 2

Site Visibility & Traffic

Performance Score - 79
Organic Traffic - 24
Bounce Rate - 41.2%
Pages Per Visit - 1.95
Avg. Visit Duration - 1.19sec

Competitor Analysis

SHELAR Academy

FOUNDED IN 2009

सरस्वती कोचिंग क्लासेस SCC

FOUNDED IN 1991

	Shelar Academy	Saraswati Classes	NK Academy
Content	Multiple Blog	Limited Blogs	No Blogs
Domain Rating	0.2	1.2	0
Domain Authority	9	12	9
Page Authority	23	22	1
Spam Score	1%	17%	1%
Backlinks	207	24	11
Performance Score	86	73	79
Page Speed	Mobile - 65 Desktop - 70	Mobile - 66 Desktop - 74	Mobile - 62 Desktop - 80
Indexed Pages	50	48	44
Referring Domains	39	6	2
SSL	Valid & Active	Valid & Active	Valid & Active
Organic Traffic	491	338	24
GMB	Have & Active	Have but not active	Have but not active

Keyword Research

Keyword	Search Volume	Search Volume (Semrush)	Keyword Difficulty (Ahref)	Type of Keyword
best coaching for neet	50000	6.6K	1	Long Tail
online neet coaching	5000	4.4K	12	Long Tail
neet coaching classes near me	5000	2.4K	7	Long Tail
neet coaching institute near me	5000	1.9K	22	Long Tail
best neet coaching online	5000	2.4K	40	Long Tail
jee coaching	5000	2.9K	48	Short Tail
online jee coaching	5000	1.9K	8	Long Tail
best coaching foe jee	5000	4.4K	4	Long Tail
upsc coaching near me	5000	4.4K	48	Long Tail
online ias coaching	5000	1.9K	42	Long Tail
ias coaching near me	5000	2.9K	75	Long Tail
upsc online coaching	5000	6.6K	45	Long Tail
best coaching for upsc	5000	3.6K	70	Long Tail
online best coaching for upsc	5000	-	16	Long Tail
ssc online courses	5000	1.3K	-	Long Tail
staff selection commision coaching	5000	170	-	Long Tail
commerce coaching classes near me	5000	1.6K	0	Long Tail
mumbai upsc coaching	5000	1.1K	14	Long Tail

Google Keyword Planner

Keyword (Semrush & Ubersuggest)	Position	Volume	Keyword Difficulty (Ahref)	KD% (Semrush)
coaching for cet	89	40	-	8% (easy)
nk academy	5	320	0	32%
baf classes near me	6	260	0	18%
commerce classes in borivali west	10	210	-	16%
chartered accountant in borivali	17	260	-	17%
ssc coaching in mumbai	20	260	0	21%
tered accountant coaching classes in mur	32	140	-	38%
ssc classes in mumbai	17	140	-	11%

NK ACADEMY

Keyword (Semrush)	Position	Volume	Keyword Difficulty (Ahref)	KD% (Semrush)
shelar academy	1	390	0 (easy)	37%
classes in airoli	-	140	17 (medium)	15%
classes in mulund	-	320	4	15%
engineering classes in mumbai	3	140	0	11%
classes in bhandup	4	110	-	16%

SHELAR ACADEMY

Keyword (Semrush & Ubersuggest)	Position	Volume	Keyword Difficulty (Ahref)	KD% (Semrush)
coaching classes website	1	720	72	59%
saraswati coaching classes	-	1.6K	0	32%
coaching classes	6	12.1K	56	63%
saraswati classes	1	1.3K	2	22%
saraswati classes near me	-	210	1	12%
saraswati coaching	-	210	2	30%
saraswati coaching centre	1	1K	0	21%
saraswati coaching classes near me	-	110	-	18%

SARASWATI CLASSES

Identified Keywords	Proposed Keywords (Improved)
coaching for cet	Best coaching classes for (exam) near Shimpoli / Borivali Station / Mumbai
nk academy	SSC board exam preparation classes Mumbai
baf classes near me	best JEE coaching center in Mumbai for IIT entrance
commerce classes in borivali east	JEE coaching with online test series Mumbai
chartered accountant in borivali	11th & 12th commerce coaching classes in Borivali
ssc coaching in mumbai	MHT-CET science coaching with mock tests / in borivali
chartered accountant classes in mumbai	JEE practice series with live classes in Mumbai
ssc classes in mumbai	top-rated online IAS coaching institute in India
	Online NEET 2025 crash course with mock tests
	CA foundation video lectures + notes
	Which is the best tuition class for 9th & 10th in borivali

SEO STRATEGIES

Challenge Identified:

1. Poor Keyword Ranking

Solution:

a. In-depth Keyword Research:
Firstly, We will Start ranking the website with Relevant Keywords.
Focusing on Local Intent Keywords will Help this website to rank higher. For Example:

- “Best Coaching Classes in Borivali”

b. Content Mapping:
We can assign a primary keyword to each core page which will help to rank individual page of the website. (home, course pages, etc.)

SEO STRATEGIES

Challenge Identified:

2. ONPAGE Optimization Issues:

META TITLES

Solution:

Existing Title:
“Call us: 8879511601 | NK Academy - Best Coaching Classes In Borivali”

Suggested SEO Optimized Title:
“NK Academy | Expert Guidance, Exceptional & Exciting Results”

Character Length: **60** Characters

SEO STRATEGIES

Challenge Identified:

2. ONPAGE Optimization Issues:

META DESCRIPTION

Solution:

Existing Description:
“We specialise in Sanskrit as a primary linguistic subject to inculcate cultural.....Science, and Commerce.”

Character Length: **373** Characters (Too lengthy)

Suggested SEO Optimized Description:
“NK Academy | Borivali’s top coaching institute for All Board Students. Achieve your Academic excellence with expert guidance and proven results. Join Us Now!”

Character Length: **157** Characters

SEO STRATEGIES

Challenge Identified:

2. ONPAGE Optimization Issues:

H1 TAGS

Solution:

Existing H1 Tag:
No As Such H1 Tag on the website.

Suggestion to Add H1 Tag:
“NK Academy – Transforming Futures with Expert Coaching in SSC, ICSE, CBSE, Science & Commerce”

SEO STRATEGIES

Challenge Identified:

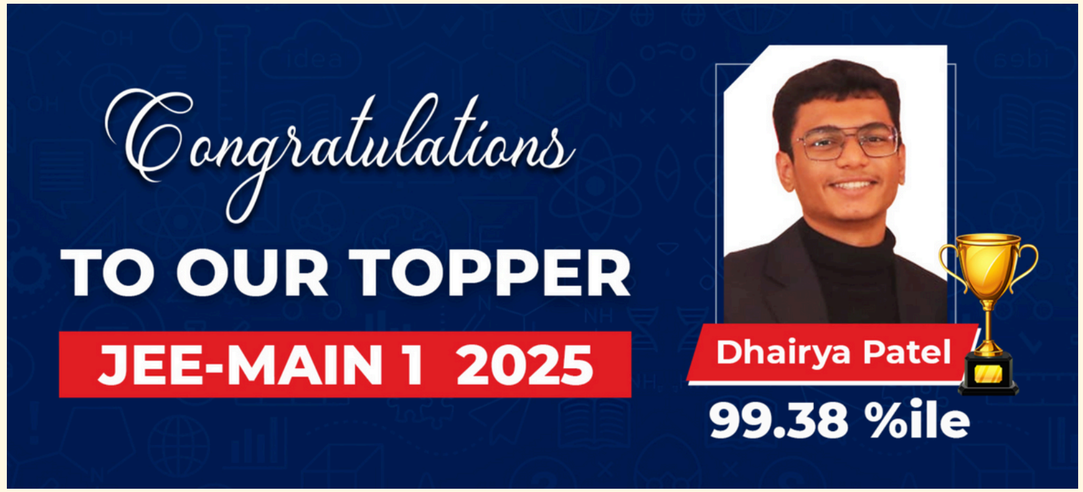
2. ONPAGE Optimization Issues:

IMAGE OPTIMIZATION

Suggestion to Add Alternative Text in Images:

For Example,

Solution:



Alt Text: **JEE MAIN 1 Topper 2025**

SEO STRATEGIES

Challenge Identified:

3. Technical Issues:

PAGE SPEED

Solution:

So, too fix the Page load speed of the Website we will be doing Following changes:

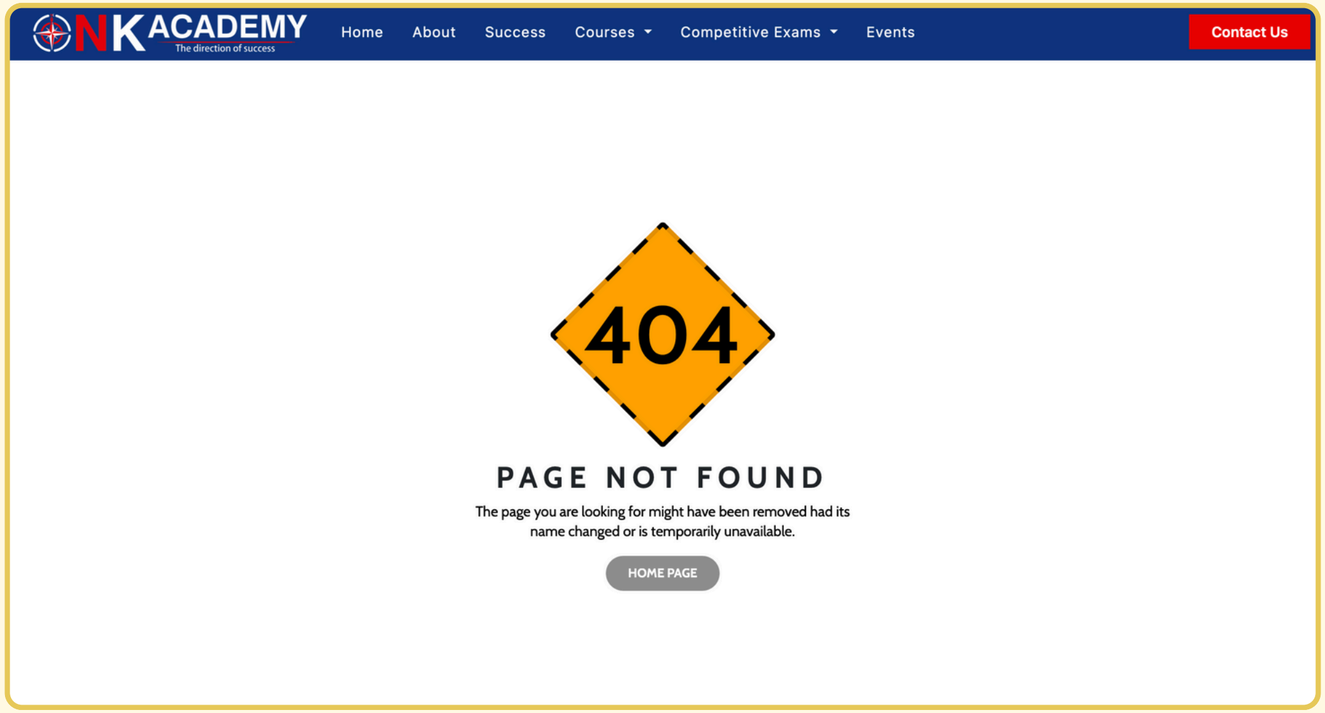
- Compressing heavy size Images
- Minimizing CSS, JavaScript, and HTML that is not been able to make changes in the website
- Deleting the pages which are not in use (To decrease website Size)

SEO STRATEGIES

Challenge Identified:

3. Technical Issues:

BROKEN LINKS
404 PAGE



SEO STRATEGIES

Challenge Identified:

4. Lack of high-value, fresh content to support SEO and long-tail keyword growth.

Solution:

- Starting a Blog Section
- Use Localized Content

SEO STRATEGIES

Challenge Identified:

5. No domain authority and No backlinks.

Solution:

- Building Educational Or Relevant Backlinks
- Guest Posting & PR
- Internal Linking Strategy

SEO STRATEGIES

Challenge Identified:

6. Potential lack of data tracking for performance evaluation.

Solution: Monthly SEO Audits

OFF Page SEO Strategies

Guest Blogging Sites

Domain	DA Score
careers360.com	75
edexlive.com	69
educationtimes.com	71
highereducationdigest.com	58
indiaeducationdiary.in	60

Business Listing Sites

Domain	DA Score
sulekha.com	76
urbanpro.com	49
justdial.com	59
getmyuni.com	38
edugorilla.com	49
indianyellowpages.com	36

Educational Bloggers

Domain	DA Score
edtechreview.in	54
futurelearn.com	85
reachivy.com	32
careerindia.com	51
thebetterindia.com	75
indiadidac.org	24
mindler.com	29

Influencers

Study With Sudhir
ChetChat
Anushka Rathod
Viraj Ghelani
Ganeshprasad Sridharan (The Think School)
Neha Nagar
Sagar Dodeja
Komal Ahuja

other stratagies : link

SEO CALENDAR

Lets Rank Together!