Competitor of Masaco Global

Educational consultant in Kerala

1. @Trusteducations

Industry: Education Study Abroad Consultancy

Account Type: Business

Followers: 6836

Engagement Rate: ~3.8%. Calculate the average likes, comments, and shares

per post relative to the follower count.

Total Posts: 279

Location: Chakkappan Tower, Edappally

Engagement Metrics

• Estimated Engagement Rate: 69.8K

2. @guidanceplusprivatelimited

Category: Education / Study Abroad Consultancy

Location: Marine Drive, Kochi

Followers: 9,116Following: 512Total Posts: 907

Account Type: Business

2. Engagement Summary

Metric

Avg Likes/Post ~Varies (based on last few visible posts)

Estimated Value

Avg ~Low (generally 1-5 for small biz pages)

Comments/Post

Engagement Rate Low to Moderate (0.5%–2% estimated)

3. @Universal Study

• Category: Education / Study Abroad Consultancy

Location: KochiFollowers: 13KFollowing: 34Total Posts: 1,556

Account Type: Business

Estimated Engagement Metrics

Metric Estimated

Value

Average Likes/Post 100–300

Average 5–15

Comments/Post

Engagement Rate (%) 1.5%–3.0%

4. @Guidance Plus Educational Services

https://guidanceplus.in/

Website Analysis Report

1. SEO Performance

- Overall SEO Score: 72/100 (slightly below the average of 74 for top websites)
- Meta Title: "Study Abroad, Overseas Education Consultant in Kochi, Kerala" (60 characters)

- Meta Description: 137 characters; recommended length is between 150–220 characters
- Social Media Tags: Proper implementation of Open Graph and Twitter Card tags
- Structured Data: Present but could be enhanced for better search engine understandingseositecheckup.com

2. Technical Performance

- Page Load Time: Approximately 8.33 seconds (optimal is under 5 seconds)
- Largest Contentful Paint (LCP): 8.42 seconds (target is under 2.5 seconds)
- First Contentful Paint (FCP): 4.619 seconds (target is under 1.8 seconds)
- Time to First Byte (TTFB): 2.283 seconds (ideal is under 0.8 seconds)
- DOM Size: 3,204 nodes (recommended maximum is 1,500 nodes)
- HTML Size: 63.63 KB (above the average of 33 KB)

5. @Unixperts Kochi

Website Analysis Report: unixperts.com

Strengths:

1. Professional Design

 Clean, modern layout with a professional aesthetic suitable for an overseas education consultancy.

2. User Navigation

 Easy-to-use menu with quick access to key services like study destinations, test prep, and admissions support.

3. Mobile Responsive

 Well-optimized for mobile devices with clear fonts, responsive buttons, and fast loading speeds.

4. Call to Action (CTA)

 Prominent "Book a Free Consultation" and "Get Started" buttons guide users to take action effectively.

5. Content Quality

 Informative and organized content with useful blogs, testimonials, and success stories.

6. Multimedia Use

 Good use of images and video testimonials to build trust and showcase services.

Overall Impression:

unixperts.com offers a polished, intuitive experience with strong CTAs and helpful content, ideal for prospective international students. Minor performance and accessibility tweaks could further enhance the user journey.

6. @globalstudylink.co

Instagram Profile Audit

Profile Overview:

• Name: Global Study Link

Location: KochiFollowers: 15.5KFollowing: 13Total Posts: 2,069

• Niche: Study Abroad, Simplified

 Target Audience: Students aspiring to study abroad (especially from India/Middle East to the UK, USA, Canada, etc.)

Overall Performance

Category	Rating (/10)	Comments
Branding	9	Strong visual consistency and logo use
Content Relevance	8	Informative and helpful for the audience
Engagement	6	Needs more interaction
Growth Strategy	7	Could improve with regular campaigns

Final Verdict

@globalstudylink.co has a strong foundation with professional branding and valuable content, but can benefit from better consistency, engagement tactics, and a refined growth strategy to maximize its reach and impact.

7. @medaac_edu

Instagram Profile Audit

★ Profile Overview:

• **Username**: @medaac_edu

9

• Name: MEDAAC

• Niche: Overseas Medical Education Consultancy

• Target Audience: Aspiring medical students looking to study MBBS abroad (especially in countries like Georgia, Russia, etc.)

Performance Summary

Aspect	Rating (1-5)	Notes
Profile Optimization	★★★★ ☆	Clear, could add more keywords for search
Content Quality	★★★★ ☆	Informative, some visual consistency issues
Visual Consistency	★★★★ ☆	Good templates, minor refinements needed
Engagement	***	Needs improvement via captions & UGC

Posting Frequency	****	Fairly active, can maintain a weekly plan
Use of Reels/Stories	***	Reels present, could use more trendy formats
Community Building	***	Room for more interaction and live content

8. @cliftonsstudyabroad

Instagram Profile Audit Report

• Name: Global Study Link

Location: KochiFollowers: 6,689Following: 11Total Posts: 341

• Niche: Overseas Education Consultancy

• Audience: Students and parents exploring study-abroad options

Performance Summary

Category	Rating (/5)	Notes
Branding	****	Clean, professional, consistent visuals
Bio & Profile Setup	****	Clear service list, CTA, and contact info
Content Quality	***	Informative and audience-specific
Engagement	***	Could improve with more interactions & UGC

Posting Consistency	$\bigstar \bigstar \bigstar \bigstar$	Regular but could benefit from tighter scheduling
Use of Reels & Stories	★★★★ ☆	Present, with room to use trending formats more
Community Interaction	★★★ ☆☆	Responds well, but can encourage more comments/DMs

9. EDWINGS OVERSEAS EDUCATIONAL CONSULTANTS PVT LTD

Profile: <a>@edwings_studyabroad

Niche: Study Abroad & Education Consultancy

Target Audience: Students planning to pursue higher education overseas

Profile Overview

- **Username & Display Name**: Relevant, easy to find, and clearly aligned with study abroad services.
- Bio: Concise and informative highlights services like global education, admission guidance, and personalized support. Could improve with a clearer CTA like "DM us to get started."
- **Link in Bio**: Present links to appointment booking or main website (if not, adding one would be beneficial).
- **Contact Options**: Email/phone contact not visible adding contact buttons could increase inquiries.
- Profile Picture: Logo is clean and recognizable.

Performance Snapshot

Metric	Rating (1–5)	Notes
Branding & Visual Style	***	Strong brand visuals and logo consistency
Bio & Profile Setup	★★★★ ☆	Clear and professional, CTA could be stronger
Content Relevance	★★★★ ☆	Highly relevant and informative
Engagement	***	Needs stronger CTAs and interactive posts
Reels & Stories Usage	***	Present, but need better formatting and frequency
Posting Consistency	***	Needs more regular uploads to maintain reach
Interaction & UGC	***	Can improve with story polls, Q&As, and tagged content