# PART 1

## Part 1a:

Find a website in any industry you like. This assignment may be easier for you if you find a website that isn’t ranking well. This means navigating to the 2nd or 3rd page of results in a search. Identify what you think is an important goal for that website. For example, is this website trying to get people to buy products, download information, leave a review, etc.

* **Target Keyword:** Study abroad
* **Search Volume:** 18.1k/mo in India
* **Top 3 results:**
  + studyabroad.shiksha.com
  + idp.com
  + goabroad.gov
* **The website we’ll be studying:** <https://studee.com/> (Ranks 34th for the target keyword)

Based on briefly looking at the website, an important goal for the website is to sell a service which includes helping students in fulfilling their study abroad dream.

## Part 1b:

Perform in-depth keyword research for that website. You do not need to contact the business, simply make best guesses based on the content within the website.

Within your keyword research, identify 7-10 keywords which you think provide the best opportunity for the example site to rank for and include the following:

* Identify long-tail keyword opportunities
* Identify 3-5 keywords that are question-based and match a “how, what, where, or why” search query.
* Identify what stage of search each keyword belongs to.
* Identify what type of search query it is – whether it is navigational, transactional, or informational.

Explain why you chose the keywords you did:

* How do you feel these keywords would help the business meet the goal you discovered?
* How do you feel these keywords would help draw in organic traffic to the site?
* How well do you think the business can effectively compete for this keyword?

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| **Keyword** | **Search Volume/mo** | **Stage** | **Type** |
| how to study abroad | 880 | Evaluation | Informational |
| Why study abroad | 390 | Awareness | Informational |
| how to go abroad for studies | 260 | Evaluation | Informational |
| is study abroad worth it | 170 | Evaluation | Informational |
| where can you study abroad | 50 | Awareness | Informational |
| study abroad after graduation | 140 | Purchase | Transactional |
| study abroad consultants in india | 140 | Preference | Navigational |
| apply to study abroad | 50 | Purchase | Transactional |
| best study abroad consultants | 210 | Preference | Navigational |
| Online consultancy for studying abroad | 90 | Preference | Navigational |

* Identified keywords resonate with the goal discussed in Part-1a of the same question. “Study Abroad” being our target keyword comes with a lot of research for a user. Anyone who’s looking to study abroad will always come through questions like, “How can I study abroad?”, “Why should I study abroad?” or “Is it even worth it?” and many more. Now I’ve tried to include some of the questions in my keyword research. Now it’ll only make sense for a business who’s selling the “Study Abroad Counselling Services” to be visible to users when they are in their research phase and answer all/most of the queries. This will help a business build some trust across users and eventually increase conversion.
* All the selected keywords have relatively low search volume compared to the target keyword we selected in Part-1a. However, all the keywords are related to the “Study Abroad” and are long tail. Once we start posting content and acquire traffic around long-tail keywords, it becomes easier for us to rank for head keywords as well. This basically translates to:
  + Post helpful content around long-tail keywords, which are relatively easier to rank for
  + Promote content across other websites and gain backlinks
  + Have proper meta tags to increase the CTR (catchy titles/descriptions that a user will want to click on)
  + Eventually, start targeting the head keywords
* These are all long-tail keywords with relatively lower search volume. For the business to effectively compete for these keywords, the business should start posting a lot of helpful content on their website and be consistent with the content. The business should also explore social channels and reach out to other websites for backlinks. Doing this will make any business competitive for their target keywords.

## Part 1c:

Research these businesses’ target audience, based on your best guesses by reviewing the site. Describe the website’s audience in 150 – 250 words. Include:

* What gender is likely to frequent this site, and perform searches related to this websites product and/or services? Where did you obtain this data?
* Where is the majority of this audience from? Where did you get this data from and what does this tell us about potential ways we may be able to reach this audience organically? This could be potential content ideas, new information to add to the site, or specific keywords.
* What are the primary traffic sources for this website? For example, are most people visiting from a desktop device, mobile device, or getting referred from social networks? What useful information can this provide about how we can best reach this audience?
* Did you obtain any other information about this websites potential target audience you feel would be useful? Why or why not.

Website’s audience:

* Given that it’s a website that helps aspiring international students find the right courses and college, the audience for this website should be gender-neutral. But, taking into account the historical data [[Source: topuniversities.com]](https://www.topuniversities.com/blog/student-survey-reflects-gender-differences-among-indian-applicants) that says, we’ve more number of boys opting for abroad education than girls, we can see slightly more number of male visitors on the website.
* Majority of study abroad audience in India comes from the following states:
  + Gujarat
  + Kerala
  + Punjab
  + Maharashtra
  + Etc. [[Source: dreamapply.com]](https://dreamapply.com/trends-for-indian-students-studying-abroad/)

Now, potential ways to organically acquire users from these states can be:

1. Target state-specific or India specific keywords like:
   1. Study abroad consultant in Gujarat
   2. Study abroad consultant in Punjab
   3. Best study abroad consultant in India
2. Post content targetting students from individual states/countries
   1. How to study abroad form India

* Knowing that the company is not very active/engaging on social media and they do not have a lot of backlinks {Source: SEMrush]. Top traffic sources for the website can be:
  + Organic Traffic
  + Direct Traffic

Another guess can be, that majority of the users are browsing on a mobile device nowadays. Same can be true for this website as well.

## Part 1d:

Create a buyer persona based on your audience analysis and keyword research you performed. Your buyer persona should have a name, job (student or job role), the problem they are trying to solve, and other traits that may make it easier to market to this individual.

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| **Traits** | **Person 1** | **Person 2** |
| Name | Alex | Alexa |
| Age | 17 | 24 |
| Gender | Male | Female |
| Job/Student | Student (High School) | Job (3+ years of experience) |
| Education | High School | Undergraduate |
| State/Country | J&K, India | New Delhi, Delhi NCR |
| What service will this person avail? | Admission counselling for UG colleges, LOW PROBABILITY | Admission counselling for Graduate studies, HIGH PROBABILITY |

# PART 2

## Part 2a:

Go back to the website you discovered earlier. Choose four key pages of this site. One of these pages should be the homepage. The remaining three pages should be pages you feel are important to drive traffic to.

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| <https://studee.com/> |
| <https://studee.com/study-in-usa/> |
| <https://studee.com/study-in-canada/> |
| <https://studee.com/enquiry/> |

## Part 2b:

Once you have selected your pages, list out the following information, for each page.

* The Page (Example, home page, product listing, article, etc.)
* The Page URL
* The Title Tag of the Page.
* The Meta Description of the Page
* The H1 of the Page (if applicable, if no H1 leave a note stating there was no H1)
* The H2 of the Page (if applicable, if no H2 leave a note stating there was no H2)

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| --- | --- | --- | --- | --- | --- |
| Page | URL | Title | Meta Description | H1 | H2 |
| Home Page | <https://studee.com/> | Studee - Study Abroad Programs - Find your Dream University | International students, quickly discover which universities are most likely to accept you, based on your aspirations, qualifications, nationality & funding. | Discover the perfect university for you | How Studee can help you |
| Resource Page | <https://studee.com/study-in-usa/> | Study Abroad in USA - Top American Universities - Masters, PhD, MBA Colleges | International students, find your perfect university and program in USA, where you meet the requirements. Costs, visa, eligibility and how to apply. | Study in the USA | Why study in the USA? |
| Resource Page | <https://studee.com/study-in-canada/> | Study Abroad in Canada - Top Canadian Universities - Masters, PhD, MBA Colleges | International students, find your perfect university and program in Canada, where you meet the requirements. Costs, visa, eligibility and how to apply. | Study in Canada | Why study in Canada? |
| Product Listing | <https://studee.com/enquiry/> | Free Study Abroad Advisor - Counselling Funded by Universities | Our study abroad advisors will answer any questions you may have and help you choose the right university and program for you. | We’ll help you find and apply for your dream university | Leave your details and we will call you to discuss your options |

## Part 2c:

Improve the information on each of these pages. Based on your audience analysis, and keyword research create a new:

* Title Tag (Note: this must meet character requirements laid out in the course)
* Meta Description (Note: this must meet character requirements laid out in the course)
* H1 (if none existed previously, create one)
* H2 (if none existed previously, create one)

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| --- | --- | --- | --- | --- | --- |
| Page | URL | Title | Meta Description | H1 | H2 |
| Home Page | <https://studee.com/> | Study Abroad - Colleges, Courses, Exams and Counselling | Studee | Want to study abroad ? Get free expert advice and information on colleges, courses, exams, admission, student visa, and application process to study overseas. | Find Universities Abroad that are Right for You | Learn more about application process |
| Resource Page | <https://studee.com/study-in-usa/> | Study in USA - Top Universities, Courses, Cost and Counselling | Studee | How to Study in the USA? Get expert advice, free counselling on how to get Admission in USA, Process, Programs, Education Cost and other details. | Study in the USA | Why study in the USA? |
| Resource Page | <https://studee.com/study-in-canada/> | Study in Canada as an international student | Studee | Apply to study in Canada, extend your study permit and get information about working while you study or after you graduate. | Study in Canada | Why study in Canada? |
| Product Listing | <https://studee.com/enquiry/> | Free Study Abroad Advisor - Counselling Funded by Universities | Our study abroad advisors will answer any questions you may have and help you choose the right university and program for you. | We’ll help you find and apply for your dream university | Leave your details and we will call you to discuss your options |