



Authored by

Sarvesh Bagla

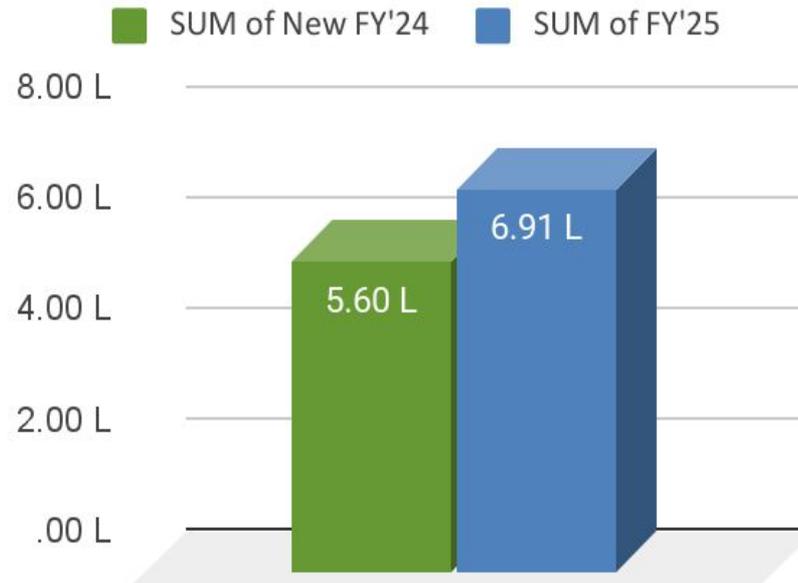
CEO & Founder, Techmagnate

 <https://www.linkedin.com/in/sarveshbagla/>

Executive Summary

- In India, most online journeys for international schools admission **begin with a Google search.**
- People run queries on **international/global schools**, compare & contemplate their options, and make their decisions; which is why a clear understanding of **search behavior** is necessary for a **strong path to better digital marketing.**
- Our *International Schools Search Trends Report* **examines how customer behavior is evolving** and how your brand can leverage these trends to create a stronger digital presence.
- We investigated around **2,000** keywords to evaluate the **brand and non-brand keywords, types & volumes of queries, opportunities for growth**, and so much more.
- We also include a list of **top-performing Schools** who dominate Google Search.

International Schools **Search Trends**



Category	FY 2023-24 SV	FY 2024-25 SV	% Growth
International Schools	5.60 L	6.91 L	23.38%

Search Volume by Query Type

Type of Query	Search Volume FY'24	Search Volume FY'25	Growth %	Market Share
Brand	.80 L	1.35 L	70.35%	24.25%
Non-Brand	3.44 L	4.23 L	23.20%	75.75%
Total	4.23 L	5.59 L	32.07%	100.00%

Top 10 Schools by Search Volume

School Name	Search Volume FY'24	Search Volume FY'25	% Growth	Market Share
The British School	33.10 K	90.50 K	173.41%	41.12%
Global Indian International School	14.80 K	18.10 K	22.30%	8.22%
American Montessori International	12.10 K	14.80 K	22.31%	6.72%
Canadian International School	5.40 K	8.10 K	50.00%	3.68%
Singapore International School	4.40 K	8.10 K	84.09%	3.68%
Laksh International School	3.60 K	5.40 K	50.00%	2.45%
Vardaan International Academy	2.90 K	4.40 K	51.72%	2.00%
Mother International Academy	0.88 K	4.40 K	400.00%	2.00%
Glendale Academy	3.60 K	3.60 K	0.00%	1.64%
Gig International School	2.90 K	2.90 K	0.00%	1.32%
Others(182)	52.12 K	59.80 K	14.74%	27.17%
Total	135.80 K	220.10 K	62.08%	100.00%

Next 10 Schools by Search Volume

School Name	Search Volume FY'24	Search Volume FY'25	% Growth	Market Share
oxford international academy	2.40 K	2.90 K	20.83%	2.14%
ryan international academy	1.00 K	2.90 K	190.00%	2.14%
saint joseph international	1.30 K	1.60 K	23.08%	1.18%
translam academy	1.30 K	1.60 K	23.08%	1.18%
B.D.M. International	1.60 K	1.30 K	-18.75%	1.18%
eklavya international academy	1.30 K	1.30 K	0.00%	0.96%
satyam international schools	0.72 K	1.00 K	38.89%	0.96%
BGS International Residential School	0.59 K	1.00 K	69.49%	0.74%
MVPS's Horizon Academy	0.59 K	1.00 K	69.49%	0.74%
bright start international academy	0.48 K	1.00 K	108.33%	0.74%
Others(182)	124.52 K	204.50 K	64.23%	150.97%
Total	135.80 K	220.10 K	62.08%	162.48%

Next 10 Schools by Search Volume

School Name	Search Volume FY'24	Search Volume FY'25	% Growth	Market Share
amrita international vidyalayam	0.88 K	0.88 K	0.00%	0.65%
ooty international schools	0.72 K	0.88 K	22.22%	0.65%
preston international academy	0.21 K	0.88 K	319.05%	0.65%
rameshwaram international academy	0.59 K	0.59 K	0.00%	0.65%
sai shree international academy	0.48 K	0.59 K	22.92%	0.44%
pragathi international residential academy	0.39 K	0.59 K	51.28%	0.44%
vani international academy	0.26 K	0.59 K	126.92%	0.44%
kingston international academy	0.09 K	0.59 K	555.56%	0.44%
bionics international academy	0.26 K	0.48 K	84.62%	0.35%
samford international academy	0.39 K	0.39 K	0.00%	0.29%
Others(182)	131.53 K	213.64 K	62.43%	157.71%
Total	135.80 K	220.10 K	62.08%	162.48%

Top 10 Buckets

Buckets	Search Volume FY 2022-23	Search Volume FY 2023-24	% Growth	Market Share
Board/Syllabi	165.54 K	203.29 K	22.80%	36.39%
Local Searches	95.88 K	119.55 K	24.69%	21.40%
Generic Searches	28.40 K	28.40 K	0.00%	5.08%
Near Me Searches	17.14 K	25.06 K	46.21%	4.49%
Best/Top Schools	19.29 K	22.59 K	17.11%	4.04%
Pre-Primary	4.39 K	10.35 K	135.76%	1.85%
Curriculum	2.80 K	4.83 K	72.50%	0.86%
Admission	2.69 K	2.88 K	7.06%	0.52%
Fees	2.60 K	2.62 K	0.77%	0.47%
Boarding Schools	1.89 K	2.26 K	19.58%	0.40%
Others(17)	82.42 K	136.86 K	66.05%	24.50%
Total	423.0K	558.7K	32.07%	100.00%

City-Wise Search Volumes

Cities	Search Volume FY 2022-23	Search Volume FY 2023-24	% Growth	Market Share
Top 6 Cities	224.7K	249.2K	10.91%	44.61%
Next 10 Cities	86.0K	85.8K	-0.26%	15.36%
Others	112.3K	223.7K	99.14%	40.03%
Total	423.0K	558.7K	32.07%	100.00%

*The **Others** category saw a remarkable growth of **60.10%**, contributing the largest market share of **40.29%**. This suggests a growing search interest in smaller cities or regions beyond the top 16 cities.

Top 6 Cities

Cities	Search Volume FY 2022-23	Search Volume FY 2023-24	% Growth	Market Share
Hyderabad	56.9K	66.1K	16.08%	26.51%
Bengaluru	54.9K	63.2K	15.16%	25.36%
Mumbai	31.2K	33.8K	8.27%	13.56%
Chennai	30.8K	33.0K	7.34%	13.25%
Delhi	28.6K	31.4K	9.90%	12.60%
Pune	22.4K	21.7K	-2.77%	8.72%
Total	224.7K	249.2K	10.91%	100.00%

*The total search volume across these top 6 cities grew by **10.91%**, with **Hyderabad** and **Bengaluru** leading the expansion while **Pune** shows a decline.

Next 10 Cities

Cities	Search Volume FY 2022-23	Search Volume FY 2023-24	% Growth	Market Share
Visakhapatnam	12.7K	14.4K	13.31%	16.77%
Coimbatore	12.4K	11.2K	-9.58%	13.09%
Lucknow	10.3K	11.1K	8.18%	12.95%
Jaipur	10.7K	10.7K	0.00%	12.41%
Indore	8.0K	8.4K	4.99%	9.80%
Nagpur	8.0K	7.7K	-4.12%	8.95%
Surat	6.6K	6.2K	-6.65%	7.20%
Bhopal	5.6K	5.7K	1.07%	6.59%
Vadodara	6.2K	5.3K	-14.81%	6.17%
Ludhiana	5.5K	5.2K	-5.96%	6.07%
Total	86.0K	85.8K	-0.26%	100.00%

“Near-Me” Searches

Category	Search Volume FY 2022-23	Search Volume FY 2023-24	Growth %	Market Share
Brand	0.5K	1.4K	169.81%	5.71%
Non-Brand	16.6K	23.6K	42.26%	94.29%
Total	17.1K	25.1K	46.21%	100.00%

Top 10 Most Searched Schools in Hyderabad

School Name	Search Volume FY 2022-23	Search Volume FY 2023-24	% Growth	Market Share
Glendale Academy	4.40 K	2.90 K	-51.72%	35.85%
Global Indian International School	1.30 K	1.30 K	0.00%	16.07%
Laksh International School	0.59 K	0.59 K	0.00%	7.29%
Phoenix International School	0.09 K	0.14 K	35.71%	1.73%
Satyam International Schools	0.09 K	0.09 K	0.00%	1.11%
Canadian International School	0.05 K	0.05 K	0.00%	0.62%
Gig International School	0.05 K	0.07 K	28.57%	0.87%
Scholar International Academy	0.04 K	0.03 K	-33.33%	0.37%
Saint Joseph International	0.03 K	0.02 K	-50.00%	0.25%
Singapore International School	0.03 K	0.02 K	-50.00%	0.25%
Others(163)	2.96 K	2.88 K	-2.78%	35.60%
Total	9.6K	8.1K	-15.99%	100.00%

Top 5 schools in Hyderabad with Highest Share of Voice

Top Schools	Top 5 SOV
Oakridge International School	44.99%
Indus International School	27.10%
International School of Hyderabad	22.30%
Chirec International School	18.58%
International School Shaikpet	13.22%

SOV = Share of Voice (% of Ranked SV/Total SV)
SV = Search Volumes

The brands listed here are consistently showing up in the Top 5 listings due to a strong SEO strategy being implemented.

Top 10 Most Searched Schools in Bengaluru

School Name	Search Volume FY 2022-23	Search Volume FY 2023-24	% Growth	Market Share
Global Indian International School	2.90 K	2.90 K	0.00%	21.29%
Canadian International School	1.00 K	1.90 K	47.37%	13.95%
Vibgyor Bannerghatta	0.72 K	0.59 K	-22.03%	4.33%
Gig International School	0.59 K	0.88 K	32.95%	6.46%
Amrita International Vidyalayam	0.48 K	0.72 K	33.33%	5.29%
Bgs International Residential School	0.39 K	0.39 K	0.00%	2.86%
Ryan International Academy	0.17 K	0.21 K	19.05%	1.54%
Sunrise International Academy	0.14 K	0.05 K	-180.00%	0.37%
St. Joseph Institution	0.11 K	0.11 K	0.00%	0.81%
Valiants Academy Kanakapura Road	0.09 K	0.07 K	-28.57%	0.51%
Others(150)	5.01 K	5.80 K	13.62%	42.58%
Total	11.6K	13.6K	17.41%	100.00%

Top 5 schools in Bengaluru with Highest Share of Voice

Top Schools	Top 5 SOV
Indus International School	36.39%
Orchids International School	25.65%
Bangalore International School	23.52%
Greenwood High International school	23.25%
The International school Bangalore	21.85%

SOV = Share of Voice (% of Ranked SV/Total SV)
SV = Search Volumes

The brands listed here are consistently showing up in the Top 5 listings due to a strong SEO strategy being implemented.

Key Insights

- The Search Volume (SV) for International Schools has experienced significant growth from FY 2022-23 to FY 2023-24, with an increase of **32.07%**
- Non-Brand SV increased by **23.20%**, holding a **75.75%** market share
- The **British School** and **Global Indian International School** contribute a combined market share of **41.04%** in brand searches, with moderate growth rates - **37.92%** and **16.54%**, respectively.
- **Pre-Primary** searches showed the highest growth of **135.76%**, which indicates a significant rise in interest for **early education** searches.
- **Curriculum** searches grew by **72.50%**, signaling an increased focus on educational frameworks, although it still holds a small share of 0.86%.
- **Near Me** Searches grew by **46.21%**, reflecting an increasing trend of users looking for location-specific information.

Data-Collection Process

- The research was conducted for FY 2023-24 using Google's Keyword Planner
- Google does not show search data for all educational institutes. So, the schools for which there's no data in the keywords planner, might not be the part of this report.
- The data reflects Pan-India search volumes only, except where city-level data is shown

As Featured On



TECHMAGNATE[®]

Digital Excellence

enquiry@techmagnate.com | +91 9910308266

www.techmagnate.com

