EDUCATION PORTAL | KARNATAKA

From page three to page one, then a rebuild that reversed a decline

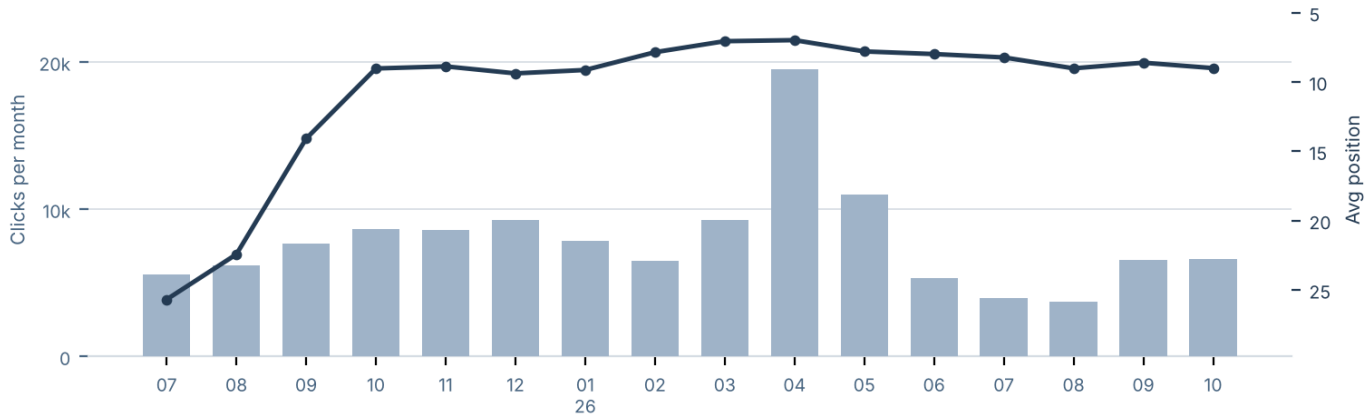
collegemarker.com | Pre-university college discovery, NEET coaching and scholarships

The starting point

In July 2025 collegemarker.com averaged position 25.7. That is page three, and page three earns nothing. Over the following nine months the site climbed to position 7.0 and a peak of 19,514 clicks in a single month. Then it slid, losing more than three quarters of its clicks between April and August 2026. This case study covers both halves, because the second half is the part most agencies leave out.

25.7 to 7.0	3.5x	126,616	356,345	+77%
Average position, start to best	Clicks to the April peak	Clicks over 16 months	AI impressions	Clicks since the rebuild

Monthly clicks and average position, July 2025 to October 2026



Bars are clicks. The dark line is average position, inverted so higher on the chart is a better ranking. The climb to April 2026, the mid-year fall, and the recovery from September are all visible.

Phase one: the climb

- **Fixed what we could reach first.** At position 25.7 the problem was not a shortage of pages; it was that the pages Google could reach were not the pages that answered the question. We corrected that on the existing platform rather than rebuilding, which worked for nine months and later proved to be the limit.
- **Targeted the decision searches** that parents actually run: best PU colleges in Bangalore, PU colleges with NEET coaching, scholarships for Karnataka students.
- **Result.** Position 25.7 to 7.0 and clicks from 5,575 a month to 19,514, a 3.5 times increase in nine months.

Phase two: the decline, and what we did about it

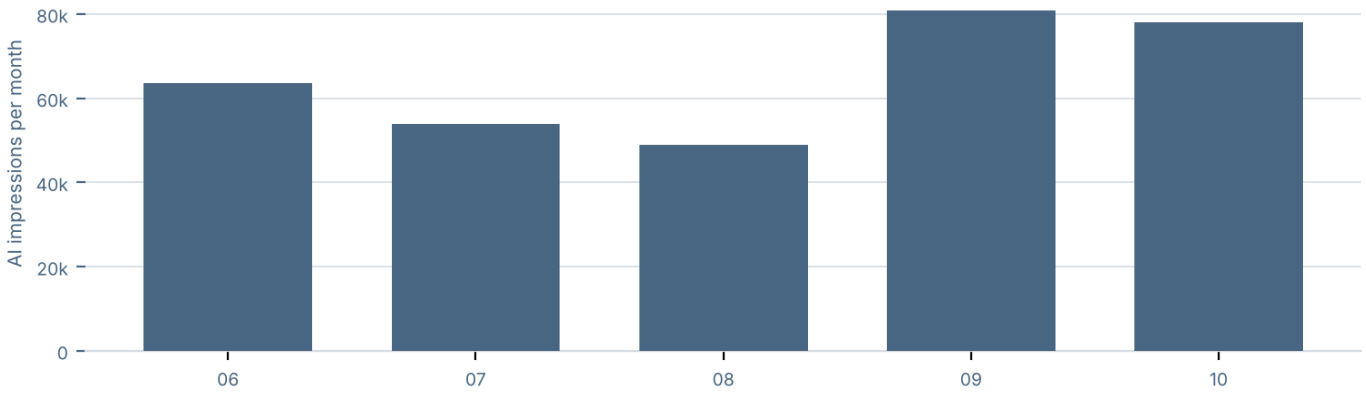
Between April and August 2026 monthly clicks fell from 19,514 to 3,751. We rebuilt the site on Laravel and moved it to new infrastructure, going live at the end of August. The two months that followed show the result.

Month	Clicks	Impressions	Average position
April 2026, peak	19,514	1,799,726	7.0
July 2026	3,957	552,494	8.2
August 2026, trough	3,751	500,812	9.0
September 2026, after rebuild	**6,561**	**972,472**	**8.6**
October 2026	**6,645**	**1,039,270**	**9.0**

Clicks are up 77 per cent on the August trough and impressions have more than doubled. Two things we state rather than crop out: the site is not back to its April peak, and position has not recovered with the volume, which is the next job.

AI visibility held up better than clicks

Google reports how often a page is used inside an AI-generated answer, and has done so since 18 May 2026. Over that period the site was cited 356,345 times. Citations dipped with the decline, but far less sharply than clicks, and recovered to finish higher than they began.



Full months only, so the partial first and last months are excluded from the bars but included in the 356,345 total. Clicks fell 81 per cent between April and August. Citations fell from 63,636 in June to 48,877 in August, a far shallower drop, then recovered to 78,034 in October.

The pages AI assistants quote

Four pages account for 107,231 of those citations, which is 30 per cent of the total from a site of this size. The volume is spread across the library rather than resting on one page.

Page	AI impressions
Best pre-university colleges in Bangalore	**43,631**
Best pre-university colleges in Bangalore, second guide	**30,231**
Free scholarships for students in Karnataka	**23,379**
Best pre-university colleges in Mangalore	**9,990**

Where the pages rank

Six of the queries bringing the most clicks, with the average position Google itself reports in Search Console across the period.

Query	Avg position	Impressions	Clicks
best pu colleges in bangalore	**3.3**	33,341	**1,192**
bgs pu college mysore	**4.2**	22,900	**686**
top pu colleges in bangalore	**2.9**	11,413	**571**
vidyaniketan pu college hubli	**6.3**	35,036	**317**
top 10 pu colleges in bangalore	**3.1**	9,288	**284**
top pu colleges in bangalore with neet coaching	**2.7**	5,052	**243**

See it live

- collegemarker.com/blogs/best-pre-university-colleges-in-bangalore
- collegemarker.com/blogs/free-scholarships-for-students-in-karnataka
- collegemarker.com/blogs/top-pu-colleges-in-bangalore-with-neet-coaching

What else was running at the same time

No paid advertising ran during the period. The mid-year fall overlaps a stretch of ranking volatility across the education category, so we do not attribute it solely to the site. The recovery from September coincides with the rebuild going live in late August; we believe the two are connected but cannot separate the rebuild from the category recovering around it. Enquiry history is not shown because that system was replaced during the rebuild.

What we would do differently

We rebuilt after the decline rather than before it. The architecture limits that held the site at position 25.7 were the same ones that made it fragile later, and rebuilding in 2025 would have cost less than the recovery cost in 2026.

> **Why we publish the decline as well as the climb**
>
> Any agency can show you a rising line. The real test is what happens when it falls, which it eventually does on every site, through an algorithm change, a migration or a competitor outspending you.
>
> Here the answer was a rebuild, shipped at the end of August, and a measurable recovery in the two months after. That is the behaviour worth buying, and the reason this case study does not stop in April.

Prepared by the OneCity Research Team, OneCity Technologies Pvt. Ltd., Bengaluru. Established 2006, serving 650+ clients. Search figures are from Google Search Console, 2 July 2025 to 1 November 2026, and positions are Google's own reported averages. AI impressions cover the full months Google reports them for.