

Implementation Plan

12-Week Execution Roadmap | Cerebrum Biology Academy

6 Sprints	47 Action Items	12 Weeks	3 Tracks
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Prepared: February 11, 2026 | Branch: fix/seo-geo-aeo-10-10 | PR #91

Execution Tracks

All work is organised into three parallel tracks. Each track runs independently, but certain tasks have cross-track dependencies noted in each sprint.

Track	Focus	Owner
A: Technical SEO	Sitemap, hreflang, schema, Core Web Vitals, build	David / Claude
B: Content & Blog	Blog posts, FAQ content, success stories, pillar pages	David / Shekhar + Writer
C: Distribution	GSC submission, social sharing, Google Ads, community	Dunay / Shubham + Marketing

Sprint 1 | Week 1-2 | Launch and Index

Goal: Get all 41 new international pages discovered and indexed by Google and Bing. Seed initial social traffic to generate engagement signals.

Track A: Technical SEO

#	Task	Owner	Days	Status
1	Submit updated sitemap.xml to GSC (Sitemaps > Add a new sitemap)	Dr. Shekhar	1	To Do
2	Submit sitemap to Bing Webmaster Tools	Dr. Shekhar	1	To Do
3	Request indexing for top 10 pages via GSC URL Inspection (one by one)	Dr. Shekhar	1	To Do
4	Add hreflang tags to root layout for international pages (en-US, en-GB, en-AE, en-SG)	Dev	2	To Do
5	Verify FAQ schema in GSC Rich Results test for 5 sample international pages	Dev	1	To Do
6	Add InternalLinkingWidget international coverage (currently only Indian cities)	Dev	1	To Do

Track C: Distribution

#	Task	Owner	Days	Status
7	Share Dubai, Singapore, Riyadh pages on WhatsApp NRI parent groups	Dr. Shekhar	1	To Do
8	Share pages on Facebook NRI groups (Indians in Dubai/USA/Canada/UK)	Marketing	2	To Do
9	Post on LinkedIn about international expansion (Dr. Shekhar profile)	Dr. Shekhar	1	To Do
10	Create Google Business Profile post about NRI coaching availability	Dr. Shekhar	1	To Do
11	Pin NRI page links in existing YouTube video descriptions	Dr. Shekhar	1	To Do

Sprint Outcome: All 41 pages submitted to Google and Bing. First social traffic flowing. Hreflang tags live. Internal linking fixed.

Sprint 2 | Week 3-4 | Content Push

Goal: Publish high-impact NRI blog content that targets long-tail keywords NRI families are actively searching. Each blog becomes a new organic entry point.

Track B: Content and Blog

#	Task	Owner	Days	Status
1	Write + publish: "NEET 2026 for NRI Students: Complete Guide" (3000+ words) Target: [neet for nri students]	Writer	4	To Do
2	Write + publish: "NRI Quota in NEET: 15% Seats Explained" Target: [nri quota neet]	Writer	3	To Do
3	Write + publish: "NEET Exam Centers Outside India 2026: Full List" Target: [neet exam center abroad]	Writer	2	To Do
4	Add Quick Answer boxes to top 10 international page FAQ sections (40-word AI-extractable summaries)	Dev	2	To Do
5	Collect 2 NRI student video testimonials (Dubai, Singapore, or USA students)	Dr. Shekhar	7	To Do

Dependency: Blog posts should link to relevant city/country hub pages for internal link equity.

Track A: Technical SEO

#	Task	Owner	Days	Status
6	Implement dynamic OG images per city (city name + flag + brand on generated image)	Dev	3	To Do
7	Check GSC Index Coverage report for new pages (expect 20-30 indexed by now)	Dr. Shekhar	1	To Do
8	Fix top 50 TypeScript build errors (prioritise pages with SSR impact)	Dev	3	To Do

Sprint Outcome: 3 pillar blog posts live, targeting high-volume NRI keywords. Quick Answer boxes optimised for AI search. 20+ pages indexed.

Sprint 3 | Week 5-6 | Paid Launch + CRO

Goal: Launch Google Ads for NRI keywords to generate immediate leads while organic rankings build. Start conversion rate optimisation on top pages.

Track C: Paid Distribution

#	Task	Owner	Days	Status
1	Set up Google Ads account / campaign for NRI NEET keywords	Marketing	2	To Do
2	Create ad groups: - "neet coaching for nri students" - "neet preparation in dubai" - "online neet coaching from abroad"	Marketing	2	To Do
3	Write 3 ad copy variations per group with "Free Demo" and "WhatsApp" CTAs	Marketing	1	To Do
4	Set up conversion tracking (WhatsApp click = conversion event)	Dev	1	To Do
5	Launch campaigns at 500 INR/day (15,000 INR/month starting budget)	Dr. Shekhar	1	To Do

Track A: Conversion Optimisation

#	Task	Owner	Days	Status
6	Add exit-intent popup on top 10 international pages with "Free NRI NEET Guide" lead magnet	Dev	3	To Do
7	Create NRI-specific demo booking flow with timezone selector (IST offset display)	Dev	2	To Do
8	Add "X students from [City] enrolled this month" social proof counters	Dev	2	To Do

Dependency: Exit-intent popup needs a lead magnet PDF. Create "NRI NEET Guide 2026" (5-page PDF) first.

Track B: Content

#	Task	Owner	Days	Status
9	Write: "CBSE vs IB vs IGCSE for NEET: Which Board is Best?" Target: [which board best for neet]	Writer	3	To Do
10	Publish 2 NRI video testimonials on YouTube + embed in city pages	Dr. Shekhar	3	To Do

Sprint Outcome: Google Ads live for NRI keywords. Exit-intent popups capturing leads. 4th blog post published. Video testimonials embedded.

Sprint 4 | Week 7-8 | Scale and Optimise

Goal: Review what is working in ads and organic. Double down on winning channels. Begin Facebook/Instagram ads for Gulf NRI audience.

Track C: Paid Optimisation

#	Task	Owner	Days	Status
1	Review Google Ads performance - Pause low-CTR keywords - Increase budget on winners	Marketing	1	To Do
2	Launch Facebook ads targeting Indian parents in UAE, Saudi, Kuwait (10,000 INR/month budget)	Marketing	3	To Do
3	Create 30-second video ad from NRI testimonial clips for FB/IG	Marketing	2	To Do
4	Set up retargeting pixel on all international pages for FB ads	Dev	1	To Do

Track B: Content

#	Task	Owner	Days	Status
5	Write: "Best Countries to Prepare for NEET 2026" comparison guide Target: [neet preparation abroad]	Writer	3	To Do
6	Create "NEET NRI Statistics 2026" data page with charts and citeable stats	Dev + Writer	3	To Do
7	Add comparison tables to every city page (Cerebrum vs Self-study vs Local tutors)	Dev	2	To Do

Track A: Technical

#	Task	Owner	Days	Status
8	Run Core Web Vitals audit on top 20 international pages (LCP, CLS, INP)	Dev	1	To Do
9	Fix any CWV issues found (image optimization, font loading, etc.)	Dev	2	To Do
10	Submit site to Perplexity, You.com for AI indexing consideration	Dr. Shekhar	1	To Do

Sprint Outcome: Google Ads optimised, Facebook ads launched for Gulf. 5th blog post live. Retargeting active. CWV clean.

Sprint 5 | Week 9-10 | Community and Social Push

Goal: Build presence in NRI community forums and groups. Establish Dr. Shekhar as the go-to NEET Biology expert for NRI families. Leverage word-of-mouth.

Track C: Community Outreach

#	Task	Owner	Days	Status
1	Join and contribute to 5 NRI parent forums (Reddit, Quora, Facebook groups) Answer NEET questions with page links	Dr. Shekhar	5	To Do
2	Host free "NRI NEET Orientation" webinar on YouTube Live or Zoom (60 min, target Gulf parents)	Dr. Shekhar	3	To Do
3	Contact CBSE schools in Dubai, Riyadh, Doha for seminar/partnership opportunity	Dr. Shekhar	5	To Do
4	List on NRI educational directories (Shiksha, Careers360, CollegeDunia)	Marketing	2	To Do

Track B: Content

#	Task	Owner	Days	Status
5	Create "NEET for NRI" knowledge hub pillar page linking all NRI content (country hubs + city pages + blogs)	Dev + Writer	4	To Do
6	Write city-specific FAQ content for top 5 cities (Dubai, Singapore, Riyadh, London, New York)	Writer	3	To Do

Track A: Technical

#	Task	Owner	Days	Status
7	Add LocalBusiness JSON-LD schema to all international city pages (coordinates, phone, hours)	Dev	2	To Do
8	Implement A/B testing on hero section copy for top 5 international pages (use Vercel Edge Config or simple cookie)	Dev	3	To Do

Sprint Outcome: NRI pillar hub page live. Community presence established. School partnerships initiated. A/B tests running.

Sprint 6 | Week 11-12 | Review and Scale

Goal: Full performance review. Measure every KPI against targets. Double down on what works. Cut what does not. Plan Q2 strategy.

Performance Review

#	Task	Owner	Days	Status
1	Pull GSC data: impressions, clicks, avg position for all international pages	Dr. Shekhar	1	To Do
2	Pull Google Ads data: CPC, CTR, conversions, ROAS per keyword group	Marketing	1	To Do
3	Pull Facebook Ads data: CPC, reach, engagement, leads generated	Marketing	1	To Do
4	Count WhatsApp leads from international pages (compare to baseline)	Dr. Shekhar	1	To Do
5	Review A/B test results for hero section copy (pick winners)	Dev	1	To Do

Scale Decisions

#	Task	Owner	Days	Status
6	If Google Ads ROAS > 3x: Increase budget to 30,000 INR/month	Dr. Shekhar	1	To Do
7	If FB Ads generating leads: Expand to USA/UK/Canada audiences	Marketing	2	To Do
8	If a specific country driving 50%+ leads: Create 3 more city pages for that country	Dev	3	To Do
9	If webinar had 50+ registrations: Schedule monthly NRI webinar series	Dr. Shekhar	1	To Do
10	Create Q2 roadmap based on data (next 90 days)	Dr. Shekhar	2	To Do

Sprint Outcome: Full 90-day review complete. Data-driven decisions made. Q2 roadmap created. Scaling winners, cutting losers.

KPI Scorecard

Track these weekly. The scorecard should be reviewed every Monday morning. Green means on track, yellow means at risk, red means behind.

KPI	Week 2	Week 4	Week 8	Week 12
Pages indexed (of 41)	10+	25+	35+	41
GSC impressions (int'l)	1,000	5,000	20,000	50,000
GSC clicks (int'l)	30	200	1,000	3,000
WhatsApp leads/week	5	20	50	100
Demo bookings/week	2	8	20	40
Avg position (NRI KWs)	-	Top 30	Top 15	Top 10
Google Ads conversions	-	-	30/mo	80/mo
Blog posts published	0	3	5	6
Video testimonials	0	0	2	4
Bounce rate (int'l)	-	<70%	<60%	<50%

Budget Summary (90 Days)

Item	Monthly	3-Month Total	Notes
Google Ads	15,000 INR	45,000 INR	Scale to 30K if ROAS > 3x
Facebook/IG Ads	10,000 INR	30,000 INR	Starts Week 7
Content Writer	10,000 INR	30,000 INR	6 blog posts total
Video Editing	5,000 INR	15,000 INR	4 testimonial videos
Tools (GSC, Ads)	0	0	Free tier sufficient
Development	0	0	Claude / in-house
Total	40,000 INR	1,20,000 INR	Approx \$1,440 USD

Immediate Actions (This Week)

These are the absolute highest-priority items. Do these before anything else:

Priority	Action	Time	How
1 (TODAY)	Submit sitemap to GSC	5 min	GSC > Sitemaps > Add > /sitemap.xml
2 (TODAY)	Submit sitemap to Bing	5 min	Bing Webmaster > Sitemaps > Submit
3 (TODAY)	Request indexing: Dubai page	2 min	GSC > URL Inspection > Request Indexing
4 (TODAY)	Request indexing: Singapore page	2 min	Same as above
5 (TODAY)	Request indexing: Saudi Arabia hub	2 min	Same as above
6 (DAY 2)	Request indexing: 7 more top pages	15 min	GSC URL Inspection (one by one)
7 (DAY 2)	Share Dubai + Singapore pages on 3 WhatsApp NRI groups	10 min	Copy URL + short message
8 (DAY 3)	Post on LinkedIn about NRI expansion	15 min	Personal profile post
9 (DAY 3)	Google Business Profile post	10 min	GBP > Posts > Create