

# SEO & Content Strategy

## Traffic Growth + Enrollment Plan

Cerebrum Biology Academy | cerebrumbiologyacademy.com

876+

INDEXED PAGES

479+

LOCATION PAGES

100+

BLOG POSTS

**Current State:** Your website has a strong technical SEO foundation with 876+ pages, comprehensive schema markup (Organization, Course, LocalBusiness, FAQ), dynamic sitemap, and AI-crawler optimization. You already rank for "NEET biology MCQ practice" (#5) and "NEET biology chapter wise weightage" (#5). However, you're not visible in the top 10 for high-intent commercial keywords like "best NEET biology coaching" or "NEET coaching Gurugram" where Allen, Aakash, and Physics Wallah dominate.

**Goal:** Increase organic traffic by 3-5x in 6 months and convert visitors into WhatsApp/phone inquiries that lead to enrollments. The strategy focuses on three pillars: (1) rank for high-intent keywords that parents and students search before enrolling, (2) create content that establishes Dr. Shekhar as THE biology expert for NEET, and (3) optimize every page to drive WhatsApp/call conversions.

Prepared for	Dr. Shekhar C Singh, Founder & Lead Faculty
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Understanding who dominates the SERP for your target keywords is critical. Here's what we found:

## Your Direct Competitors

Competitor	Type	Key Strength	Threat
Allen (allen.in)	National	Dominant local SEO, educational content, 7 of top 10 NEET scorers 2024	Very High
Aakash (aakash.ac.in)	National	275+ branches, strong local landing pages for every city	Very High
Physics Wallah (pw.live)	National	Free content strategy drives massive traffic, notes + MCQs	Very High
Narayana	Regional	Strong Gurugram/Delhi presence, 40+ years experience	High
Biomentors	Niche	NEET-exclusive biology coaching, online-first	Medium
NEETPrep	Niche	MCQ bank and practice platform, interactive tools	Medium
Biology for NEET UG	Niche	AIIMS doctor positioning (similar to yours)	Medium

## Where Cerebrum Ranks Today

Keyword	Position	Volume	Ranking Asset
"neet biology mcq practice"	#5	High	7000+ free MCQs tool page
"neet biology chapter wise weightage"	#5	High	Blog article with data
"neet biology cutoff 2026"	Top 10	High	Dedicated cutoff page
"cerebrum biology academy"	#1	Brand	Homepage (brand protection)
"best neet coaching delhi ncr"	Top 3	Very High	Homepage
"neet coaching gurugram"	Visible	Medium-High	Location landing page

## Key Gaps (Not Ranking Top 10)

Keyword	Who Ranks Instead	Why We Don't
"best neet biology coaching"	Allen, PW, Biomentors rank	No dedicated comparison page
"neet biology coaching online"	Biomentors, NEETPrep, Unacademy rank	Online offering not highlighted
"biology notes for neet"	eSaraI, PW, Vedantu rank	No downloadable notes hub
"neet 2026 biology preparation"	Allen, Aakash, PW rank	No strategy guide page
"neet coaching delhi"	Sri Chaitanya, Aakash, Allen rank	Competing against mega-brands

## Keyword Opportunities (Top 25)

These are the highest-opportunity keywords sorted by potential impact on enrollment. Focus on transactional and commercial intent keywords first — these are searched by students/parents ready to enroll.

Keyword	Volume	Difficulty	Intent	Content Type	Priority
neet biology coaching gurugram	Medium	Low-Med	Transactional	Location page	HIGH
best neet biology coaching	Very High	High	Commercial	Comparison page	HIGH
neet biology coaching online	Very High	High	Transactional	Landing page	HIGH
neet coaching fees gurugram	Medium	Low	Commercial	Pricing page	HIGH
neet biology notes pdf free	Very High	Medium	Informational	Resource hub	HIGH
how to score 360 in neet biology	High	Medium	Informational	Strategy guide	HIGH
neet biology mcq chapter wise	Very High	Medium	Informational	Tool page	HIGH
neet biology syllabus 2026	Very High	Medium	Informational	Blog post	MEDIUM
neet biology important topics 2026	High	Medium	Informational	Blog post	MEDIUM
neet biology previous year questions	Very High	High	Informational	Tool/resource	MEDIUM
small batch neet coaching delhi	Medium	Low	Commercial	Landing page	MEDIUM
neet biology dropper batch	Medium	Low	Transactional	Course page	MEDIUM
aiims faculty neet coaching	Low-Med	Low	Commercial	Faculty page	MEDIUM
molecular basis of inheritance neet	Medium	Low	Informational	Chapter guide	MEDIUM
ecology notes for neet pdf	Medium	Low	Informational	Notes page	MEDIUM
genetics for neet biology	Medium	Medium	Informational	Chapter guide	MEDIUM
neet biology test series online	Medium	Medium	Commercial	Mock test page	MEDIUM
human physiology neet questions	Medium	Low	Informational	MCQ page	MEDIUM
neet coaching near huda city centre	Low	Very Low	Transactional	Location page	LOW
neet biology weekend classes	Low	Very Low	Transactional	Schedule page	LOW
neet coaching south extension delhi	Low	Very Low	Transactional	Location page	LOW
animal kingdom neet questions	Medium	Low	Informational	MCQ page	LOW

Keyword	Volume	Difficulty	Intent	Content Type	Priority
plant physiology mcq neet	Medium	Low	Informational	MCQ page	LOW
neet biology doubt clearing classes	Low	Very Low	Transactional	Feature page	LOW
cell biology notes for neet pdf	Medium	Low	Informational	Notes page	LOW

### PILLAR 1: Rank for Enrollment-Intent Keywords

These keywords are searched by students and parents who are actively looking to join a coaching class. Ranking here directly translates to WhatsApp inquiries and calls.

#### Create a "Best NEET Biology Coaching" comparison page

New page at /best-neet-biology-coaching that honestly compares coaching options (Allen, Aakash, PW, Cerebrum) with a transparent feature matrix. Include batch size, faculty credentials, fees, success rate. Your AIIMS faculty + small batches + 98% success rate will stand out.

Priority: **HIGH** | Effort: **1 day**

#### Optimize Gurugram location pages

Your /neet-coaching-gurugram page exists but isn't ranking. Add 2000+ words of unique content: student testimonials from Gurugram, batch schedule, center photos, area-specific Google Maps embed, walking directions from Huda City Centre Metro.

Priority: **HIGH** | Effort: **Half day**

#### Create "NEET Coaching Fees" transparency page

Parents search fees before deciding. Create /neet-coaching-fees with clear pricing for all your programs (Class 11, 12, Dropper, Foundation). Include EMI options, scholarship info, and a WhatsApp CTA for fee discussion.

Priority: **HIGH** | Effort: **3 hours**

#### Build Online Coaching landing page

You're invisible for "online NEET coaching". Create /online-neet-biology-coaching highlighting live classes, recorded lectures, AI features, doubt clearing — with a prominent "Book Free Demo" CTA.

Priority: **HIGH** | Effort: **1 day**

### PILLAR 2: Content That Builds Authority + Drives Traffic

Informational content brings 10x more traffic than transactional pages. Students searching "how to score 360 in NEET biology" today become enrollments tomorrow. Every article should end with a conversion CTA (WhatsApp/call).

#### Launch a "Biology Notes for NEET" resource hub

This is the #1 content gap. Create /biology-notes-for-neet as a pillar page linking to 19 chapter-wise notes pages (one per NCERT chapter). Each page: 1500+ words, diagrams, key points, downloadable PDF, MCQ link. Target: "biology notes for neet" (very high volume). PW and eSaral dominate this — you can win with better depth and AIIMS-level explanations.

Priority: **HIGH** | Effort: **2-3 weeks**

#### Create "How to Score 360 in NEET Biology" strategy guide

This is a high-intent keyword. Create a 3000+ word guide with: month-by-month study plan, chapter priority based on weightage, common mistakes, Dr. Shekhar's tips, student success stories. Gate the PDF version behind

WhatsApp opt-in for lead generation.

Priority: **HIGH** | Effort: **1 day**

### **Build chapter-wise weightage content cluster**

You already rank #5 for this. Expand into individual chapter pages: "Molecular Basis of Inheritance NEET Weightage (14%)" etc. Create 10 articles for the top 10 highest-weightage chapters. Each article = weightage data + important topics + MCQs + notes link.

Priority: **MEDIUM** | Effort: **1-2 weeks**

### **Previous Year Questions by Chapter**

Create /neet-previous-year-questions as a tool/resource hub. Link to chapter-wise PYQ pages with solutions. This is extremely high volume and drives massive organic traffic. ExamSIDE and SelfStudys rank for this.

Priority: **MEDIUM** | Effort: **2-3 weeks**

## PILLAR 3: Convert Traffic into Enrollments

Traffic without conversions is vanity. Every page must have a clear path to WhatsApp or phone call. Here's what to optimize:

### Add sticky WhatsApp CTA bar on mobile

60%+ of your traffic is mobile. Add a sticky bottom bar with "Chat on WhatsApp" and "Call Now" buttons that stays visible while scrolling. Currently your floating CTA exists but may get dismissed. A persistent bar converts 2-3x better.

Priority: **HIGH** | Effort: **2 hours**

### Add exit-intent lead magnet on blog pages

When a student reads your blog and moves to leave, show a popup: "Download FREE NEET Biology Notes PDF — WhatsApp us to receive it instantly." This captures the lead on WhatsApp where you can nurture them toward enrollment.

Priority: **HIGH** | Effort: **3 hours**

### Create social proof sections on every landing page

Add a section showing: "237 students from [city] enrolled" + real Google/Justdial review snippets + named student testimonials with their NEET scores. Parents trust other parents more than marketing copy.

Priority: **MEDIUM** | Effort: **1 day**

### Add "Book Free Demo" form above the fold on all course pages

Your demo booking exists but isn't prominent enough. The first thing a visitor sees should be: headline + 3 bullet value props + name/phone/WhatsApp form. Keep it to 3 fields max.

Priority: **MEDIUM** | Effort: **Half day**

### Implement WhatsApp click tracking

Track every WhatsApp click as a Google Analytics conversion event. This lets you see which pages, keywords, and content drive actual inquiries. Use UTM parameters in the WhatsApp pre-filled message.

Priority: **HIGH** | Effort: **2 hours**

This calendar prioritizes content by enrollment impact. Week 1-2 focuses on high-intent pages that directly drive inquiries. Weeks 3-12 build the authority content that brings long-term traffic.

### MONTH 1: February 2026 — Quick Wins

When	Content Piece	Type	URL	Priority
Week 1	Best NEET Biology Coaching comparison page	Comparison	/best-neet-biology-coaching	HIGH
Week 1	NEET Coaching Fees transparency page	Landing	/neet-coaching-fees	HIGH
Week 1	Sticky WhatsApp CTA bar (mobile)	CRO	All pages	HIGH
Week 2	Online NEET Coaching landing page	Landing	/online-neet-biology-coaching	HIGH
Week 2	How to Score 360 in NEET Biology guide	Blog	/blog/how-to-score-360-neet-biology	HIGH
Week 2	WhatsApp conversion tracking setup	Analytics	GA4 event tracking	HIGH
Week 3	Gurugram location page expansion (2000+ words)	Location	/neet-coaching-gurugram	HIGH
Week 3	Biology Notes hub pillar page	Resource	/biology-notes-for-neet	HIGH
Week 4	Notes: Molecular Basis of Inheritance (14%)	Notes	/biology-notes/molecular-basis	MEDIUM
Week 4	Notes: Human Physiology (12%)	Notes	/biology-notes/human-physiology	MEDIUM

### MONTH 2: March 2026 — Authority Building

When	Content Piece	Type	URL	Priority
Week 5	Notes: Genetics & Evolution (10%)	Notes	/biology-notes/genetics	MEDIUM
Week 5	Notes: Ecology & Environment (9%)	Notes	/biology-notes/ecology	MEDIUM
Week 5	NEET 2026 Biology Syllabus complete guide update	Blog	/blog/neet-2026-biology-syllabus	MEDIUM
Week 6	Notes: Cell Biology (8%)	Notes	/biology-notes/cell-biology	MEDIUM
Week 6	NEET Biology Chapter Wise Weightage 2026 (update)	Blog	/blog/neet-biology-chapter-wise-weightage	MEDIUM
Week 7	Previous Year Questions hub page	Resource	/neet-previous-year-questions	MEDIUM
Week 7	PYQ: Molecular Biology (50+ questions)	Tool	/neet-pyq/molecular-biology	MEDIUM
Week 8	Notes: Animal Kingdom (13%)	Notes	/biology-notes/animal-kingdom	MEDIUM
Week 8	Dr. Shekhar expert profile + video testimonials page	Trust	/dr-shekhar-singh	MEDIUM

### MONTH 3: April 2026 — Scale + NEET Season Push



When	Content Piece	Type	URL	Priority
Week 9	Notes: Plant Physiology (7%)	Notes	/biology-notes/plant-physiology	MEDIUM
Week 9	Notes: Reproduction (8%)	Notes	/biology-notes/reproduction	MEDIUM
Week 9	"Last 60 Days NEET Biology Plan" blog	Blog	/blog/last-60-days-neet-biology-plan	HIGH
Week 10	Notes: Biotechnology (6%)	Notes	/biology-notes/biotechnology	MEDIUM
Week 10	NEET 2026 Expected Cutoff analysis	Blog	/blog/neet-2026-expected-cut-off	MEDIUM
Week 11	Location pages: South Delhi, Noida, Faridabad refresh	Location	3 pages	MEDIUM
Week 11	PYQ: Ecology + Environment (40+ questions)	Tool	/neet-pyq/ecology	MEDIUM
Week 12	"NEET Biology Revision in 30 Days" guide	Blog	/blog/neet-biology-30-day-revision	HIGH
Week 12	Exit-intent lead magnet on all blog pages	CRO	All blog pages	HIGH

Check	Status	Details
Core Web Vitals (Mobile)	FIXED	LCP was 2.9s, INP was 205ms. Fixed: removed backdrop-blur, dynamic imports, inline SVGs, CSS optimization. Pushed to production.
@emotion/is-prop-valid missing	FIXED	Build error from framer-motion peer dependency. Added to package.json.
Redis env var whitespace	FIXED	UPSTASH_REDIS_REST_URL had trailing newline. Added .trim() to all Redis client initializations.
Schema markup	PASS	Comprehensive: Organization, LocalBusiness, Course, FAQ, Breadcrumb, Person, Review, Speakable all implemented.
Sitemap.xml	PASS	Dynamic generation with 700+ URLs, correct priorities and changefreq.
Robots.txt	PASS	Proper crawl directives, AI crawler allowlisting (GEO strategy), AhrefsBot/SemrushBot blocked.
Canonical tags	PASS	Per-page canonical URLs, filtered pages noindexed, hreflang for 17 languages.
Redirects	PASS	23+ permanent redirects covering URL variants, old paths, and typos.
@next/swc version mismatch	WARNING	SWC 15.5.7 vs Next.js 15.5.11. Run: npm install @next/swc@15.5.11 to match.
Sentry auth token missing	WARNING	No release tracking. Add SENTRY_AUTH_TOKEN to Vercel env vars for error monitoring.
AhrefsBot/SemrushBot blocked	WARNING	You're blocking SEO tools from crawling. Consider allowing them for competitor analysis.
Image alt text consistency	WARNING	Most images have alt text but audit all 876+ pages for missing alt attributes.

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## Content Formats That Win in NEET SEO

Based on competitive analysis, here are the content formats that rank best and drive the most engagement for NEET-related keywords:

Format	Description	Cerebrum Action	Traffic Impact
Free MCQ Practice Tools	Interactive quiz/practice with immediate feedback	You already have 7000+ MCQs ranking #5. Expand chapter-wise MCQ sections with difficulty filters.	Very High
Downloadable PDF Notes	Chapter-wise notes in clean PDF format	Create 19 chapter notes PDFs. Gate behind WhatsApp opt-in for lead generation.	Very High
Strategy/How-To Guides	2000-3000 word expert guides	"How to Score 360", "Last 60 Days Plan", "Chapter Priority Guide" — all link to your course.	High
Comparison Pages	Transparent feature comparison of coaching options	"Best NEET Biology Coaching Compared" — your AIIMS faculty + small batch + 98% rate wins.	High
Previous Year Questions	Chapter-wise PYQ with solutions	ExamSIDE dominates. You can win with better explanations and video solutions by Dr. Shekhar.	High
Video Content (YouTube)	Explanation videos, student testimonials, tips	Low competition on YouTube for "NEET biology [chapter] explanation". Embed on website for SEO.	Medium
Student Success Stories	Named students with scores and photos	Creates trust. Write 500-word profiles of top students, embed on relevant location pages.	Medium

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## Expected Results Timeline

Timeline	Milestone	Expected Impact
Month 1 (Feb 2026)	Quick win pages live, WhatsApp tracking active, sticky CTA deployed	10-20% traffic increase from new high-intent pages. Immediate improvement in WhatsApp inquiry tracking.
Month 2 (Mar 2026)	Notes hub with 6+ chapters live, PYQ section started, blog cluster growing	30-50% traffic increase. Notes pages start ranking within 4-6 weeks. Blog authority growing.
Month 3 (Apr 2026)	Full notes library, NEET season content, CRO optimizations deployed	80-150% traffic increase. NEET season search volume peaks. Lead capture converting.
Month 6 (Jul 2026)	All content indexed, backlinks accumulating, rankings stabilizing	3-5x organic traffic. Top 5 for 15+ target keywords. Measurable enrollment increase from organic.

**Next Steps:** I can immediately start implementing this strategy — creating the comparison page, fees page, strategy guide, and notes hub. I can also write and push all code changes directly to your GitHub repo. Just say the word and we'll start with the highest-impact items from Week 1.

All content will be optimized for your brand voice, include proper schema markup, and have WhatsApp/phone CTAs integrated throughout.