

Month one

In brief.

The short version of the first of three months' work on both websites: each site's first numbers, what was done, and what comes next, in six pages.

Read the full report →
17 pages, with the detail behind every figure

RUNNING ORDER

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In rehearsal at GFCA.

The groundwork is done.

Now the numbers can mean something.

Month one switched on the measurement, repaired what the move from the old websites broke, and renamed every page for the people searching.

LONDON	LONDON	PARIS	PARIS
26	3	9	21 ⁺
people registered interest in a course	applied through the website	people wrote to GFCA Paris	people completed an application

A baseline, not a result. These count everyone who got in touch, however they found GFCA. They are the starting line that later months are measured against.

<i>Done</i>	<i>Learned</i>	<i>Next</i>
✓ Measurement switched on for both sites and the Paris enrolment site ✓ 26 old addresses signposted to the right pages ✓ All 14 pages given a clear name and description in Google ✓ Every photo described, and both broken links repaired	• Paris is on Google's first page for 9 course searches, such as "acting school paris" • London is found mostly by people who already know its name • About half of visitors decline cookies, so enquiries are now counted straight from the forms	• New pages for what people search: the method, international students, alumni successes • GFCA's Google Maps listings, once the sign-in is done • The Paris diploma page into Google, with its start date

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.

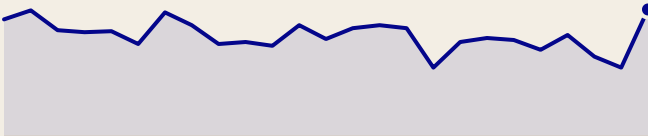
01

Times London appeared in Google

2,538

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

PER DAY



27 Aug 20 Sep

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.

PER DAY



27 Aug 20 Sep

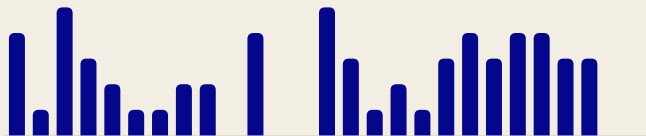
03

Opened the register page

48⁺ people

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

PAGE VIEWS PER DAY



28 Aug 23 Sep

04

Registered interest in a course

26 people

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

EACH MARK IS ONE FORM



30 Aug 23 Sep

● Registered interest ■ Application

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.

- WHAT WAS DONE
- ✓ 11 old addresses signposted
 - ✓ All 7 pages given a clear name and description
 - ✓ One main heading per page, every photo described
 - ✓ Both broken links repaired, British English set

- WHAT'S NEXT
- October: the part-time page rewritten for evening classes
 - November: pages for international students and alumni
 - The Google Maps listing, once the sign-in is done

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.

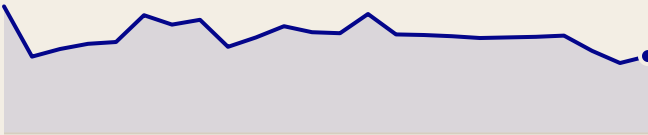
01

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.

PER DAY



28 Aug 20 Sep

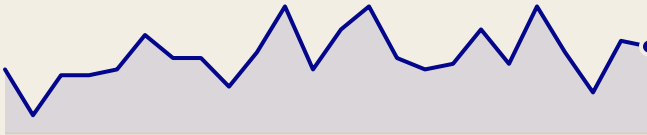
02

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.

PER DAY



28 Aug 20 Sep

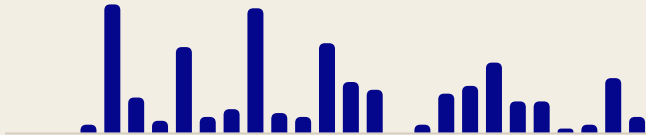
03

Opened the application pages

73+ people

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

PAGE VIEWS PER DAY



28 Aug 23 Sep

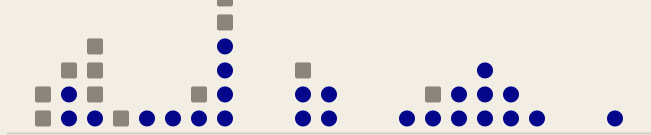
04

Completed an application

21+ people

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

EACH MARK IS ONE APPLICATION OR MESSAGE



30 Aug 23 Sep

● Application ■ Contact message

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.

WHAT WAS DONE

- ✓ 15 old addresses signposted
- ✓ All 7 pages renamed for the people searching
- ✓ Applications on gilesforeman.fr measured
- ✓ Marked as a school in Google; contact form fixed

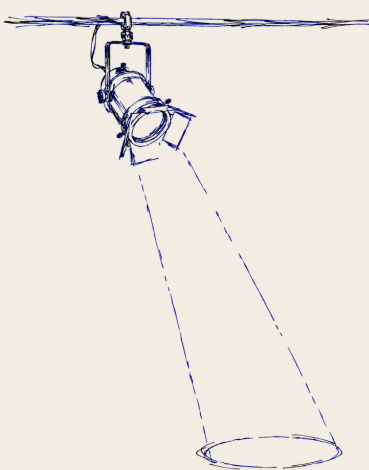
WHAT'S NEXT

- October: the diploma page into Google, and a page on the method
- The Google Maps listing, once the sign-in is done
- French pages Google can find, if you want them

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 6)	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			

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.