

# Implementation Plan

12-Week Execution Roadmap | Cerebrum Biology Academy

6	47	12	3
Sprints	Action Items	Weeks	Tracks

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 Decs	Decs/ Claude
B: Content & Blog	Blog posts, FAQ content, success stories, pillar pages	Decs Shekhar + Writer
C: Distribution	GSC submission, social sharing, Google Ads, comms	Decs Shekhar + 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