



Quran For Kids Case Study and Report

Client: Quran For Kids

Website: www.quranforkids.com

Industry: Online Quran Learning

Service Provided: SEO Strategy, On-Page SEO,
Technical SEO, Content Optimization

Role: Digital Marketing & SEO Consultant



Client Overview

Quran For Kids is an online learning platform dedicated to teaching children the Qur'an in a simple, engaging, and age-appropriate way. It offers structured courses that focus on Quran reading, Tajweed, memorization, and basic Islamic studies, making it accessible for families around the world through online classes..



This **case study highlights the SEO analysis and digital marketing strategies** implemented for Quran For Kids, focusing on improving search engine rankings, increasing organic traffic, and enhancing overall website performance. As a digital marketer, my role involved identifying technical, on-page, and content-related SEO opportunities, resolving performance issues, and aligning the website with best SEO practices to support business objectives.

The Challenge

Despite offering high-quality Quran learning services, the website faced several SEO challenges:

- Minimal organic traffic in the USA and UK
- Low keyword rankings for high-intent search terms like “Quran Classes for Kids Online”
- On-page SEO issues (titles, meta descriptions, headings)
- Technical SEO gaps affecting crawlability and indexing
- Content not fully optimized for search intent
- High competition in the online Quran education niche

As a result, the website was not attracting enough qualified leads organically, forcing reliance on paid traffic and referrals.

SEO CHALLENGES





Objectives

The primary goals of the SEO campaign were:

- Increase organic traffic from search engines
- Improve rankings for keywords related to Quran learning for kids
- Optimize website structure for better crawlability and UX
- Attract more parents searching for online Quran classes in the USA and the UK.
- Support long-term, sustainable lead generation through SEO





Results & Impact

After implementing the SEO strategy, **Quran For Kids** experienced measurable improvements:

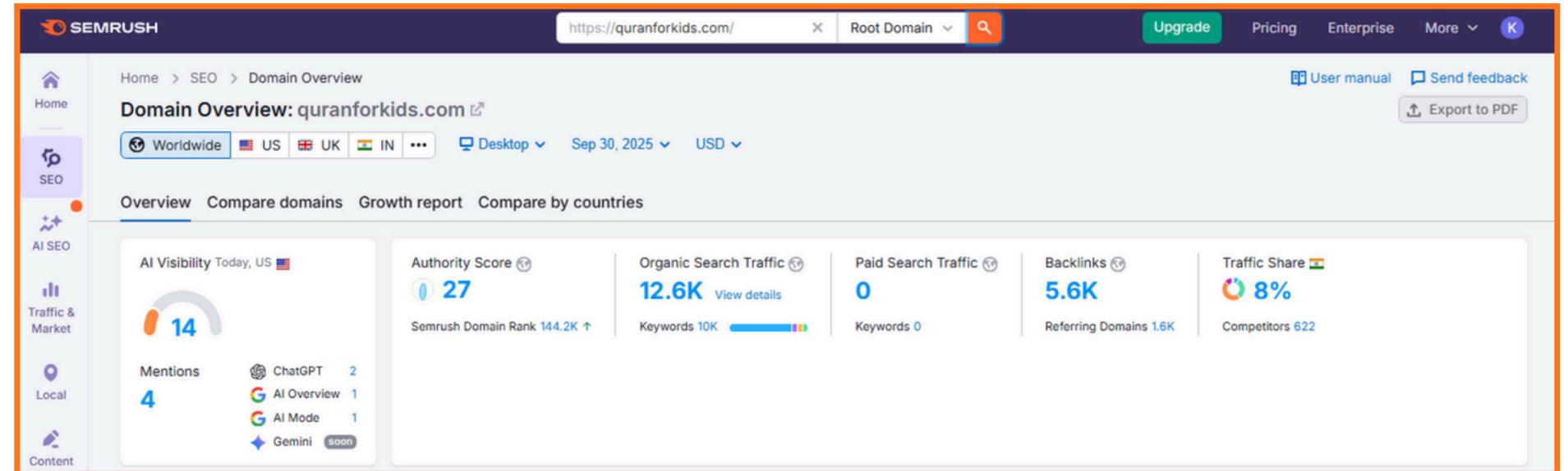
- Significant increase in organic traffic
- Improved rankings for high-intent keywords
- Higher visibility in Google search results
- Increased inquiries from parents searching organically
- Reduced dependency on paid advertising
- Stronger long-term digital presence

SEO helped transform the website from being present online to being discoverable by the right audience.

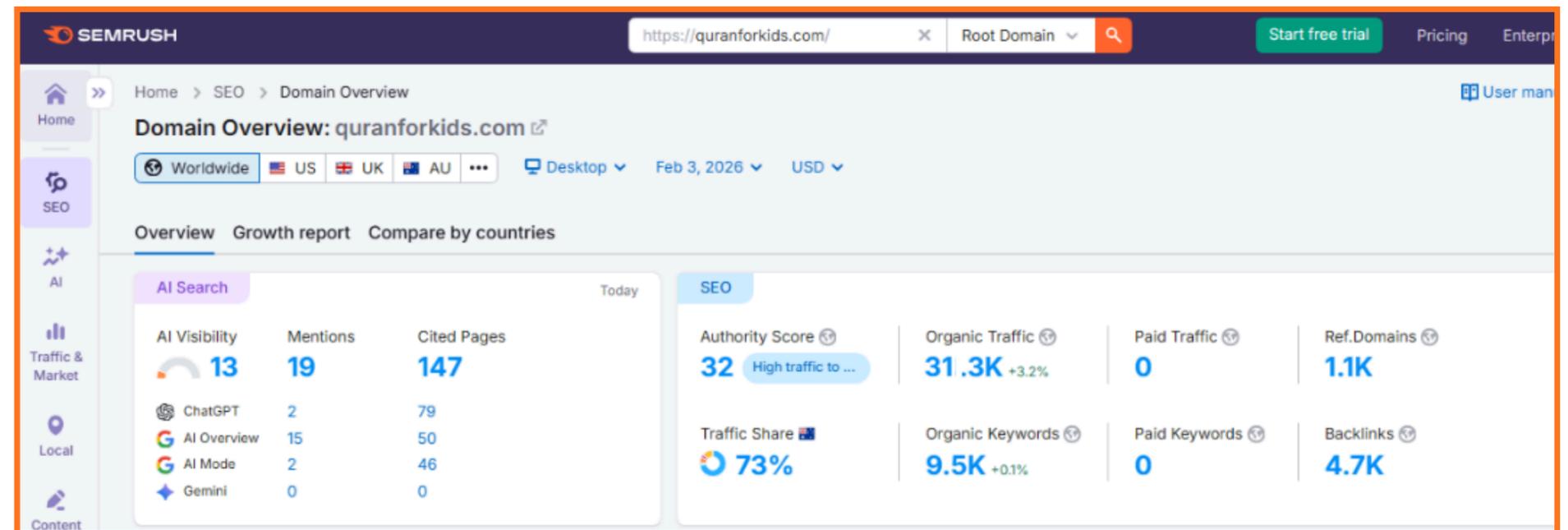


Performace: Website Traffic

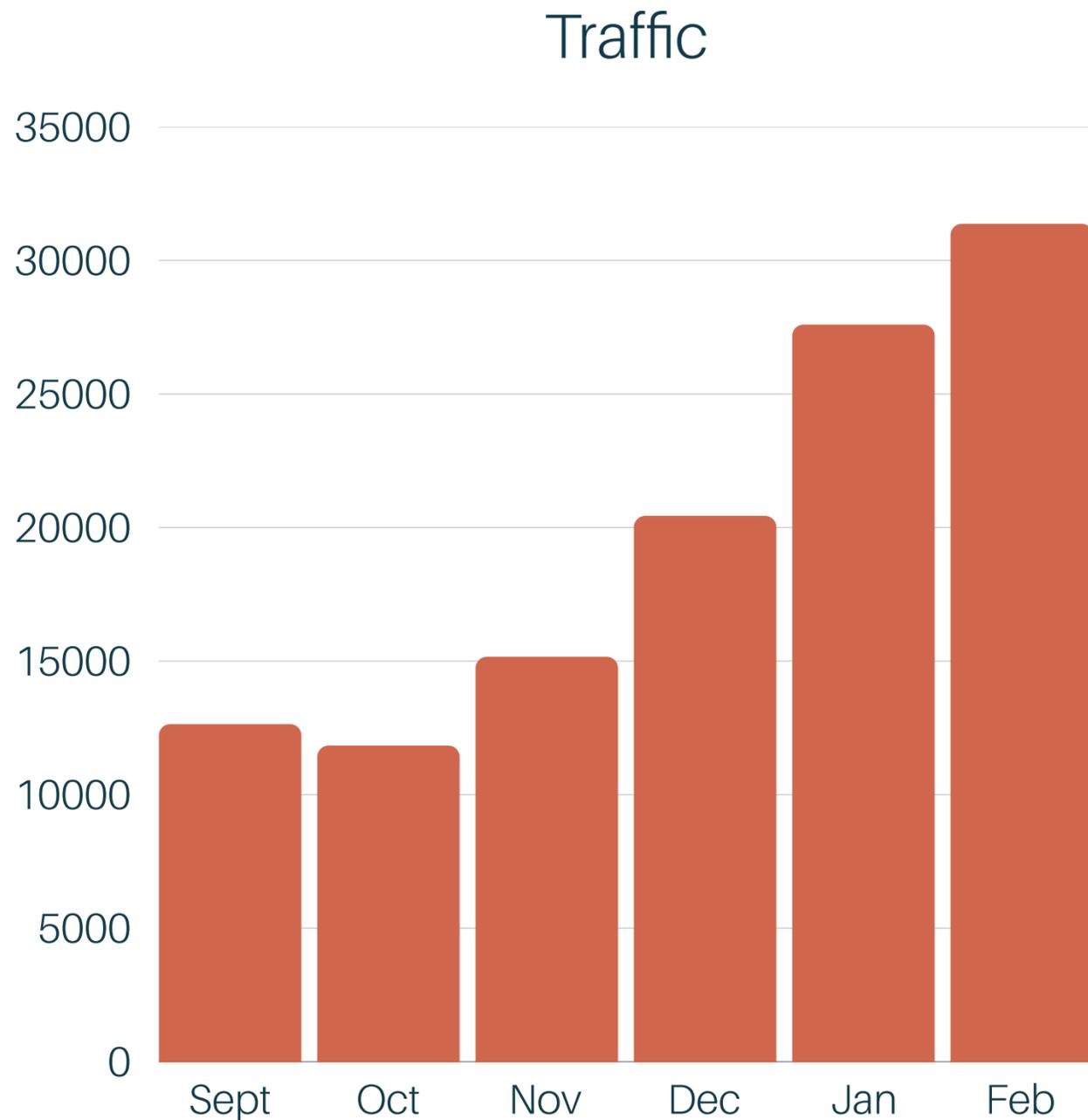
When the project started in **September**, the website had **12.6k** organic traffic. By **February**, organic traffic showed a **31.3k** improvement, reflecting stronger visibility and performance in the USA and UK markets.



Organic traffic grew from 12.6K in September to 31.3K by February.



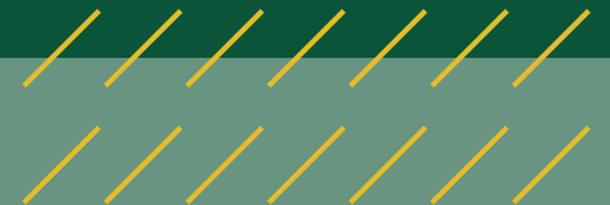
Traffic Performance



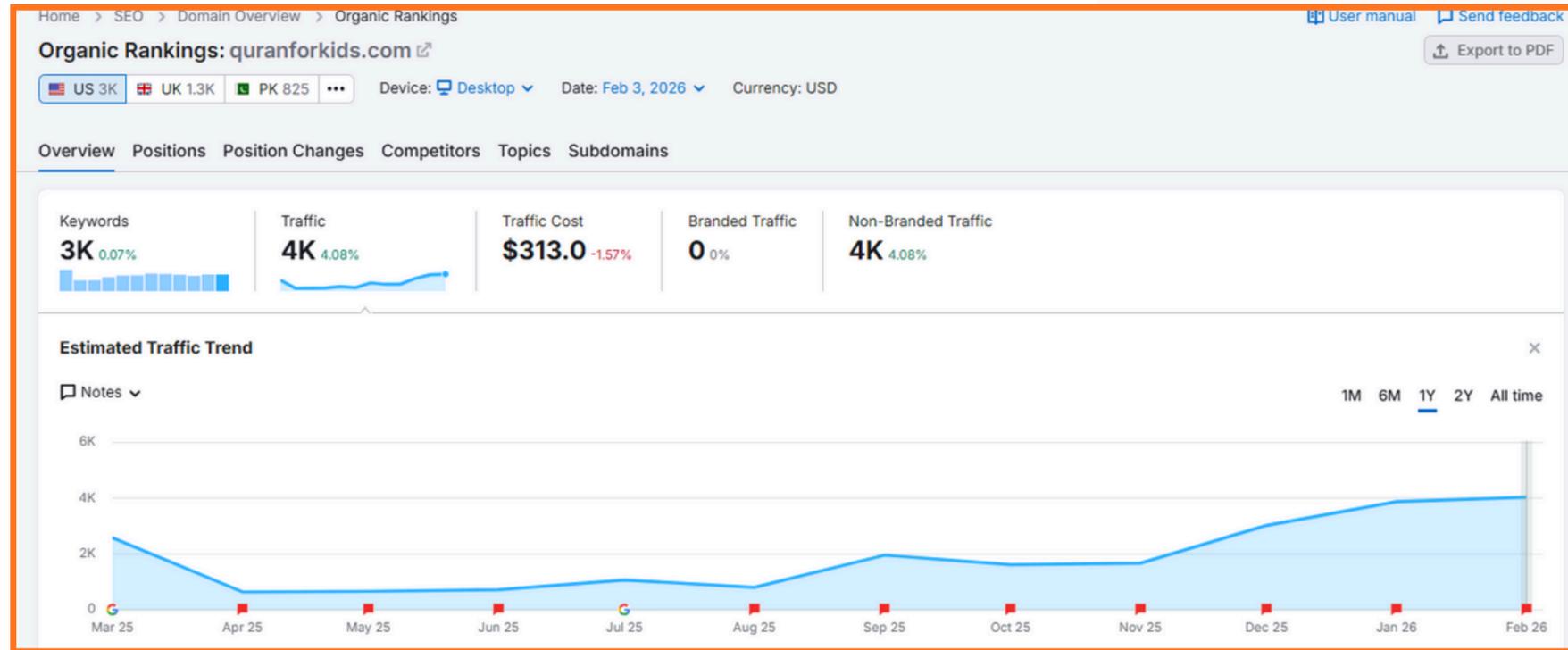
According to **SEMrush data**, when the SEO project began in September, QuranForKids.com was generating approximately **12.6K** organic visits per month.

Through consistent SEO optimization and content improvements, organic traffic showed steady growth. By February, monthly organic traffic increased to **31.3K** visits, reflecting a strong upward trend in search visibility and keyword performance.

This growth demonstrates the effectiveness of the SEO strategy in improving rankings, expanding keyword reach, and increasing overall organic presence in target markets.



Organic Overview



Keywords by Intent

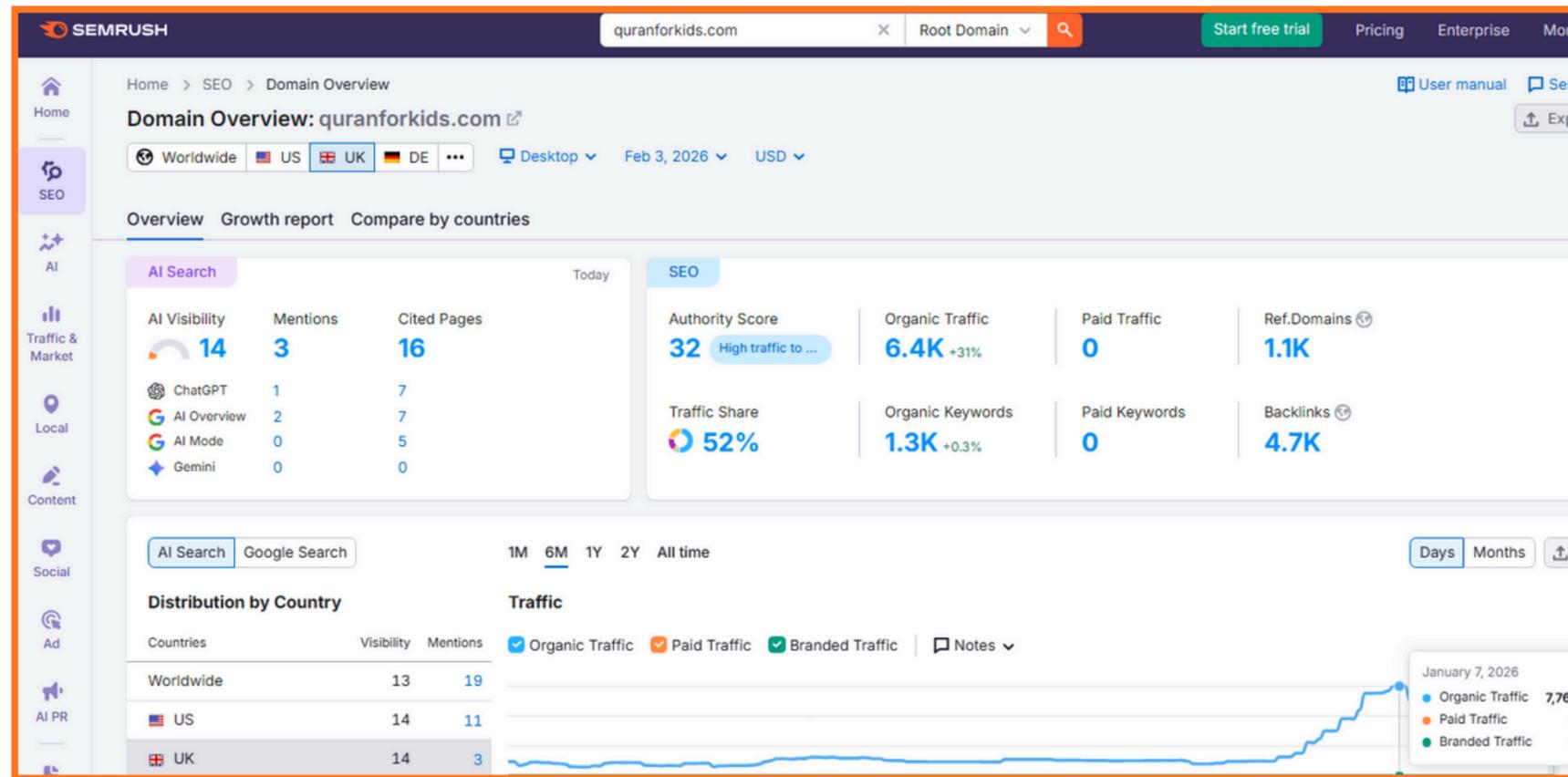


| Intent | Keywords | Traffic |
|---------------|----------|---------|
| Informational | 88.5% | 2.9K |
| Navigational | 0.2% | 7 |
| Commercial | 3.7% | 123 |
| Transactional | 7.6% | 252 |

In just a few months, QuranForKids.com expanded to **3,000+** keyword rankings and now attracts over 4K visits per month across the **USA** and UK, driven by improved search visibility, stronger content relevance, and technical SEO optimization.

This growth was driven by a focused SEO strategy that improved keyword positioning for high-intent search terms, expanded coverage of long-tail queries, and enhanced overall topical authority within the online Quran education niche.

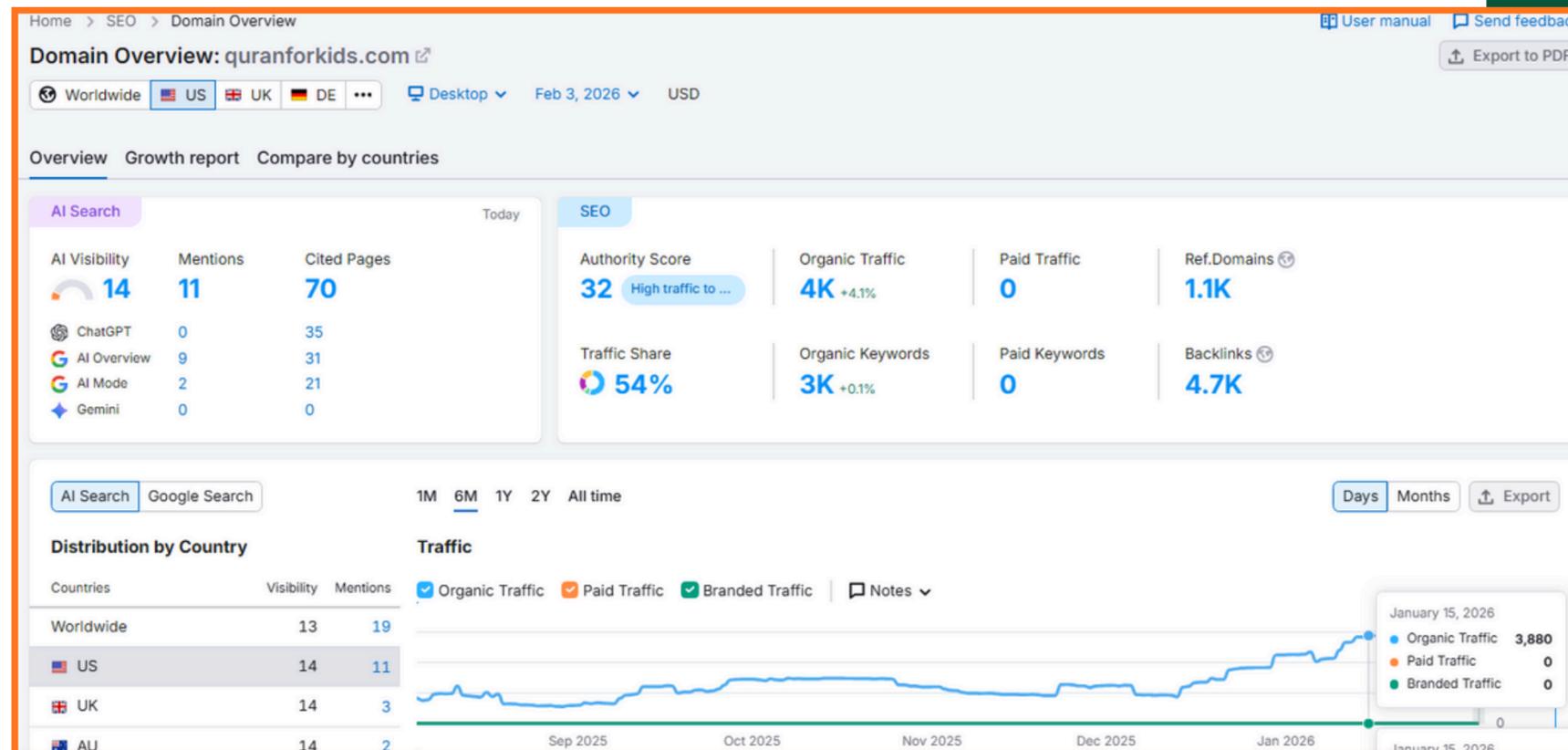
Organic Traffic in UK



Organic search performance showed strong, measurable growth in both target markets:

- **UK:** Driving approximately **1.3K** organic visits per month, supported by steady visibility for keywords.
- **USA:** Generating around **4K** organic visits per month, making it the largest contributor to overall organic traffic.

Organic Traffic in USA



Together, the USA and UK now account for a significant share of qualified, high-intent organic traffic, strengthening Quran For Kids.

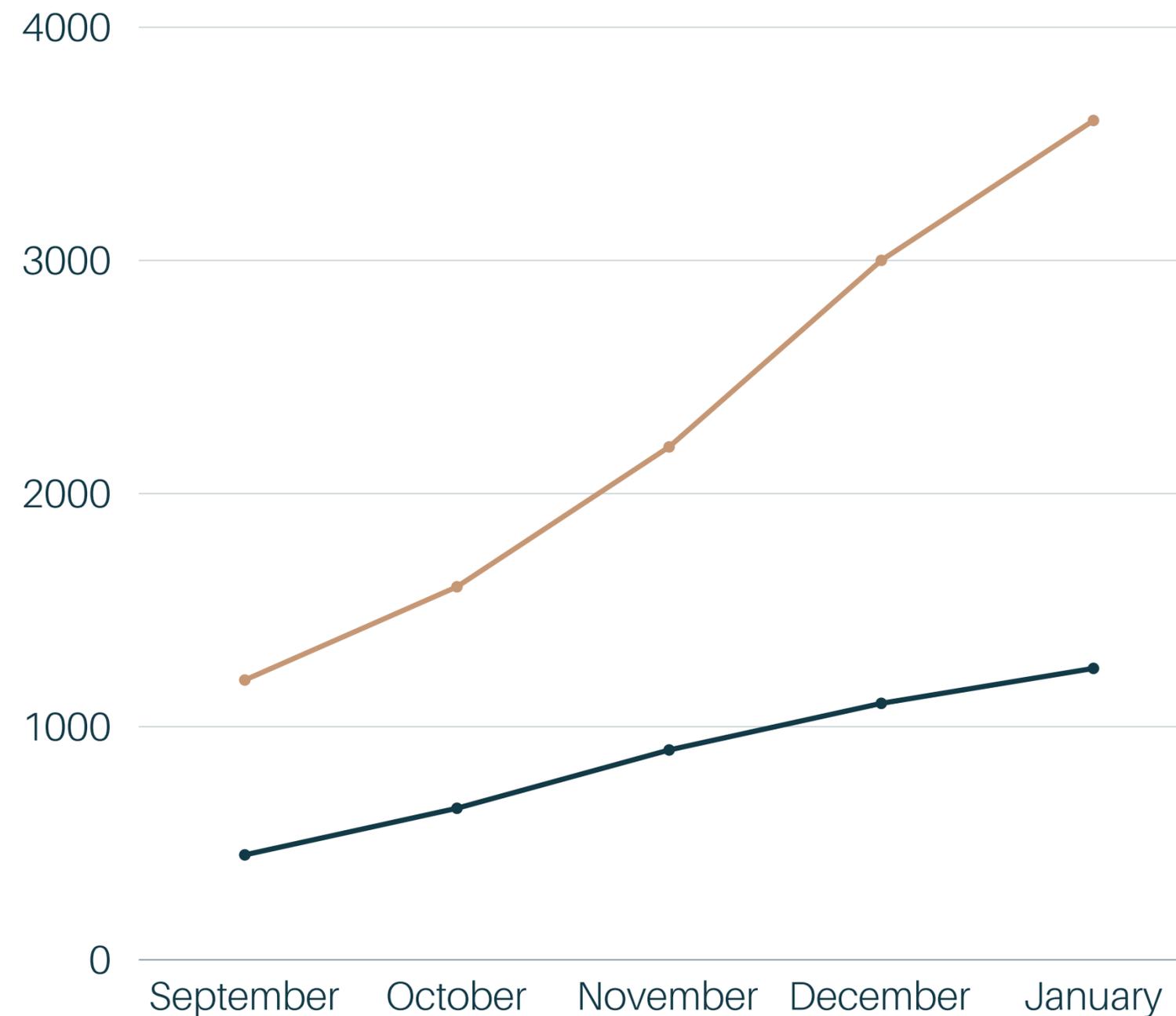
Organic Traffic Growth Data (USA & UK)

Y-Axis: Traffic (0 to 4000)

X-Axis: Months (September, October, November, December, January)

The chart shows organic traffic growth for the USA and UK from September to January. Traffic steadily increases in both regions, with the USA starting around 1,200 and reaching nearly 3,800, while the UK rises from about 500 to 1,300.

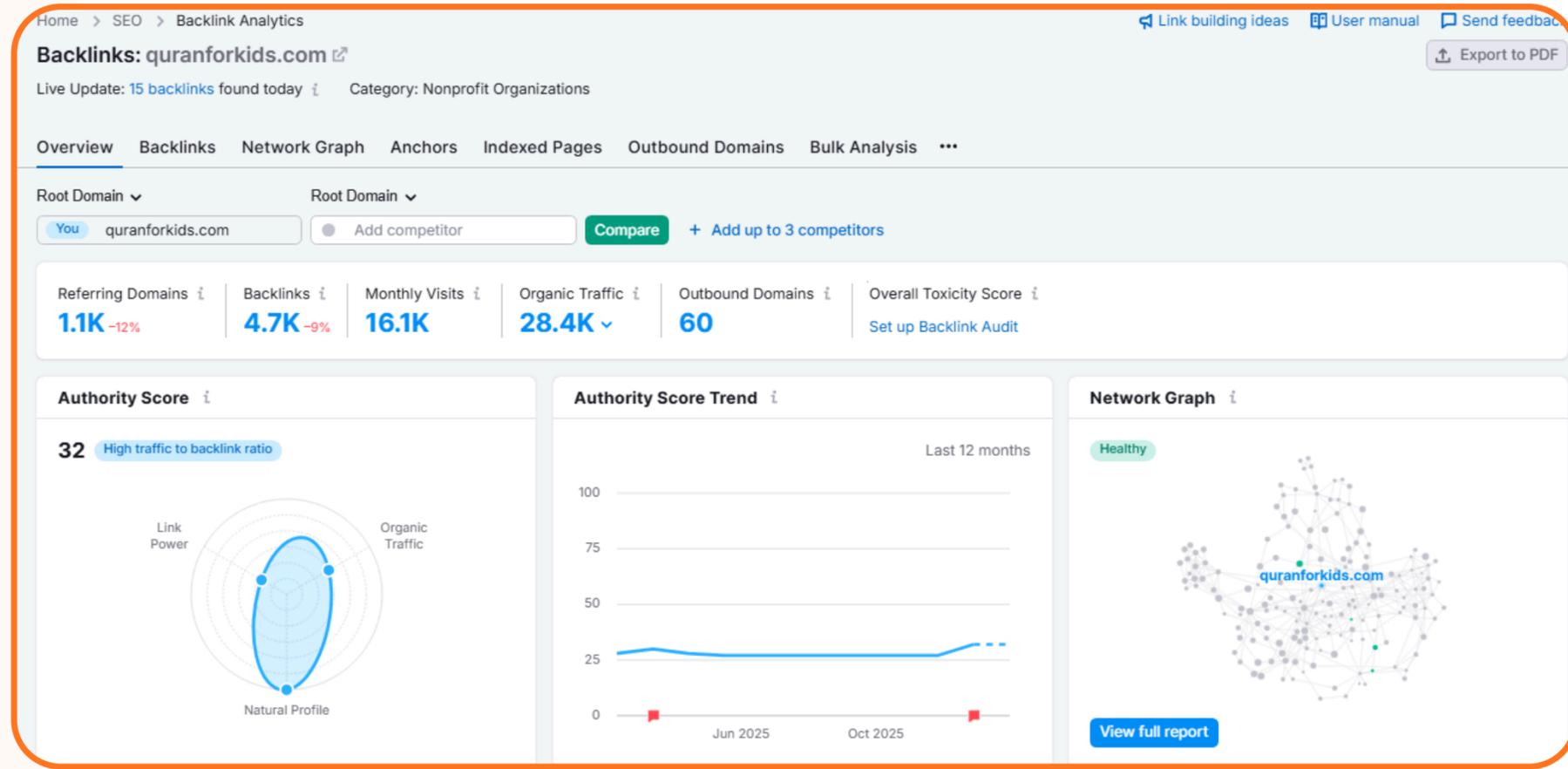
Organic Traffic Growth Data (USA & UK)





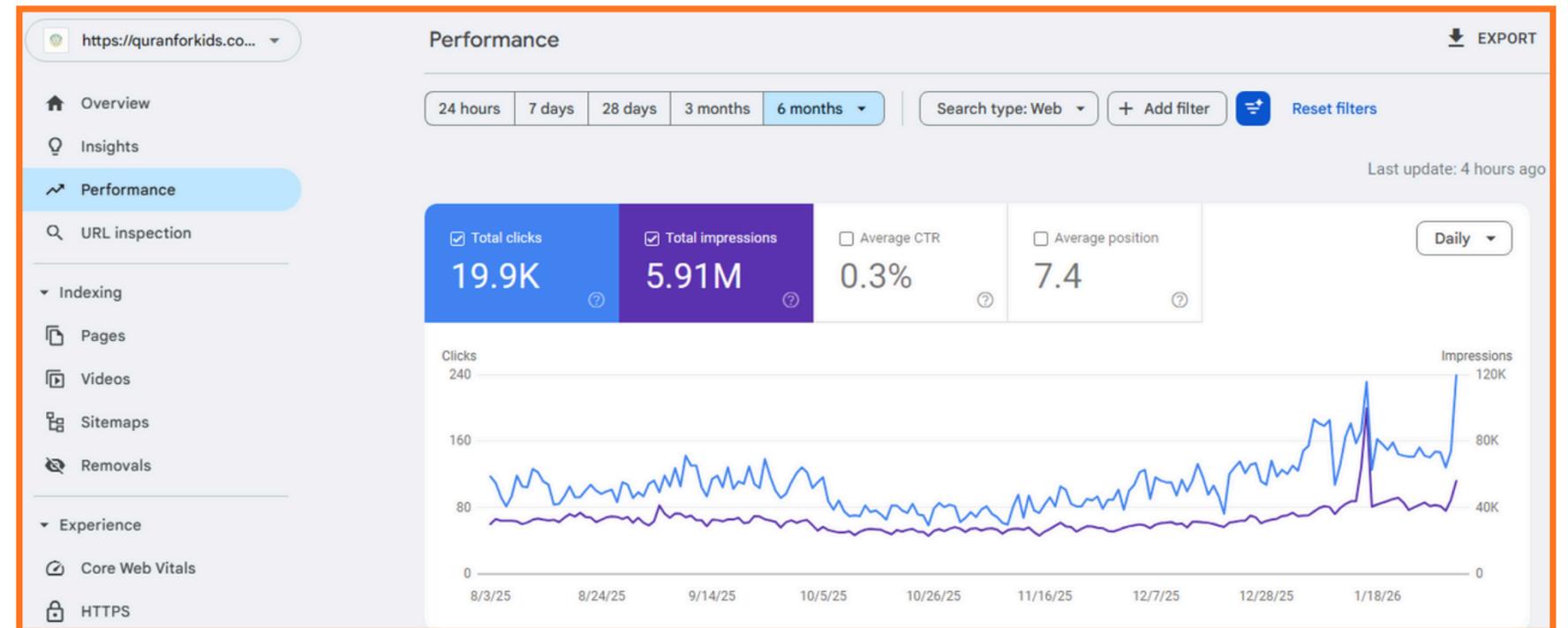
Backlinks

The website quranforkids.com has **1.1K referring domains** and **4.7K backlinks**, driving **28.4K organic visits per month**. The authority score is **32**, with a **healthy backlink** network and a strong natural profile. These metrics indicate growing domain authority and improved SEO performance, supporting continued traffic and visibility growth.





Console Performance (September to January)



From **September to January**, the console performance shows a clear upward trend. Total **clicks increased to 19.9K**, **impressions reached 5.91M**, **CTR averaged 0.3%**, and the average position improved slightly to 7.4. Overall, traffic and visibility grew steadily over this period.



SEO Strategy & Execution

1. Website & SEO Audit

Conducted a full SEO audit to identify technical, on-page, and content issues, including:

- Site indexing and crawl errors
- Page speed and mobile responsiveness
- Meta tags and heading structure
- Internal linking issues
- Duplicate or thin content
- Keyword cannibalization

This audit became the roadmap for optimization.





ON-PAGE SEO

2. On-Page SEO Optimization

Action:

optimized key service and landing pages by:

- Writing SEO-optimized title tags and meta descriptions
- Improving H1, H2, and content structure
- Optimizing URLs for clarity and keywords
- Enhancing internal linking between relevant pages
- Improving content readability

Result:

This helped search engines clearly understand page topics while improving user experience.

3. Technical SEO Improvements

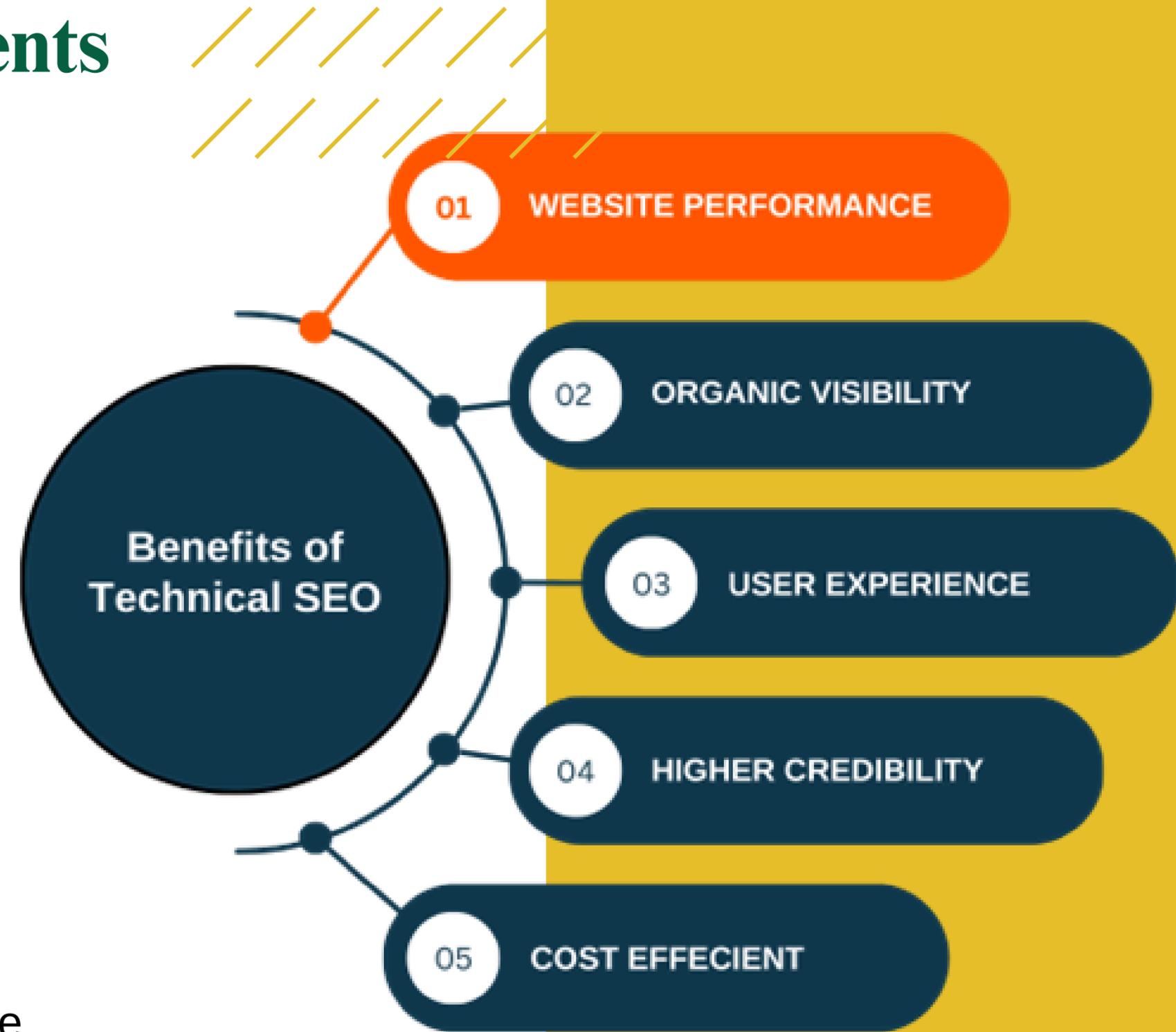
Action:

To strengthen the site's technical foundation, we worked on:

- Improving page speed and mobile performance
- Fixing crawl and indexing issues
- Optimizing XML sitemaps and robots.txt
- Ensuring proper canonicalization
- Improving Core Web Vitals

Result:

These changes helped Google crawl the site more efficiently and rank pages more reliably.

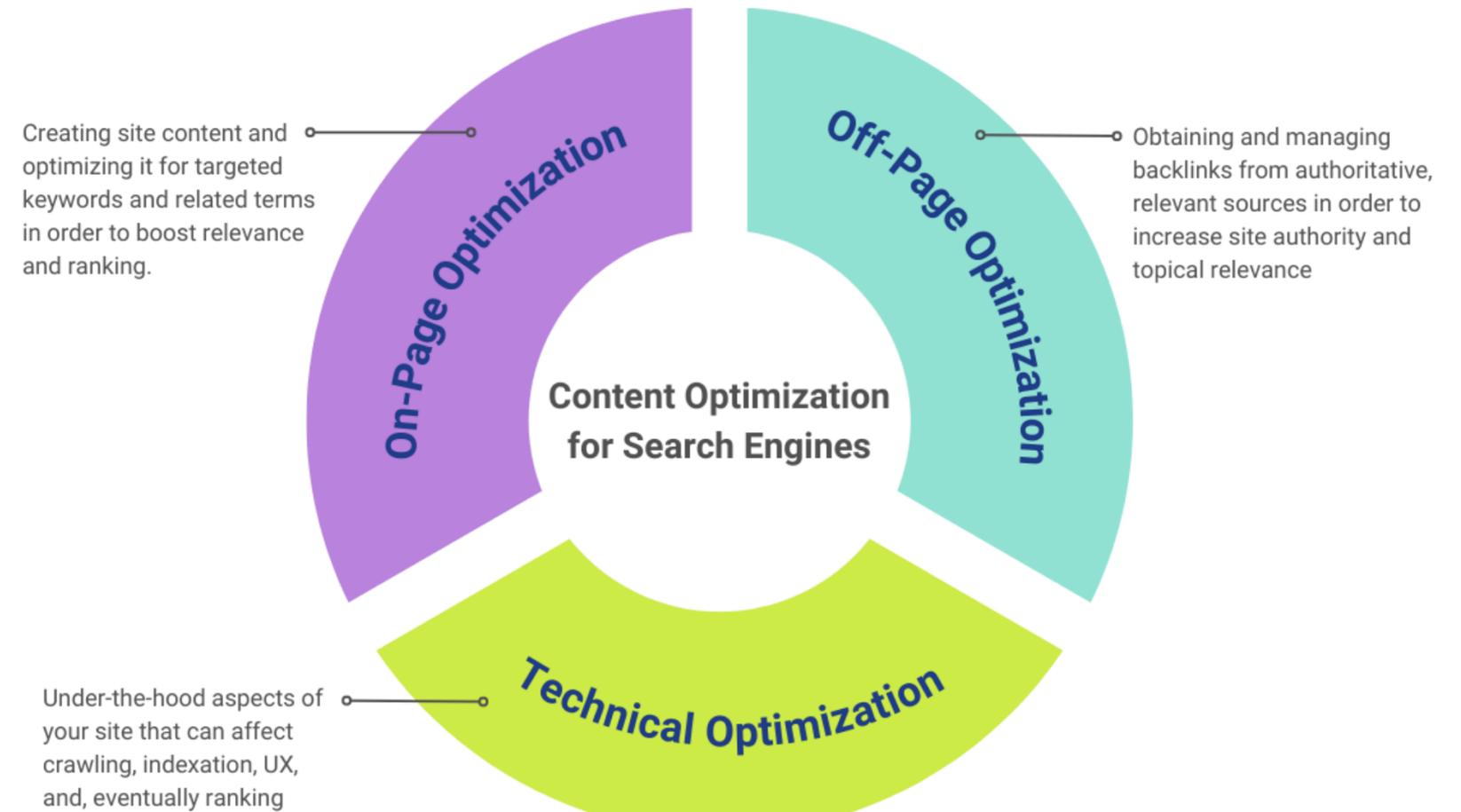


4. Content Optimization & SEO Content Strategy

Action:

Existing content was optimized to better match search intent, and recommendations were provided for:

- Educational blog content for Readers.
- FAQ-based content targeting common queries
- Service page expansion to cover user questions



Result:

Improved keyword relevance, increased visibility for long-tail searches, stronger topical authority, and higher trust among parents in the USA and UK.



Did We Meet Our Goal?

Yes. **When the project started in September**, the website had 12.6k organic visits. By **February**, organic traffic increased by **31.3k**, showing stronger visibility and performance, particularly in the USA and UK markets.

On the technical and on-page SEO front, we implemented several key activities:

- Optimized meta titles, descriptions, and header tags (H1-H4) for all pages.
- Added alt text for images and optimized media for faster loading.
- Improved internal linking structure to enhance crawlability and user navigation.
- Implemented FAQ and course schema markup to target rich snippets.
- Fixed broken links, 404 errors, and redirect issues.
- Enhanced mobile responsiveness and improved page speed.
- Structured content with keyword clusters to improve relevance for search engines.
- Added canonical tags to prevent duplicate content issues.

These technical and on-page SEO efforts boosted rankings, engagement, and site authority, driving traffic growth and achieving our goals.

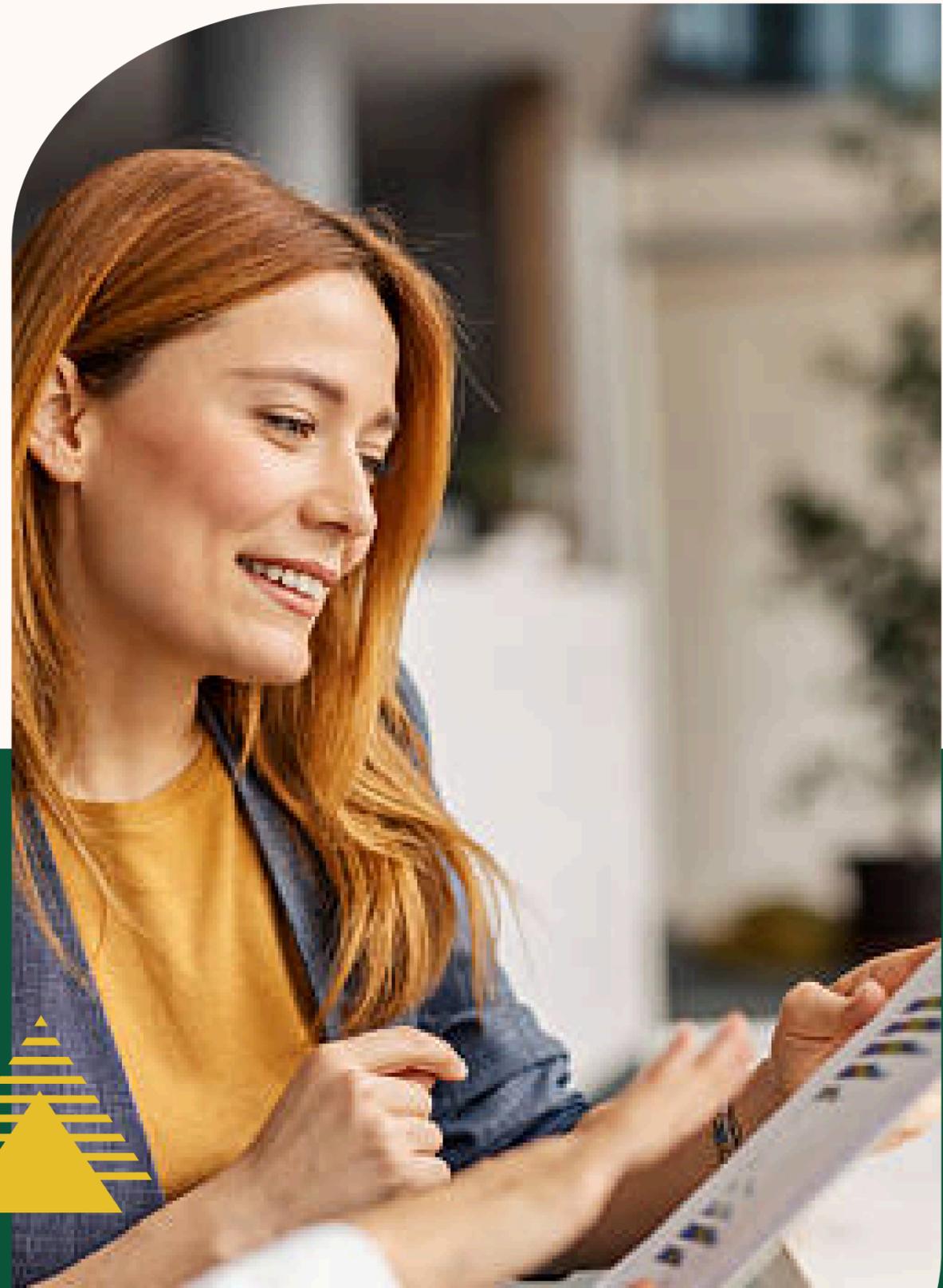


Conclusion

The SEO strategy implemented for **Quran For Kids** successfully increased organic traffic, improved search rankings, and generated measurable business growth.

By combining targeted keyword research, content marketing, technical optimization, and high-quality backlinks, the platform positioned itself as a trusted resource for parents seeking Quran education for their children.





Thank You

For your attention

