

Case Study

KUMON

How a tutoring organization with 650 locations in the UK and Ireland increased their number of Position 1 rankings by 63%

About Kumon

Kumon helps children achieve their potential in education, through their networks of supplementary maths and English study-centers across the UK and Ireland. For 60 years, Kumon's method has helped children across the globe to excel academically and develop a love of learning.

With 77,000 Kumon students learning at more than 650 individually run study centers across the UK, and over 4 million students in 50 countries worldwide, Kumon's success shows no sign of stopping.

Ever since its establishment, Kumon has consistently aimed to help students develop a firm foundation of academic ability and become people who are capable of learning on their own.



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BrightLocal has given us the ability to improve brand awareness and visibility for our locations.

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The Challenge

Because each education center works in a local catchment area, appearing in local search is crucial to Kumon's online visibility.

Historically, the company didn't have a centrally managed approach for local citations for their centers, which led to them missing out on local search traffic as well as inconsistent citations resulting in parents often not knowing how to contact their nearest center – both big problems for a company like Kumon.

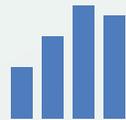


The Solution

Kumon partnered with BrightLocal on a local citation strategy to build new and clean up incorrect listings on the sites with the biggest impact on the UK's local search ecosystem.

Through a bespoke citation campaign, BrightLocal created and updated listings on key UK directories like Yell and Scoot. By manually creating and claiming Kumon's listings, they'll stay accurate indefinitely, with no ongoing fees. Kumon now have complete access to their listings login information alongside detailed location reporting.

The BrightLocal Tools Used



Local Search Rank Checker

Monitor your organic, mobile, and local search rankings, and react quickly to any changes.



Citation Builder

Manual citation building, clean-up, management, and aggregator submissions service to help improve local search performance.

The Results



Using BrightLocal, Kumon have seen a **63% increase in Position 1 rankings** on Google.



650 locations with clean, accurate data on the top UK citation sites.



Kumon plan to roll BrightLocal out to **more countries**, with Germany and Spain next on the list.

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BrightLocal has given us the ability to improve the brand awareness and visibility for our locations through Citation Building, and allowed us to provide a better service to our franchisees.



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