

# Premium Tutors

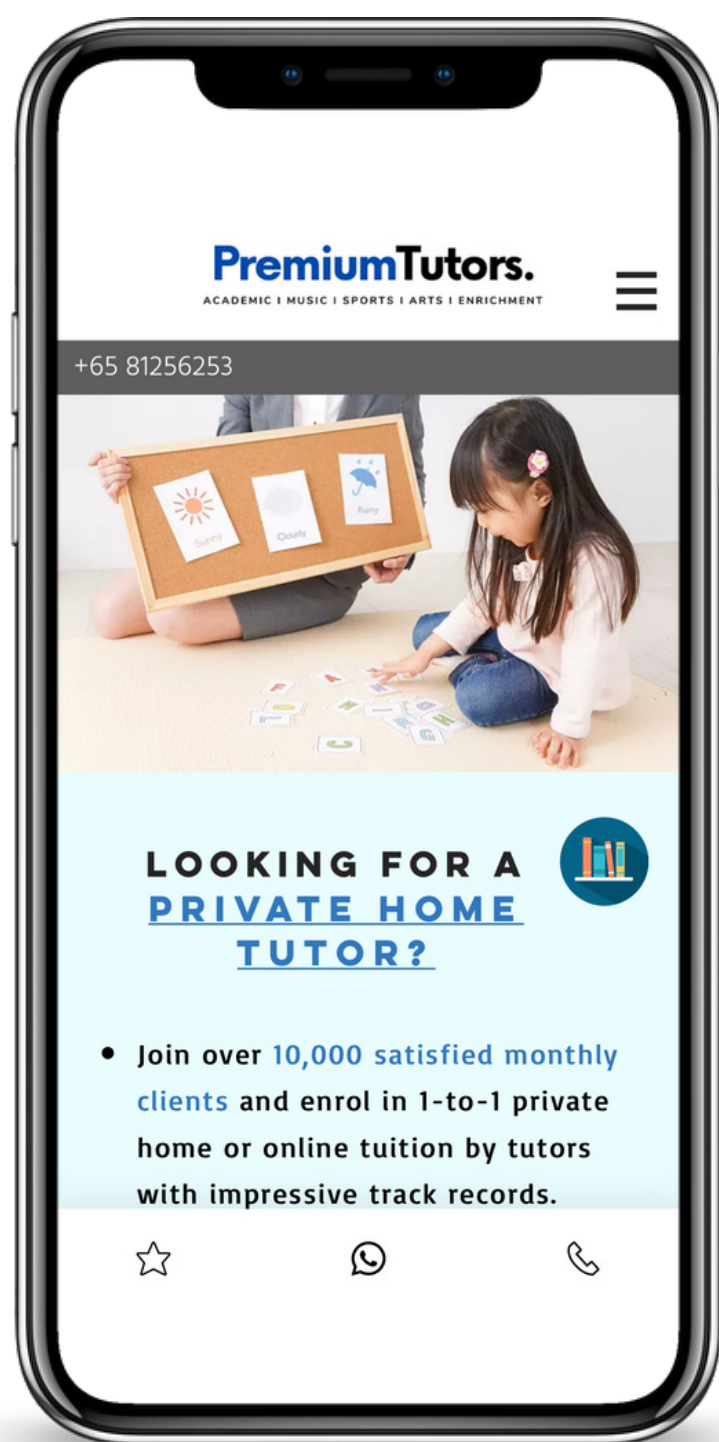


## The Challenge:

Premium Tutors experienced lack of content & services on the website such as subject landing pages & blog content, which resulted in a low rate of customers not filling up the request forms for a tutor. Some of the landing pages existed are not well optimised for mobile.



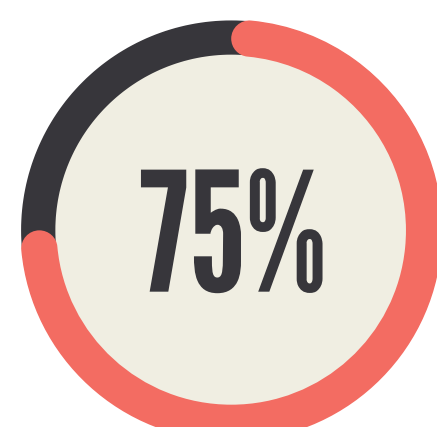
## The Solution:



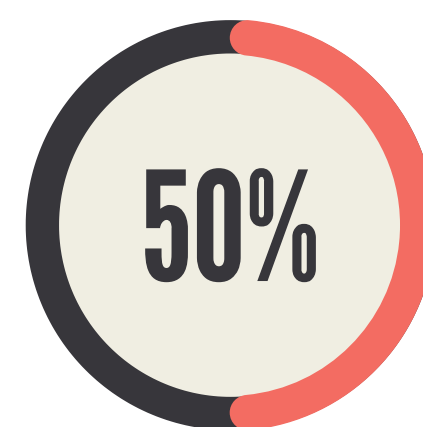
## Web Design & Development

- Expanded the range of services provided by having various landing pages highlighting the key services selling points.
- Created a blog section with monthly articles to beef up with content marketing.
- Optimised every single page to ensure it is mobile friendly for users.
- Added more interactive graphics to make the website more intuitive.

## The Results:



Increase in Rankings on Site Visits and Leads



Increase in viewership for Blog content