Growth Plan 2026

Cerebrum Biology Academy — SEO, GEO & Conversion Strategy

861+	**41**	**24**	**42+**
Total Pages	New Int'l Pages	Countries Covered	Cities Worldwide

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1. What We Just Fixed (Critical SEO Issues)

Before this session, the site had several critical discoverability gaps. Here is what was identified and resolved:

Sitemap Gap (CRITICAL)

41 newly created international pages were completely invisible to search engines because they were not listed in the sitemap.ts file. Google, Bing, and AI search engines could only discover these pages through internal links (which were also missing). This has been fixed: all 41 pages are now in the sitemap with correct priorities (0.86 to 0.90) and weekly change frequency.

Internal Linking Gap (HIGH)

The RelatedCityLinks component had 47 Indian cities but zero international cities. This meant our new international pages had no cross-links to each other, severely limiting link equity flow and crawl depth. We added 45+ international cities with proper related-city mappings so every international page now links to 5 relevant sibling pages.

Footer Links Gap (MEDIUM)

The SEO footer (visible on every page of the site) had zero international links. We added 4 new footer categories: Gulf and Middle East, Americas and UK, Asia and Africa, and Board-to-NEET bridges. This gives every page on the site a direct link to international content, boosting crawl discoverability site-wide.

Stale Sitemap Date

The sitemap lastModified date was stuck at Feb 6. Updated to Feb 11 to signal fresh content to search engines.

2. Immediate Growth Actions (Next 7 Days)

These are high-impact, low-effort actions that should be taken within the next week to maximize the impact of our new pages:

#	Action	Impact	Effort
1	Submit updated sitemap to Google Search Console (URL Inspection > Submit Sitemap)	Very High	Very Low
2	Submit updated sitemap to Bing Webmaster Tools	High	Very Low
3	Request indexing for top 10 international pages via GSC URL Inspection tool	Very High	Low
4	Share 5 top NRI pages on WhatsApp groups (NRI parent communities in Gulf, USA, UK)	Very High	Low
5	Share international pages on Facebook NRI groups (Indians in Dubai, USA, Canada, etc.)	High	Low
6	Post on LinkedIn about international expansion (Dr. Shekhar personal profile)	Medium	Low
7	Create Google Business Profile posts about NRI coaching availability	Medium	Very Low

3. SEO Growth Strategies (30-90 Days)

3.1 Technical SEO

The site already has strong technical foundations: dynamic sitemap, proper canonical URLs, JSON-LD structured data, and aggressive caching. The main remaining technical actions are:

#	Action	Impact	Effort
1	Add hreflang tags for international pages (en-US, en-GB, en-AU, en-SG, en-AE, etc.)	High	Medium
2	Fix 614 TypeScript build errors (currently suppressed, may cause SSR issues)	Medium	High
3	Add LocalBusiness JSON-LD for each city page with coordinates, phone, hours	High	Medium
4	Implement dynamic OG images per city (city name + flag + brand on image)	Medium	Medium

#	Action	Impact	Effort
5	Add FAQ schema to all new pages (already in template, verify GSC coverage)	High	Low
6	Monitor Core Web Vitals in GSC for new pages (LCP, CLS, INP)	Medium	Low

3.2 Content SEO

Content is the primary driver of organic search growth. Each piece of content serves as a new entry point into the site. The strategy focuses on creating high-intent, long-tail content that NRI families are actively searching for:

#	Action	Impact	Effort
1	Blog: "NEET 2026 for NRI Students: Complete Guide" Target: [neet for nri students] keyword cluster	Very High	Medium
2	Blog: "NRI Quota in NEET: 15% Seats Explained" Target: [nri quota neet] high-intent keyword	Very High	Medium
3	Blog: "Best Countries to Prepare for NEET" Target: [neet preparation abroad] keyword	High	Medium
4	Blog: "CBSE vs IB vs IGCSE for NEET" Target: [which board best for neet] keyword	High	Medium
5	Blog: "NEET Exam Centers Outside India 2026" Target: [neet exam center dubai/singapore/etc.]	Very High	Low
6	Create city-specific FAQ content (e.g., "Is NEET coaching available in Dubai?")	High	Low
7	Publish 2 NRI student success story interviews with video testimonials	Very High	High

4. GEO Strategy (AI Search Optimization)

Generative AI search engines (Google AI Overviews, Perplexity, ChatGPT Search) are becoming a major source of traffic. They prefer content that is structured, factual, and directly answers user questions. Our pages are already optimized with Speakable schema, HowTo schema, and FAQ content. Here is how to strengthen our position:

4.1 Content Structure for AI Engines

Every page should have at least one "definitive answer paragraph" in the first 200 words. This is the text that AI engines extract for featured answers. Format: state the question, answer it in 40-60 words, then elaborate. Example: "Can NRI students take NEET? Yes, NRI students with Indian citizenship or OCI cards are eligible to appear for NEET..."

4.2 Entity Building

AI engines trust entities with consistent online presence. Actions: ensure "Cerebrum Biology Academy" appears consistently across Google Business Profile, social media, educational directories (Shiksha, Careers360, CollegeDunia), and NRI community forums. Each mention builds entity authority that AI engines factor into their responses.

4.3 AI-Friendly Content Calendar

#	Action	Impact	Effort
1	Create "NEET for NRI" knowledge hub page as a pillar content piece linking all NRI pages	Very High	Medium
2	Add comparison tables on every page (Cerebrum vs Self-study vs Local tutors)	High	Low
3	Add "Quick Answer" boxes to FAQ sections with 40-word summaries for AI extraction	High	Low
4	Submit site to Perplexity, You.com, Bing for AI indexing consideration	Medium	Very Low
5	Create a "NEET NRI Statistics" page with charts, data, and citeable statistics	High	Medium

5. Conversion Optimization Strategy

Traffic alone does not grow the business. Converting visitors into WhatsApp leads is the key metric. Here is the conversion funnel optimization plan:

5.1 SmartWhatsAppCTA (Already Implemented)

Every new page now includes a device-aware WhatsApp CTA. On mobile, it opens WhatsApp directly. On desktop, it shows a QR code modal with 4 fallback options (QR scan, WhatsApp Web, copy link, phone number). This prevents desktop visitors from dropping off due to "WhatsApp is a phone app" friction. The global FloatingCTA (visible on every page) also uses this QR modal for desktop users.

5.2 Next Conversion Optimizations

#	Action	Impact	Effort
1	Add exit-intent popup on international pages with "Get Free NRI NEET Guide" lead magnet	Very High	Medium
2	Add country-specific pricing on each page (already present, verify display currency)	High	Low
3	Add live chat or WhatsApp widget for real-time doubt resolution	High	Medium
4	Create NRI-specific demo booking flow with timezone selection	Very High	Medium
5	Add social proof: "X students from [city] enrolled this month" dynamic counter	Medium	Medium
6	A/B test hero section copy on top 5 international pages	High	Medium

6. Paid Growth Opportunities

While organic SEO builds compounding traffic over time, paid channels can generate immediate leads from our new pages. Focus on high-intent, low-competition keywords where NRI parents are actively searching:

6.1 Google Ads — Recommended Budget: 15,000-30,000 INR/month

Target keywords with clear purchase intent. NRI-focused keywords have very low competition in India-targeted Google Ads. Key keyword clusters to target:

#	Action	Impact	Effort
1	"neet coaching for nri students" + variations CPC estimate: 8-15 INR, very high intent	Very High	Low
2	"neet preparation in dubai/singapore/etc." City-specific campaigns	Very High	Low
3	"online neet coaching from abroad" Broad NRI search intent	High	Low
4	"nri quota neet 2026" / "nri medical seats" Information-intent, low CPC	High	Very Low
5	YouTube Ads: 30s testimonial clips targeting NRI parent audience in Gulf	High	Medium

6.2 Social Media Ads

Facebook and Instagram ads targeting Indian diaspora communities. Use video testimonials of NRI students who cracked NEET. Target audiences: Indian parents in UAE (2.6M+), Saudi Arabia (2.6M+), USA (5M+), UK (1.8M+), Canada (1.2M+). Estimated CPC on Facebook for NRI audience: 5-12 INR. Budget recommendation: 10,000-20,000 INR/month.

7. Measurement and KPIs

Track these metrics weekly to measure the effectiveness of the growth strategy:

Metric	Current	30-Day Target	90-Day Target
International page impressions (GSC)	0	5,000+	50,000+
International page clicks (GSC)	0	200+	3,000+
WhatsApp leads from international pages	0	20+/week	100+/week
Average position for NRI keywords	N/A	Top 20	Top 10
Pages indexed (international)	0 of 41	30 of 41	41 of 41
Bounce rate on international pages	N/A	<65%	<50%
Demo bookings from NRI parents	Baseline	+30%	+100%

8. Execution Timeline

Week	Focus Area	Key Actions
1	Launch & Index	Submit sitemaps, request indexing, share on social
2	Content Push	Publish "NEET for NRI" blog + exam centers blog
3	Paid Launch	Start Google Ads for NRI keywords (15K budget)
4	Content + CRO	NRI quota blog + exit-intent popup setup
5-6	Scale Content	2 more blogs + video testimonials for international
7-8	Optimize Ads	Review ad performance, scale winning keywords
9-10	Social Push	Facebook ads targeting Gulf NRI communities
11-12	Review & Scale	Full audit of KPIs, double down on what works