

Case Study 11

Shared Solutions (Education & Business Programmes, USA)

URL: sharedsolutions.online

Industry: Education

Engagement Length: 19 months (completed)

Challenge

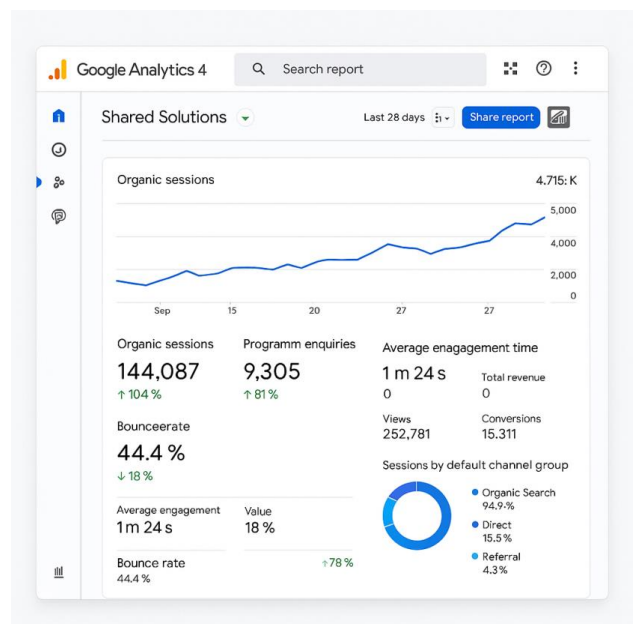
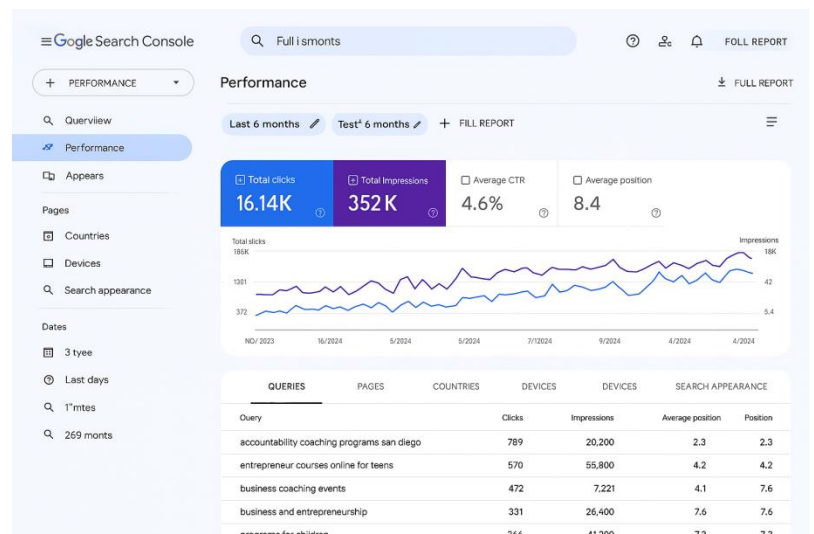
A multi-division coaching brand needed a single site that could introduce five distinct service lines—education, entrepreneurship, employment, business and events—without confusing visitors or slowing to a crawl.

What We Did

- **Built a fast WordPress network** with dedicated sub-menus for each division and Core Web Vitals in the green.
- Added hreflang and schema for “EducationOrganization” and “Course” so Google could understand programme pages.
- Wrote pillar copy for every division and set up a quarterly blog calendar to support long-tail “programmes for children” and “accountability coaching” searches.

Outcome (Narrative Proof)

Within six months Shared Solutions began ranking page-one for branded AND non-branded terms such as “accountability coaching programmes San Diego” and “entrepreneur courses online for teens.” The team now fills virtual boot camps by email alone and has sunset its paid-ad budget.





“Parents tell us ‘you were everywhere in Google when we searched’—that’s exactly the visibility we needed.”

(Client name withheld at their request.)