

Ranking Analysis for xxxxxx College

For: (<http://www.xxxx.ac.uk/>)
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This is a sample of a College's rankings in Google for a small selection of their provision.

X denotes the location of the course eg town, county or LSC region

Competition indicates how many other web pages are competing for that particular keyword e.g. there are 526,000 web pages for "training courses XXX"

The webpage identifies which page shows up on the search engine results page

In the Positions and Results where there is a dash (-) this indicates that the College does not rank in the first 3 pages of Google for that particular course or keyword.

Keyword / Search engine	Competition	Web page	Position	Results Page
Beauty salon xxxxx	12,600	/default.php?/news/more/sch...	28	3
Beauty therapy xxxx	83,800	/default.php?/about/hairedres...	1	1
Training courses XXXx	526,000	-	-	-
Training course xxx	556,000	/default.php?/news/more/sch...	10	1
Conference venue xxxxx	225,000	-	-	-
Construction courses xxxxxx	129,000	/default.php?/courses/alphab	6	1
Early Years courses xxxx	324,000	/default.php?/courses/alphab	-	-
Fitness club xxxxx	94,000	-	-	-
Fitness suite xxxxxx	3,460	/default.php?/sports/member...	5	1
Call centre training xxxxxx	30,800	/default.php?/courses/alphab..	22	3
Hairdressing course xxxxx	11,400	/default.php?/about	1	1
Hairdressing salon xxxxxx	3,960	/default.php?/news/more/coll...	10	1
Health & Social Care xxxxxx	763,000	-	-	-
Pre-Uniformed Services xxxx	23,000	/default.php?/courses/alphab...	-	-
Pre-Uniformed Services courses xxxx	14,220	/default.php?/courses/alphab...	1	1
Restaurant xxxxx	175,000	-	-	-
Sports Academies xxxx	73,300	/images/uploads/downloads/...	9	1
Sports courses xxxxx	193,000	-	-	-
Sports course xxxx	14,300	/default.php?/about	8	1
Train to Gain courses xxxx	94,700	-	-	-
Train to Gain courses xxxxx	71,000	-	-	-