

Month one

The get-in.

In theatre, the get-in is when the set goes up and the lights are hung, before anyone rehearses.

The first of three months' work on both websites: switching on the measurement, repairing what the move from the old website broke, and setting up what comes next.

RUNNING ORDER

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In rehearsal at GFCA.

The groundwork is done.

Now the numbers can mean something.

What was done

Switched on the measurement for both websites and the Paris enrolment site. Searches, visits, enquiries and applications are now recorded every day.

Put up 26 signposts for old web addresses that were sending people from Google to error pages.

Gave all 14 pages a clear name and description in Google, and described every photo.

What was learned

Paris is already on Google's first page for nine course searches, such as "acting school paris".

London is chosen almost only by people who know its name. It shows up for some general searches, but few of those people click yet.

The forms are busy. 26 people registered interest in a London course and 9 wrote to GFCA Paris.

What comes next

New pages for what people actually search for: the method, international students, alumni successes.

Taking charge of the Google Maps listings for both studios, once the sign-in is done.

The Paris diploma page into Google, with its next start date.

26

people registered interest in a London course

3

applied to London through the website

9

people wrote to GFCA Paris through its forms

21⁺

people completed an application on the Paris enrolment site

A baseline: these count everyone who got in touch, however they found GFCA, so they are the starting line for later months rather than a result of this month's changes. Enquiries counted from each site's own record of form submissions, 30 Aug – 23 Sep. The Paris application figure comes from Google Analytics, which only sees visitors who accept cookies, so the true number is higher.

The lights *are on.*

Until late August, none of the available measurement was working. There was no way to say how many people found GFCA through Google, which pages they read, or where an enquiry came from.

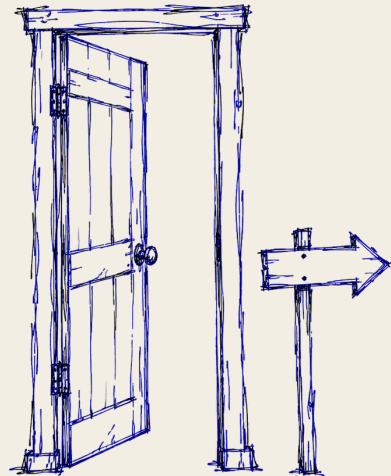
NOW RECORDED

- 01 How often GFCA appears in Google, and for which searches
- 02 How many people visit, and how they found the site
- 03 Enquiries and applications, on all three websites
- 04 Whether Google has each page in its catalogue

What was found

when the lights came up.

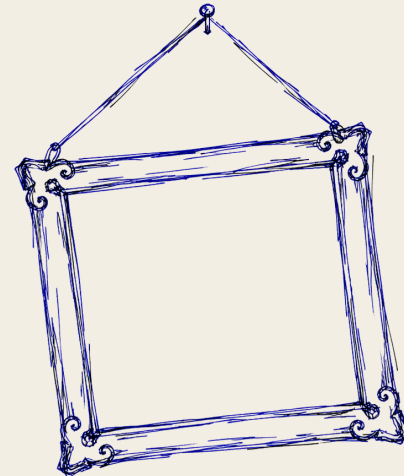
01



Old addresses leading nowhere

When the sites moved from the old websites, dozens of old addresses stopped working. Google was still sending people to them, and they landed on an error page.

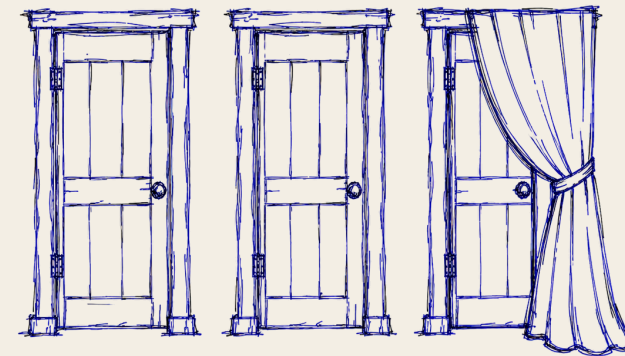
02



A diploma page Google couldn't see

The page for the Paris one-year diploma, the course that matters most, was not in Google at all.

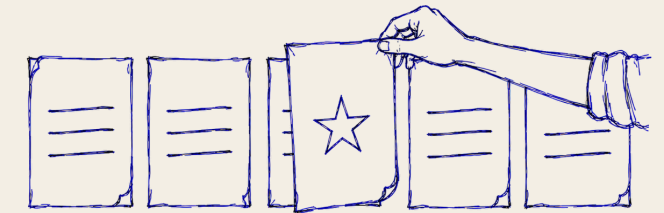
03



Applications on a third website

Paris applications happen on gilesforeman.fr. Nothing was measuring it, so nobody could see how many people applied or how they got there.

04



The same name on every page

In Google's results most pages carried near-identical slogans such as "Enhance Your Acting Skills Today", so nothing told a searcher what each page was for.

Every old address, *now signposted.*

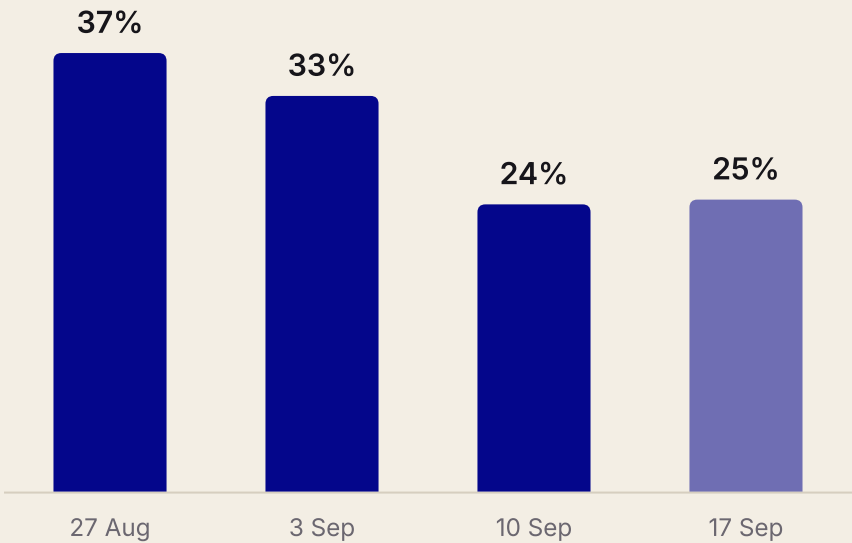
26 signposts (in web terms, redirects: 11 for London and 15 for Paris) now cover every old address Google was still showing. Anyone following an old link lands on the right page instead of an error.

Google revisits old addresses slowly, a few each week, so this takes time. The share of GFCA's appearances in Google that point to an old address has fallen from about 1 in 3 to 1 in 4 in Paris, and from 1 in 7 to 1 in 12 in London. Part of that is Google dropping old pages by itself; the signposts make sure the rest lead somewhere.

Paris

From 1 in 3 to 1 in 4

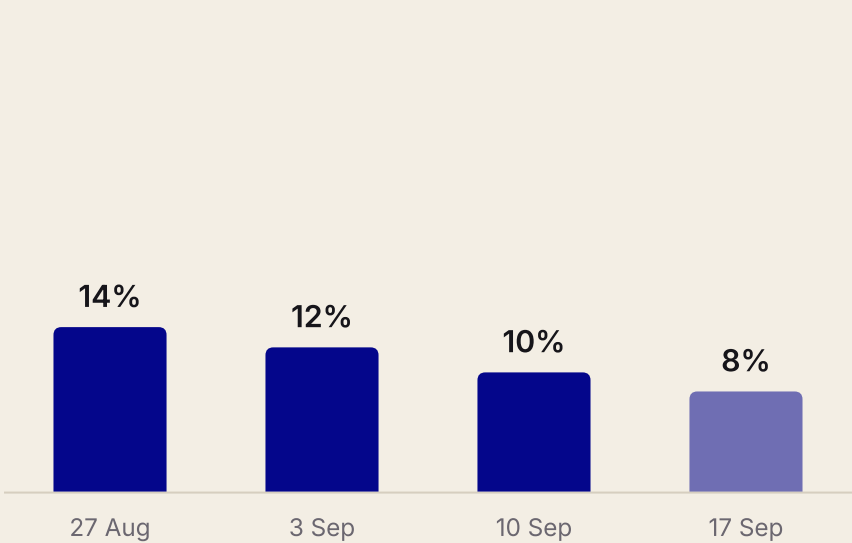
SHARE POINTING TO AN OLD ADDRESS, BY WEEK STARTING



London

From 1 in 7 to 1 in 12

SHARE POINTING TO AN OLD ADDRESS, BY WEEK STARTING



Every page now says *what it is.*

The name Google shows for a page is often the first thing a future student reads. All 14 pages now carry a name written for the people searching, instead of one shared slogan.

Paris now leads with what makes it different: an acting school in Paris, taught in English. "Giles Forman" was also corrected to "Giles Foreman" in the page descriptions.

Google re-read the Paris homepage on 21 September, so its new name may already show. The other two haven't been re-read yet; Google usually gets to them within a few weeks.

BEFORE



GFCAParis

<https://www.gfcaparis.com>

~~Giles Foreman Centre For Acting Paris | Acting Training~~



GFCAParis

<https://www.gfcaparis.com> › part-time

~~Part time | Enhance Your Acting Skills Today | GFCAParis~~



GFCALondon

<https://www.gilesforeman.com> › workshops

~~Workshops | Enhance Skills | Join Now | GFCALondon~~

NOW



GFCAParis

<https://www.gfcaparis.com>

Acting School in Paris, Taught in English | GFCAParis

Rigorous, international acting training at GFCAParis. English-first workshops and a one-year diploma for actors aiming at the global stage.



GFCAParis

<https://www.gfcaparis.com> › part-time

Evening Acting Classes in English, Paris | GFCAParis

Flexible part-time acting courses in Paris for actors at all levels, offering evening classes and professional training to fit your schedule.



GFCALondon

<https://www.gilesforeman.com> › workshops

Acting Workshops and Intensives in London | GFCALondon

Intensive acting workshops in London: scene study, audition technique and professional development, for aspiring and working actors alike.

The rest of the set, *built and checked.*

✓ One main heading on every page

Each page now has a single headline, so Google can tell what it is about. Two Paris pages picked up extra headings in newer edits; those will be tidied in October.

✓ Cookie banner and privacy policies

Both sites now ask before tracking anyone, and each links to its own privacy policy, as UK and French law require.

✓ Every photo described

Every photo on both sites now has a written description, which Google reads and screen readers speak aloud.

✓ Enquiries and applications tracked

Every form on both sites, and the application pages on gilesforeman.fr, now report to Analytics. It only sees people who accept cookies, so the forms are also counted directly each month.

✓ Both broken links repaired

"Explore the Programmes" on the London About page, and the ASIC accreditation link on the full-time page, both led to error pages. Both now work.

✓ Paris marked as a school

The Paris site now tells Google, in its code, that it is an acting school at 7 Rue Alexandre Parodi. London's plan blocks this for now.

What got in the way,

and what was done about it.

THE PROBLEM	WHAT IT MEANS	WHERE IT STANDS
Google Maps listings	Signing in to GFCA's Google Business Profiles needs a code sent to GFCA's phone.	○ Needs a short call with you
An older Google account	Google's records suggest the sites were in an older Search Console account in 2024–25, which hasn't been accessible.	○ Worth finding, if it exists
The Paris diploma page	Google hasn't added the page to its results yet, despite two requests.	● Next: links to it from other pages
Google takes its time	Most renamed pages haven't been re-read by Google yet, so the new names aren't showing everywhere.	● Expected over the coming weeks
London's website plan	London's Squarespace plan blocks the code that marks it as a school in Google.	● A workaround to test in November
Cookies hide half the visits	Analytics only counts people who accept cookies, about half of all visitors.	● Forms now counted directly each month
A form in the wrong column	Paris contact messages were being counted as applications.	● Fixed on 23 September
Automated visits	A machine visits the Paris homepage at 2pm several times a week.	● Left out of every figure here

London, in four numbers.

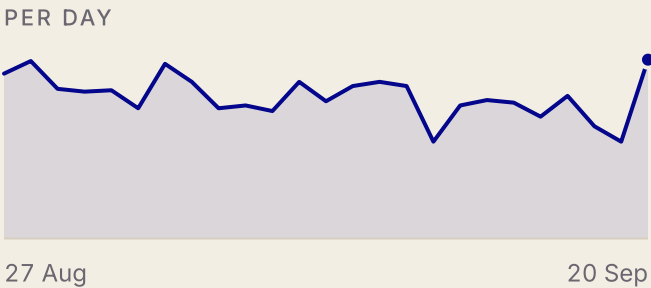
The starting line for everything that follows.

These are the first figures available for the London site. From now on, every monthly report is measured against them.

01
Times London appeared in Google

2,538

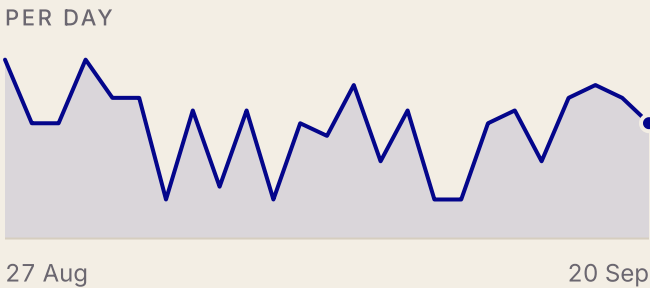
Six in ten of the searches Google reports were for GFCA or Giles by name.



02
Clicks from Google Search

217

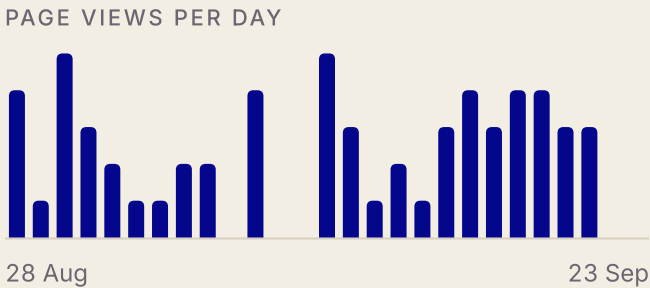
About 1 in 12 who saw GFCA clicked through. Where Google shows the search, nearly all were looking for GFCA by name.



03
Opened the register page

48+ people

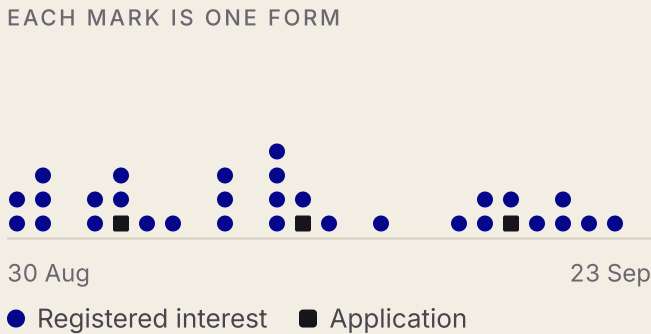
61 page views in all. Analytics only sees people who accept cookies, so the real figure is higher.



04
Registered interest in a course

26 people

30 forms from 26 people, and 3 applications through the London application form.



WHAT STOOD OUT Someone registered interest on **18 of the 25 days**. Analytics recorded 16 of them: **4 came from Google search** and 5 from the Google adverts; the rest came directly, through an AI assistant, or couldn't be traced.

Paris, in four numbers.

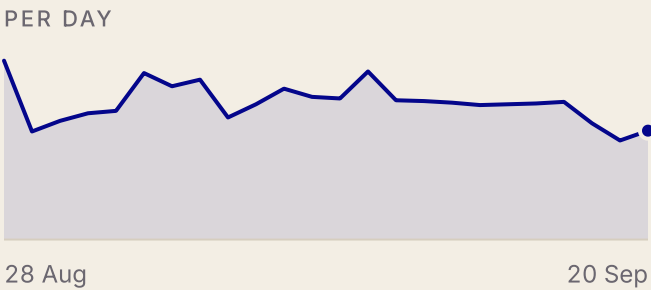
Already found by people who didn't know the name.

Paris gets more from Google than London, and a real share of it comes from people looking for acting classes rather than for GFCA itself. Like London's, these figures are the starting line for later months.

01
Times Paris appeared in Google

3,957

Four in ten weren't searching for GFCA by name: they wanted acting courses, or teachers such as Christopher Fettes.



02
Clicks from Google Search

323

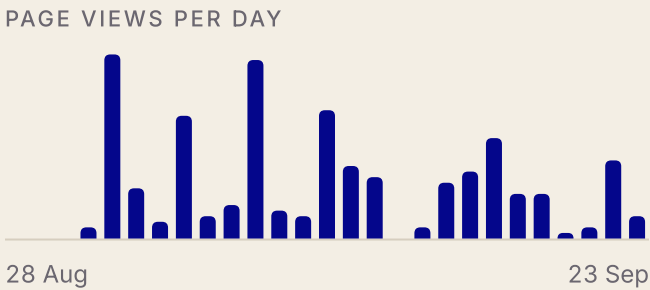
About 1 in 12 who saw GFCA clicked. Where Google shows the search, about one click in six came from someone not searching for GFCA by name.



03
Opened the application pages

73+ people

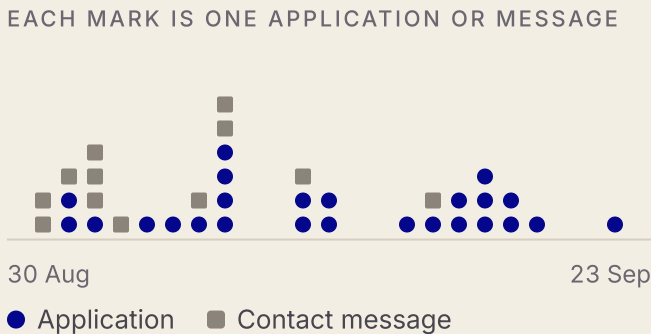
On gilesforeman.fr, where Paris applications are made. 246 page views, counting only people who accept cookies.



04
Completed an application

21+ people

25 applications from at least 21 people, plus 9 people who wrote through the site's forms.



WHAT STOOD OUT

Most applications arrive with **no record of where the applicant came from**, because gilesforeman.fr drops that information on the way in. A one-line change by its developer should fix most of it; it is on the list of what's needed from you.

Paris is already on page one.

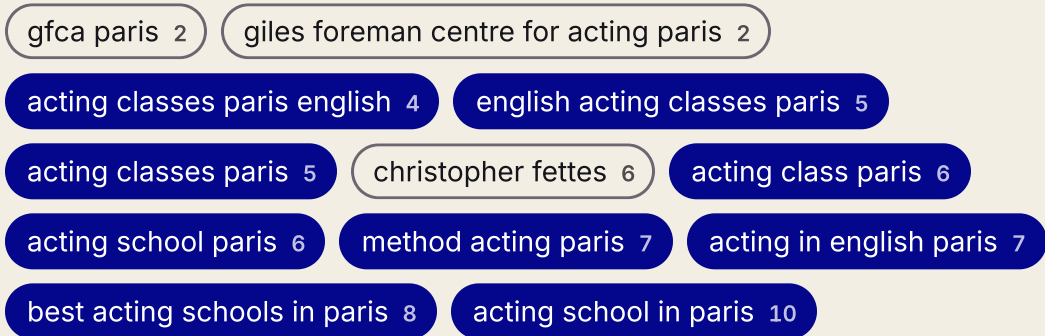
London has further to go.

Google's first page is the first ten results, and it is where almost every click happens. Each label is a search, placed by where GFCA appeared for it on average.

Paris

Nine course searches on page one

PAGE ONE

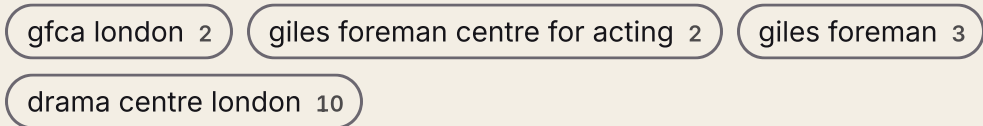


Not showing yet: 19 of the 35 tracked searches for Paris don't bring up GFCA at all, such as "acting diploma paris", "acting workshops paris", "part time acting course paris" and "cours de theatre paris".

London

No course searches on page one yet

PAGE ONE



Not showing yet: 18 of the 27 tracked searches for London don't bring up GFCA at all, such as "acting school london", "acting courses london", "evening acting classes london" and "acting classes for adults london".

■ Someone looking for a course
■ Someone looking for a name: GFCA, Giles, or the Drama Centre tradition

The number on each label is GFCA's average position. Searches where GFCA appeared at least twice, 7 – 20 September. 11

The plan from August, *step by step.*

15

steps done in month one

.....

3

ready once GFCA
can help

ooo

FROM THE AUGUST PLAN	STEPS	WHERE IT STANDS
Images and page weight	●	Every photo on both sites described, for Google and for screen readers. The Paris homepage is now about 40 KB (it was 300 KB) after GFCA's own edits.
Measurement, properly set up	● ● ●	Search Console and Analytics on both sites, Analytics on the enrolment site, and a written baseline.
A full pass over every page	● ● ● ●	A new name and description in Google on all 14 pages, headings fixed and spelling corrected.
Keyword research, per market	● ● ● ○	62 searches picked for London and Paris, and tracked every day. Next: how often each is searched, which needs your Google Ads access.
Internal linking	● ●	Both broken links repaired: a button on the About page and the ASIC accreditation link.
Language and region signals	● ○	London now tells Google it is written in British English, as Paris already did. French pages Google can find: your call (page 16).
Structured data	●	Paris tells Google it is an acting school, with its address.
Google Business Profiles	○	Ready to start as soon as the sign-in is done. Next: the sign-in code from GFCA's phone.
DONE BESIDES	Every old address signposted · the GFCA logo set as both sites' icon · the Paris enrolment site measured, with its developer · cookie banner and privacy policies on both sites · real enquiry counts checked against the forms	

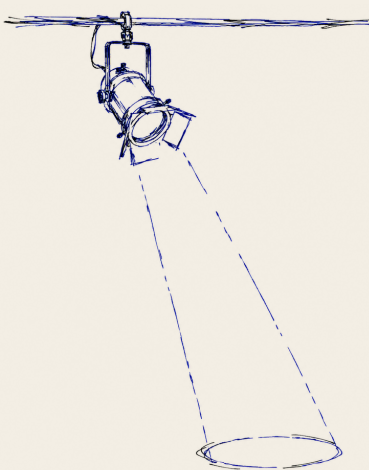
Next: *rehearsals.*

Month one built the stage. Months two and three put things on it: new pages written for the questions future students actually ask, and GFCA's Google Maps listings brought up to date.

Months two and three.

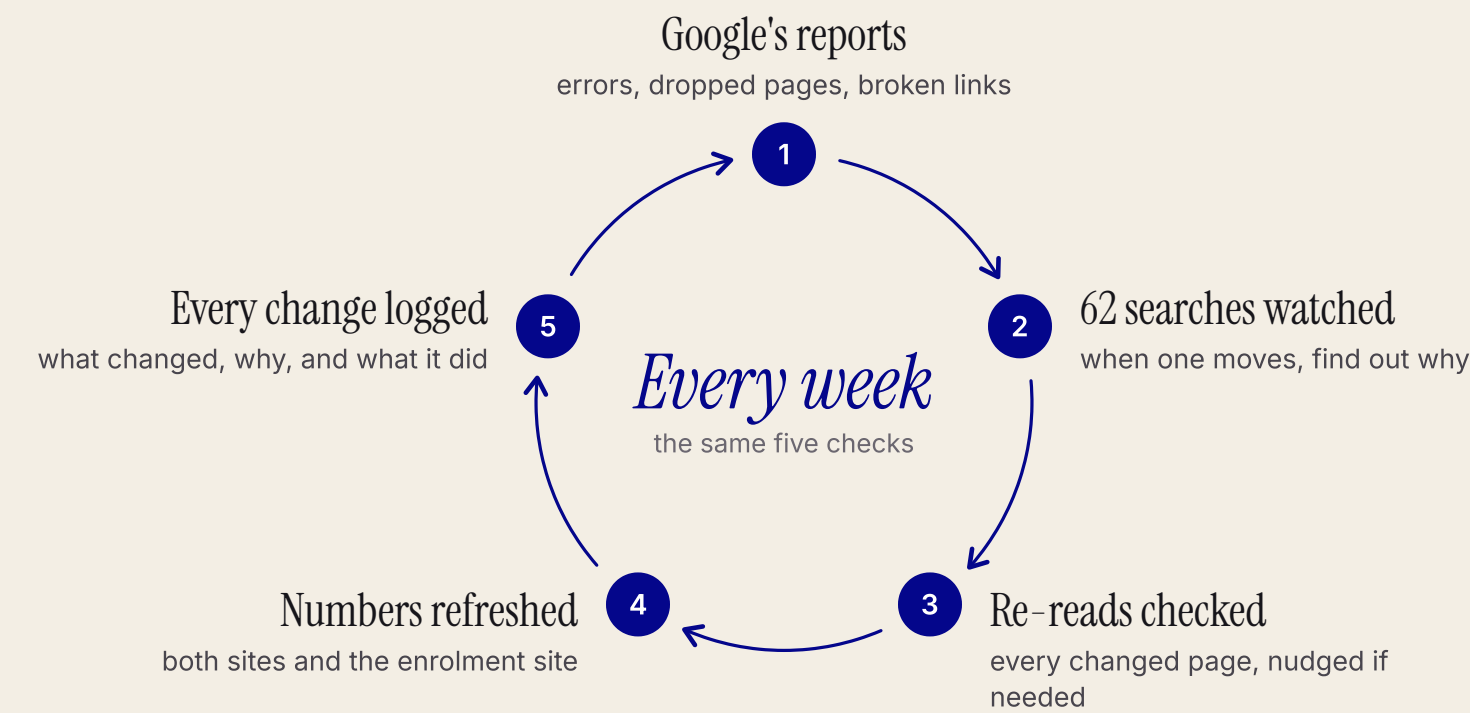
What goes on stage, and when.

New pages for what future students search, GFCA's Google Maps listings, and the Paris diploma page into Google. New wording comes to you before anything goes live.

○ October	MONTH TWO	○ November	MONTH THREE	● The review	END OF NOVEMBER
🔍 The diploma page into Google start date and summary added, then Google asked	PARIS	🌐 A new page for international students fees, scholarships and visas, in one place	LONDON	A review together: what moved, what it brought in, and what is worth doing next. 	
📄 A new page on the method Yat Malmgren, Christopher Fettes, Drama Centre	PARIS	★ Alumni successes, on their own page the old alumni page still ranks near the top	LONDON		
✎ The homepage opening rewritten for people searching "acting school Paris"	PARIS	🔗 Links between the course pages so visitors and Google move from one to the next	BOTH		
✎ The part-time page rewritten for adults looking for evening classes	LONDON	⏪ Course details in Google's format length, fees and how to apply, shown in results	BOTH		
📍 Google Maps listings completed for both studios, once the sign-in is done	BOTH	💬 French pages Google can find if you want them: your call first (page 16)	PARIS		
ALSO Bing for both sites · two Paris pages back to one main heading · the diploma shortcut made permanent · London's page list re-sent to Google		ALSO a speed check of every page · directory listings matched to Google Maps · London's school details, if its plan allows			

Alongside, every week.

The work that doesn't show up as a new page.



Every month

- Every enquiry counted**
and every application, straight from the forms
- The sites re-checked**
after GFCA's own edits, which this month added extra headings
- New workshops written up**
a clear name and description on each, as they are announced
- Listings kept consistent**
across Google Maps and the acting-school directories
- This report**
with every number compared with the month before

WHAT TO EXPECT

●

MONTH ONE · DONE

Measurement, fixes, page names and descriptions went live. Google has started to re-read the sites.

○

MONTHS TWO AND THREE

First movement usually shows on specific searches: courses, methods, workshops. The Maps listings tend to bring the first extra enquiries.

○

BEYOND THREE MONTHS

Broad searches like "acting classes london" are a slower climb, where long-established schools lead.

Positions in Google can never be promised; what can be promised is this work, done every week and reported like this.

What's needed from you.

Two things first; the rest over the next two months.

FIRST, PLEASE

1 A ten-minute call to sign in to Google

The Google Maps listings for both studios need a code sent to GFCA's phone. Everything else about them is ready to start.

2 The next start date for the Paris diploma

The page already has the fees and an FAQ. The start date is the one thing people look for that it doesn't say, and it is holding up the page's way into Google.

OVER THE NEXT TWO MONTHS

3 Your sign-off on new wording

Drafts of the method page, the Paris homepage opening and the London part-time page arrive in early October.

4 The older Search Console account

If there is one, perhaps set up by a previous web designer. It would show how the sites did before August.

5 Which year GFCA was founded

The London site says 2012 and the Paris site 2015. Google notices when facts disagree.

6 Your OK for "How did you hear about us?"

One question on the enquiry forms shows where every enquiry came from, without cookies.

7 A word with the gilesforeman.fr developer

A one-line change to show where applicants came from, and a monthly count of applications.

8 Read-only Google Ads access, London

It shows how often each search is made, and so which new pages matter most.

9 French pages Google can find

Today Google only sees the English pages. French pages of their own may carry a cost: is French worth it?

? And one quick question

Does anyone run a website checker on the Paris site? Something visits its homepage at 2pm several times a week.

When the right actor searches, *GFCA should be there.*

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Next report

Late October 2026