

# ThatBioTutor – Digital Marketing Growth Report

**Prepared:** January 2026  
**Status:** Confidential Proposal

## Executive Summary

ThatBioTutor has achieved **product-market fit** with a defensible niche (O Level Pure Bio) and strong organic presence. However, three growth levers remain underutilized:

Priority	Channel	Status
● High	SEO	Untapped
● High	Content Syndication	Untapped
● Phase 2	Paid Advertising	Deferred

## Current Performance

Metric	Value	Assessment
Instagram Following	31,000+	✓ Excellent
Google Reviews	5.0★ (120 reviews)	✓ Excellent
Pass Rate (A1-B3)	94%	✓ Excellent
Google Search Traffic	~5% of leads	⚠ Opportunity

## The Opportunity Gap

**Problem:** Your website ranks for "ThatBioTutor" but not intent keywords like "O level bio tuition Singapore". Competitors are capturing search traffic you should own.

Keyword	Monthly Searches (SG)	Your Rank
"O level biology tuition"	880	✗ Not Ranking
"secondary biology tutor singapore"	590	✗ Not Ranking
"pure biology tuition"	320	✗ Not Ranking
"biology tuition near me"	210	✗ Not Ranking

**Opportunity:** With targeted SEO, you could capture 2,000+ monthly searches from parents actively looking for bio tuition.

## Recommended Strategy

### Pillar 1: Search Engine Optimization

Action	Deliverable	Timeline
Keyword Research	25 target keywords	Week 1
Technical Audit	Speed, mobile, schema fixes	Week 2
On-Page Optimization	Meta tags, headings, internal linking	Week 3
Content Creation	2-4 blog articles/month	Ongoing
Link Building	Guest posts (DA40+)	Ongoing

### Pillar 2: Content Syndication

Platform	Content Type	Purpose
Carousell	Free Bio Notes listings	"Barnacle SEO"
YouTube	5-min topic explainers	Evergreen discovery
TikTok	60s "Bio Hacks"	Gen-Z funnel
Reddit	r/SGExams participation	Community trust

### Pillar 3: Paid Ads (Phase 2)

Launch after SEO foundation is built (Month 6+). Start with \$300-\$500/month retargeting website visitors. Scale winners to \$1,000+/month.

# Investment Options

## Growth Package – \$1,200/month

- 2 SEO articles/month
- Technical audit & fixes
- Google Business Profile optimization
- 25 keyword tracking
- Monthly reports
- Email support

## Scale Package – \$2,000/month (Recommended)

- 4 SEO articles/month
- Technical audit & fixes
- Google Business Profile optimization
- YouTube content support
- Carousell syndication
- 2 guest posts/month
- 60 keyword tracking
- Monthly reports
- Priority WhatsApp support

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## Next Steps

Step	Action
1	15-minute call to discuss priorities and clarify questions
2	Scope confirmation – we send detailed SOW for approval
3	Work begins – Month 1 kickoff

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**Contact:** WhatsApp +65 8839 8575

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