EDUCATION PORTAL | KARNATAKA

From zero to 5,511 enquiries in six months

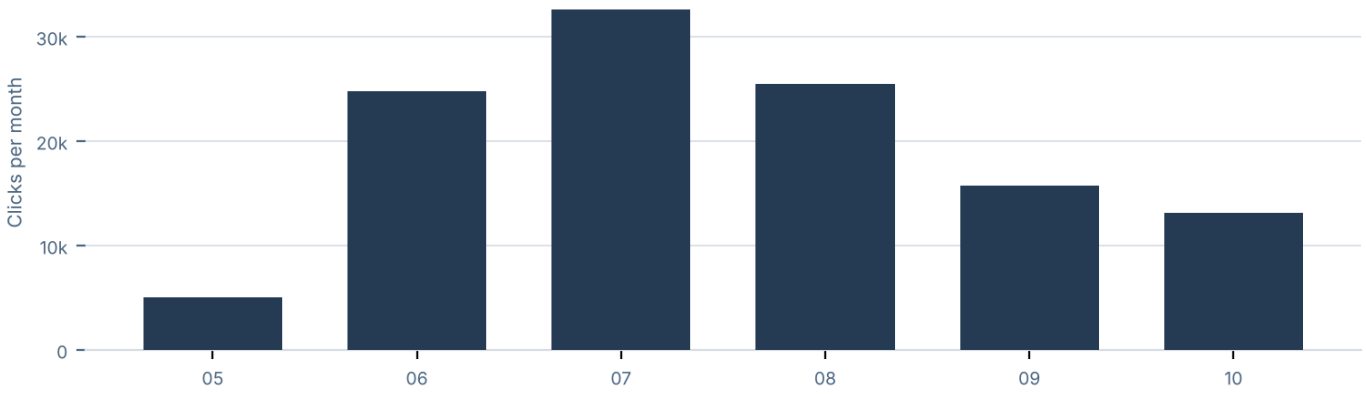
collegesinfo.org | College discovery, admissions and scholarships across Karnataka

The starting point

collegesinfo.org launched with nothing. No rankings, no backlinks, no audience, in a category where aggregators with a decade of authority already answered every question a student asks. The aim was not a brochure site that waits to be found. It was to own the specific questions Karnataka students and parents type during admission season, and to turn that traffic into enquiries worth calling back.

117,082	3.36M	5,511	8,500+	4.7%
Google clicks in six months	AI impressions	Form enquiries logged	Calls across both portals	Click to enquiry

Monthly clicks, May to October 2026



From a standing start in May to a peak of 32,596 clicks in July, the month Karnataka admissions decide.

What we did

- **Built for the question, not the keyword.** Rather than a thin page per college, we published definitive lists and process guides: every BAMS college in Karnataka, every veterinary and agriculture college, the SSP scholarship application step by step, the KCET counselling process.
- **Built tools, not just articles.** A KCET rank predictor and a NEET rank predictor, which produced 412 enquiries between them, because a student who gets an answer gives a phone number.
- **Structured every page to be quotable.** Clear headings, tables of real data, and direct answers near the top, which is what both Google and AI assistants extract.
- **Put the enquiry where the intent is.** Forms on the content pages themselves, not buried on a contact page.

Results

Every figure below is from Google Search Console and the site's own enquiry log for the period shown.

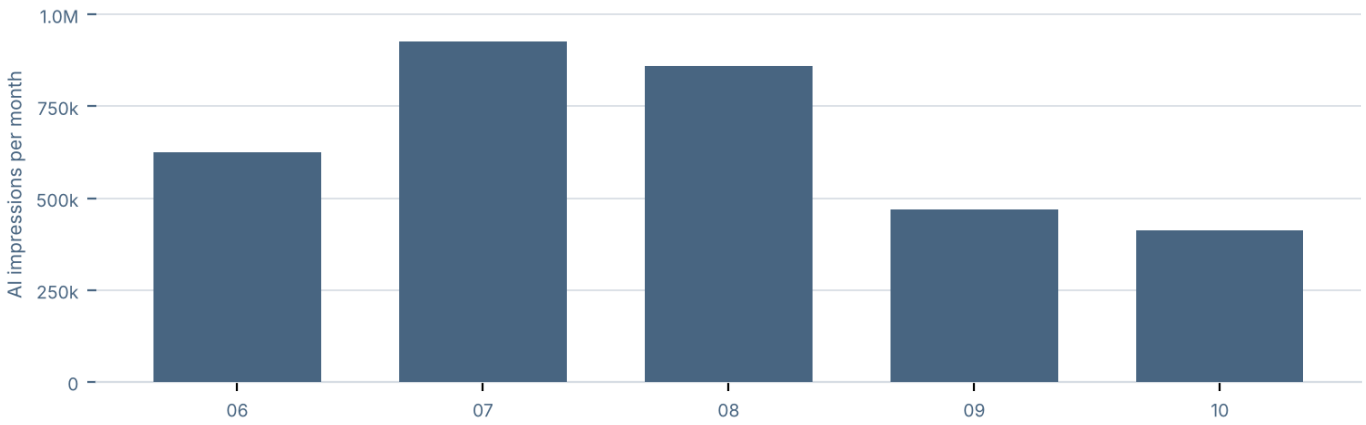
Measure	Six months to 1 November 2026
Google clicks	**117,082**
Google impressions	**14,872,973**
Average position	**7.1**
AI impressions	**3,360,372**
Enquiries logged	**5,511**
Peak month	**32,596 clicks in July 2026**
Peak enquiry month	**1,675 in July 2026**
Click to enquiry rate	**4.7 per cent**

Where AI assistants cite the site

Google now reports how often a page appears inside AI-generated answers. These five pages alone account for 706,081 of them.

Page	AI impressions
BAMS colleges in Karnataka, complete list	**218,078**
SSP Karnataka scholarship, how to apply	**158,102**
Veterinary colleges in Karnataka	**132,825**
NEET Karnataka government MBBS colleges	**99,505**
Agriculture colleges in Karnataka	**97,571**

AI impressions per month



Full months only. The site is being read into AI answers at scale, not occasionally.

Where the enquiries came from

Source page	Enquiries
SSP Karnataka scholarship guide	**305**
BAMS colleges list	**291**
NEET rank predictor	**210**
Veterinary colleges list	**208**
KCET rank predictor	**202**
Agriculture colleges list	**192**

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
ssp scholarship 2026-27	**6.5**	82,004	**520**
kea omr sheet	**4.8**	7,352	**377**
ssp scholarship 2026	**5.7**	32,679	**332**
kcet counselling date 2026	**6.9**	50,927	**310**
bsc agriculture colleges in karnataka	**5.0**	8,754	**264**
veterinary colleges in karnataka	**5.7**	16,759	**224**

See it live

- collegesinfo.org/blogs/bams-colleges-karnataka-complete-list
- collegesinfo.org/blogs/ssp-karnataka-scholarship-how-to-apply
- collegesinfo.org/blogs/veterinary-colleges-karnataka

What else was running at the same time

No paid advertising ran to these pages. The site was new, so percentages from a near-zero base would look enormous, which is why we give absolute numbers. Karnataka admission season peaks from June to August and lifts the whole category, so the July peak sits inside that window.

What we would do differently

We built the predictor tools after the written guides. They convert far better than articles, and on the next site of this kind they ship in month one.

What this means in a category owned by national aggregators

The pages that rank are the same pages that produce the enquiries. There is no separate traffic exercise and lead exercise, and no step where rankings have to be converted into business later.

Six months from nothing: 5,511 written enquiries, 8,500 to 9,000 calls across the two education portals, and over three million appearances inside AI-generated answers.

Prepared by the OneCity Research Team, OneCity Technologies Pvt. Ltd., Bengaluru. Established 2006, serving 650+ clients. Search figures are taken directly from Google Search Console for 2 May to 1 November 2026, and positions are Google's own reported averages. Written enquiries come from the site's enquiry log, opened 25 April 2026. Call volume is from the enquiry line's records and covers the education portals. No personal data appears here.