



Project: Search Engine Optimization

Year: 2004-2005

**Website: www.clasalle.com www.ilasallecampus.com www.lciv.com
www.cilm.qc.ca**

Overview

Groupe Lasalle is a holding of many companies specialized in education. From fashion school, to foreign languages and IT... Groupe Lasalle is home of 1000 students which 30% come from abroad.

Challenge

Increase their web popularity for all their 5 websites

- A concrete and integrated Search optimization strategy to improve their results on main search engines

Solution

We analysed their websites, made a worldwide competitive analysis, revised the source code of their sites and implemented an Internet Marketing strategy to increase significantly and in only 8 weeks their qualified traffic and web popularity.

Results

Today, All 5 sites of groupe Lasalle enjoyed first positions when prospective students are looking for elearning classes, foreign language classes and other courses.

Their visites went from 5000 to 10000 visits a week.

Group Emediacom, from on-line presence to on-line success