

# Collegedunia

Digital Agency



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## About Us-

We are part of [collegedunia.com](http://collegedunia.com), growing with support of our happy clients

02

## CHANGING DYNAMICS-

Current situation leading to a lasting change on behavior of prospective students

03

## OUR SERVICES-

With intense industry expertise we have a border spectrum of services to offer

04

## OFFERINGS TO GNIOT

We are starting with SEO Web Development, SMM, SEM, Services.

# 01. ABOUT US

In 2015 we started collededunia since then we have been receiving support from our happy clients as we are improving ROI against their digital spending. To help them further in improving brand position and ROI, last year we started a full-fledged Digital Agency.

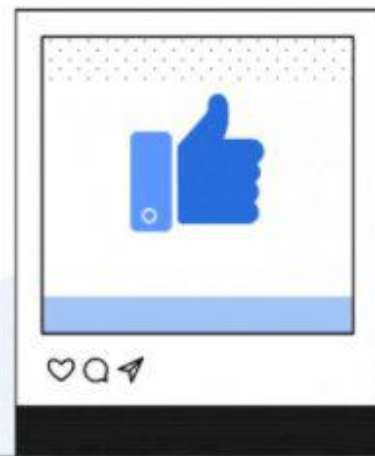


# What makes us different?



800+ Clients  
90 Million+ Users

put their trust in Collegedunia



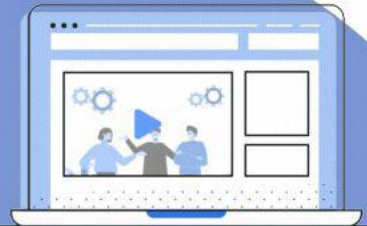
# What do they say about us?

**“Professional company! Collegedunia is a one-stop-solution.. We found Collegedunia team very helpful with advice and more than happy to answer our questions and resolve all kinds of issues without hesitation”**

DR. ANKUR SAXENA  
DIRECTOR-COUNSELING AND ADMISSION  
SAGE UNIVERSITY INDORE

**“We have received a reasonable response from all the campaigns, the team is very cooperative. We are looking forward to continuing this association in the years to come”**

GAURAV TIWARI  
PRO CHANCELLOR , MANSAROVAR GLOBAL UNIVERSITY

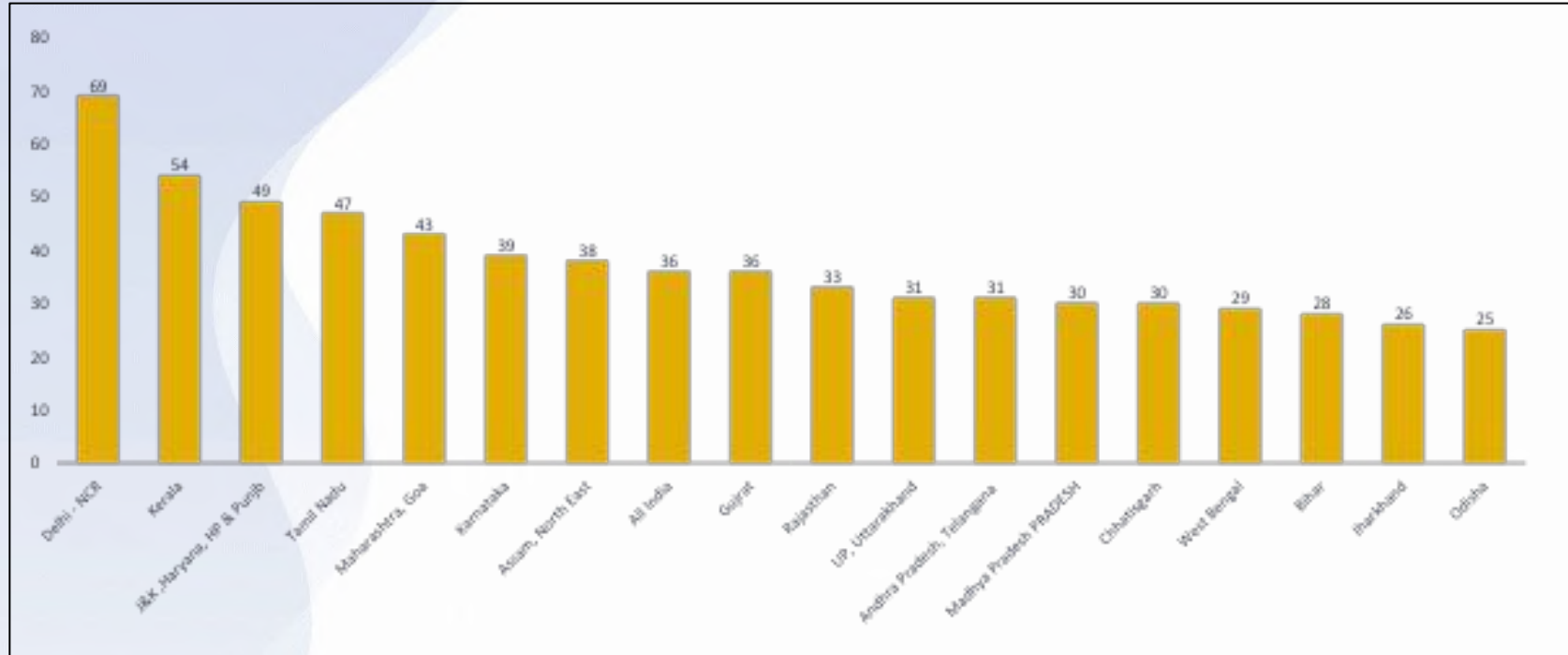


## 02. Changing Dynamics

In 2020, due to the de-mobilization behavior of prospective consumers changed across the industries. A major shift toward digital is witnessed, to avail the digital services IT infrastructure and services are improved. Users are spending more time on a digital screen with internet than ever before.



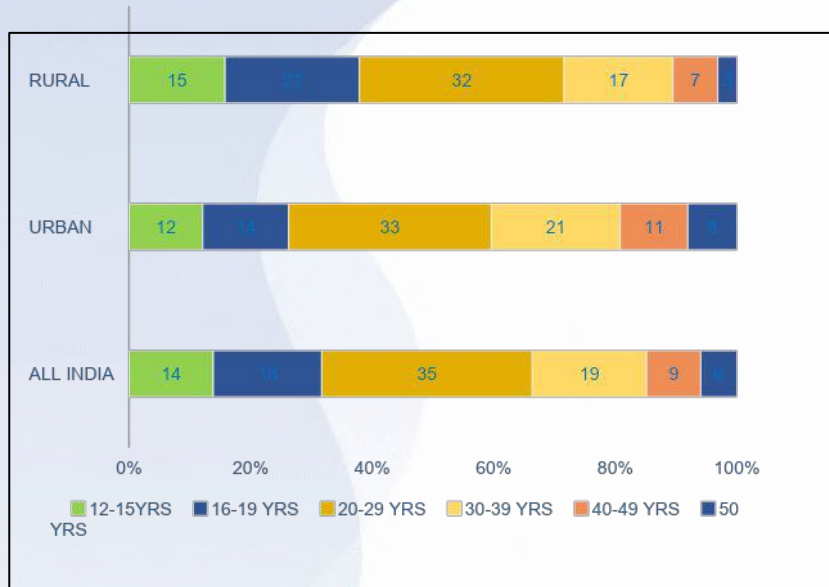
# Changing Dynamics - Internet users



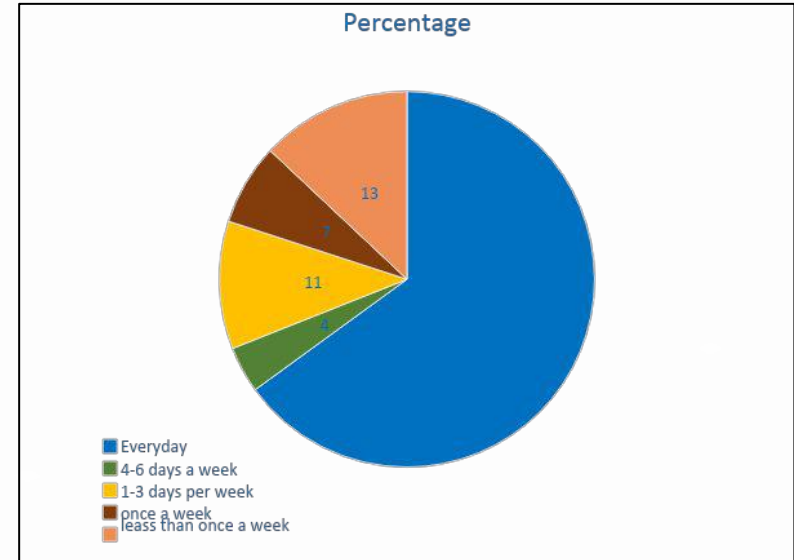


# Changing Dynamics – Internet Consumption

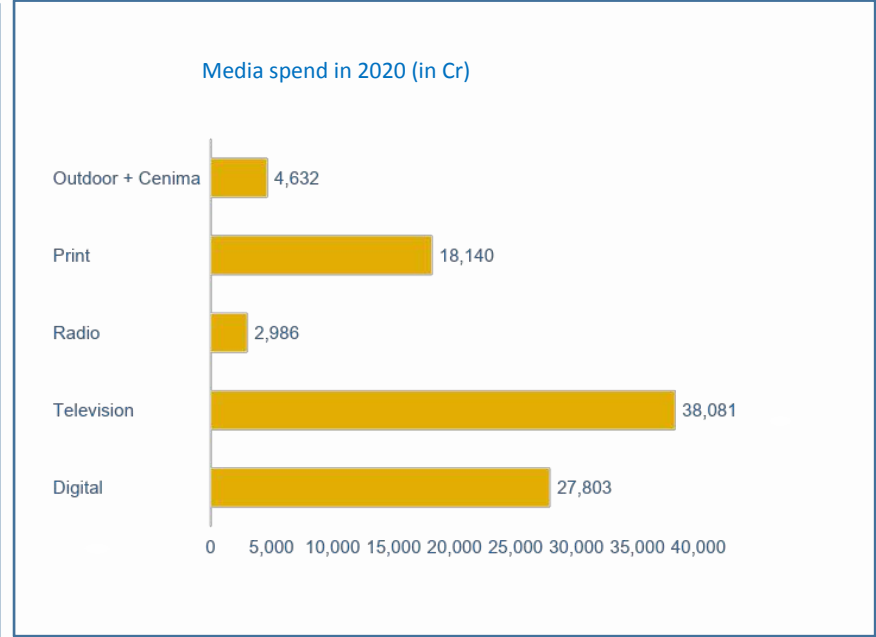
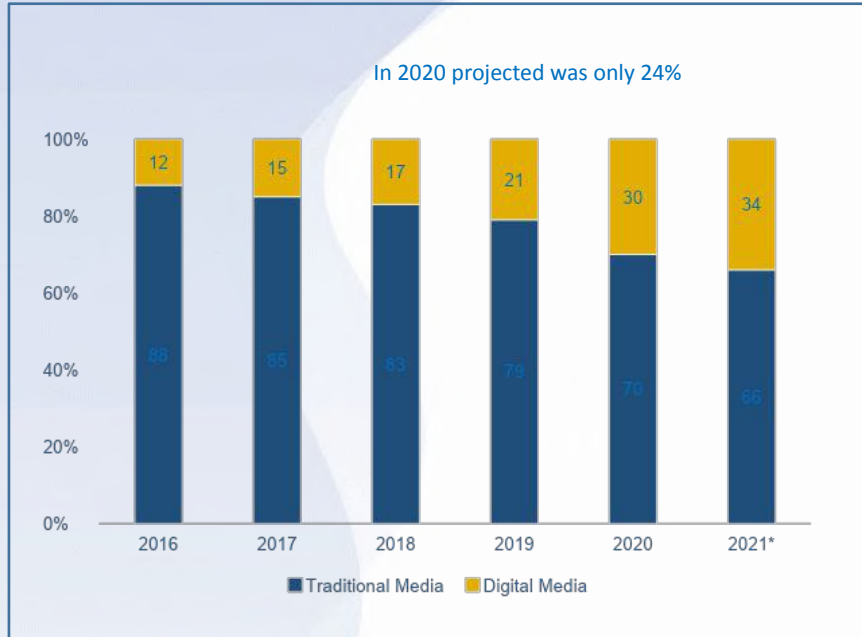
Age wise



Percentage



# Changing Dynamics – Traditional Vs Digital



## 03. Our Services

We are all ingredients and secret recipe to many any campaign success under the ambit of digital marketing. We have experts in our team who helped universities to set-up brand imagery from the scratch, experts who understand the higher education domain very well and can sense the pulse of our impatient target audience.



# Our Services



## Website Development

We develop outstanding websites to create active consumer engagement and help our clients stay a step ahead in this highly competitive online space



## Paid campaigns – SEM

After understanding historical data and brand position we configure paid campaigns on Google, Bing, Social Media platforms to achieve the set targets



## SEO & Content Marketing Search

Engines are the most effective way to get your website noticed by users. Keeping a central theme as prescribed by client, we structure communication coherently



## Brand Communication Consulting

We help institutions find their right audience and communication approach

# Our Services



## Photoshoot & Video production

Creative experts and directors lead this service, with the immense experience they take care of storyboarding to post-production and follow a unique approach to create engaging designs keeping TG in mind.



## Market research

We conduct primary and secondary research to prepare a competitive analysis. We conduct rejecter surveys to understand the reasons for students taking a withdrawal



## Creative Designing

With our unique approach, we create engaging designs aligned with interest of target audience

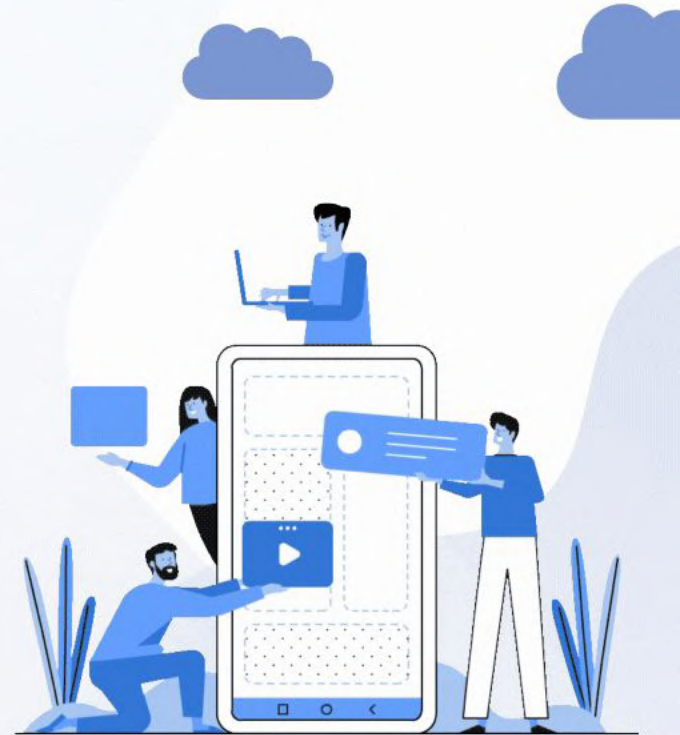


## Social Media Management

Constant connect with personalization touch is the key for better reach and growth

# 04.OFFERINGS TO – GNIOT, Noida

Search Engine Optimization  
Social Media Marketing  
Paid Media Marketing – SEM  
Website Development  
Content Marketing & PR  
Photo-Shoot



# Competitive Website Study

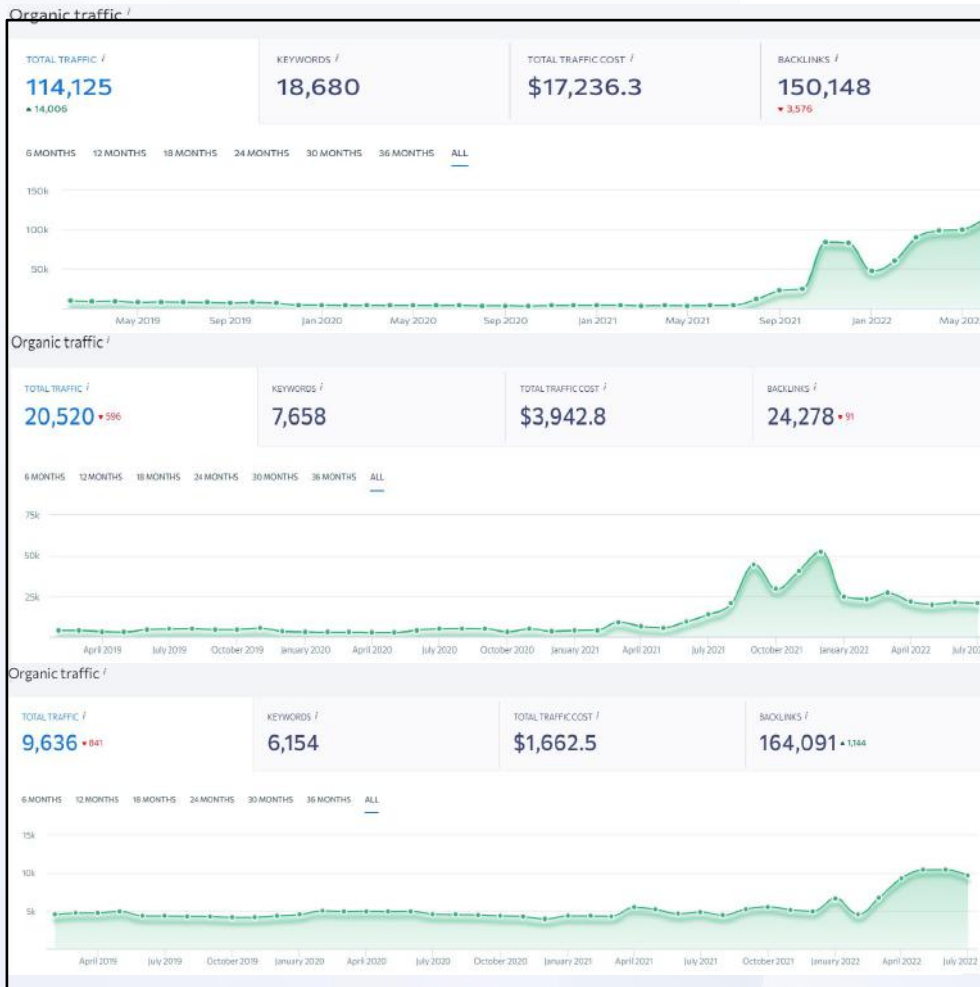
Traffic Analysis  
Backlink Analysis  
Website Audit  
Internal Site Audit  
Competitor Audit  
Keyword Analysis

# Traffic Analysis

GNIOT

NIET

GLBITM





# Traffic Analysis

GNIOT Group

Visits  
Jun 2022

**8.5K** ↓44.47%

Unique Visitors  
Jun 2022

**6.8K** ↓51.24%

Pages / Visit  
Jun 2022

**1.79** ↑52.32%

Avg. Visit Duration  
Jun 2022

**12:24** ↑1,910.81%

Bounce Rate  
Jun 2022

**83.24%** ↑8.13%

Market Metrics  Jun 2022

Market Share **5.85%**

Market Traffic **139.2K** ↓

[Explore your market](#)

These stats are not satisfactory.

# DA Competitor Analysis

GLBITM

Domain Authority <sup>i</sup>



Linking Domains <sup>i</sup>

1.4k

Discovered in the last 60 days 82

Lost in last 60 days 84

Inbound Links <sup>i</sup>

161.7k

NIET

Domain Authority <sup>i</sup>



Linking Domains <sup>i</sup>

1.5k

Discovered in the last 60 days 187

Lost in last 60 days 41

Inbound Links

8.3k

GNIOT

Domain Authority <sup>i</sup>



Linking Domains <sup>i</sup>

1.3k

Discovered in the last 60 days 28

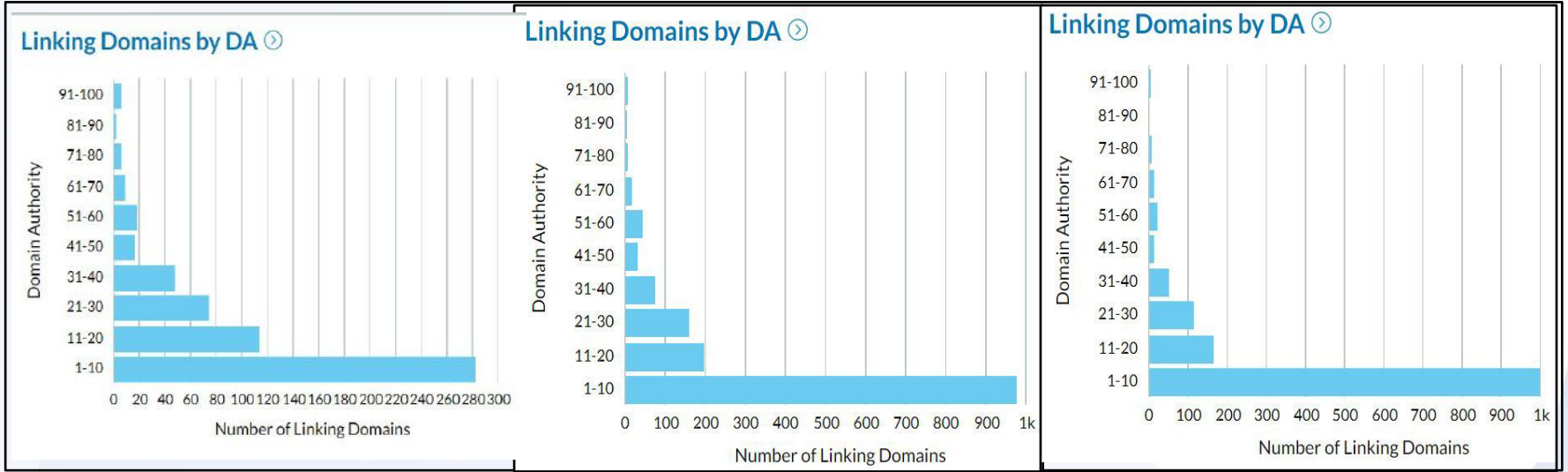
Lost in last 60 days 89

Inbound Links <sup>i</sup>

15.5k

- GNIOT has a lower DA than NIET & GLBITM with lower no. of linking domains but higher no. of inbound links. Also the ratio of Linking Domains and Inbound links is too high compared to the competition.

# Linking Domains



**GNIOT**

**NIET**

**GLBITM**

# Do-Follow / No-Follow Links

**GNIOT**

External links



99.9% follow

0.1% nofollow

**NIET**

External links



75.1% follow

24.9% nofollow

**GLBITM**

External links



98.8% follow

1.2% nofollow

- In comparison to competitors GNIOT has a high Do-Follow links.

# Linking Domains (in last 60 days)

GNIOT

IIMT

GLBITM

## Discovered and lost linking domains ⓘ

Total Discovered	Total Lost	Net
+33	-67	= -34

Total Discovered	Total Lost	Net
+187	-41	= +146

Total Discovered	Total Lost	Net
+82	-84	= -2

- GNIOT has a higher total lost to linking domain and a net lost of -34.

# Top Technical Issues

Top Issues	
These audits are identified as the top issues impacting your performance.	
IMPACT	AUDIT
High	Avoid enormous network payloads
Med	Avoid large layout shifts
Med	Avoid an excessive DOM size
Med	Use a Content Delivery Network (CDN)
Med	Serve static assets with an efficient cache policy
⊗ 4XX or 5XX CSS file	126
⊗ No inbound links	92
⊗ URLs with duplicate page titles	12
⊗ 4XX HTTP Status Codes	2
⊗ Redirect to 4xx or 5xx	2

- As per the technical analysis we have found that there are multiple issues related to duplicate titles, description and content.
- Broken page links.
- Alt-Text missing, images are too big.
- JavaScript, CSS not minified.

# Website Audit

GNIOT Group



Latest Performance Report for:

<https://www.gniotgroup.edu.in/>

Report generated: Tue, Jul 5, 2022 11:18 PM -0700

Test Server Location:  Vancouver, Canada

Using:  Chrome (Desktop) 98.0.4758.102, Lighthouse 9.3.1

## GTmetrix Grade <sup>?</sup>

<b>E</b>	Performance <sup>?</sup> <b>44%</b>	Structure <sup>?</sup> <b>63%</b>
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## Web Vitals <sup>?</sup>

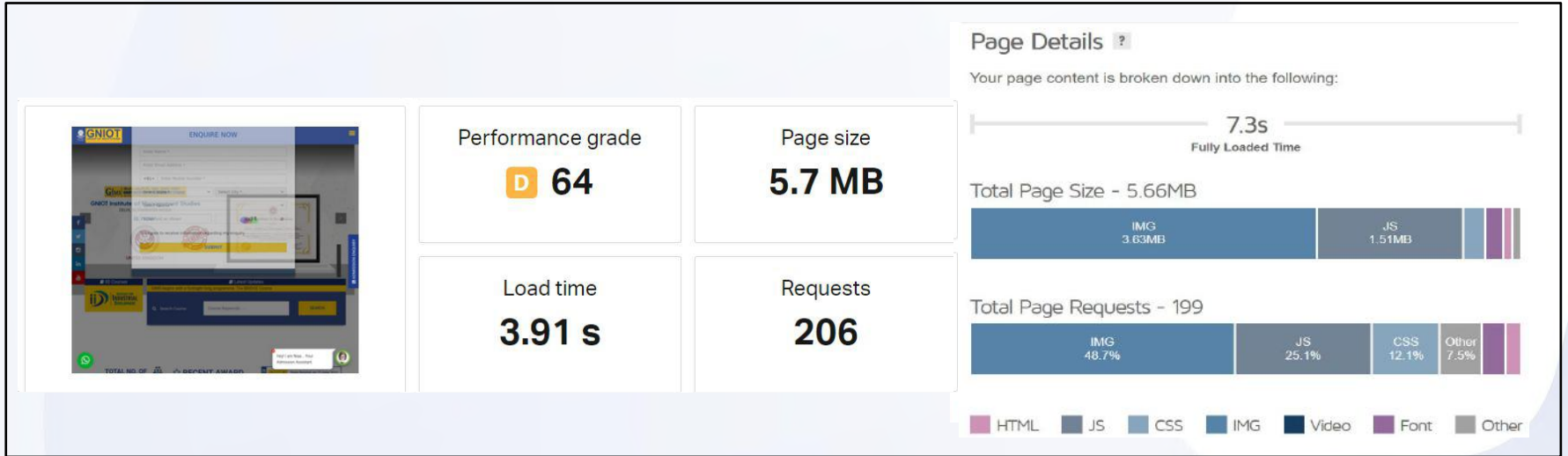
LCP <sup>?</sup> <b>7.4s</b>	TBT <sup>?</sup> <b>249ms</b>	CLS <sup>?</sup> <b>0.49</b>
---------------------------------	----------------------------------	---------------------------------

- Serve images in next-Gen formats, Image formats like JPEG 2000, JPEG XR, and Webp often provide better compression than PNG or JPEG
- Efficiently encode images, Optimized images load faster and consume less cellular data.
- Properly size images, Serve images that are appropriately-sized to save cellular data and improve load time.
- Reduce initial server response time, Keep the server response time for the main document short because all other requests depend on it.

# Website Audit

## GNIOT

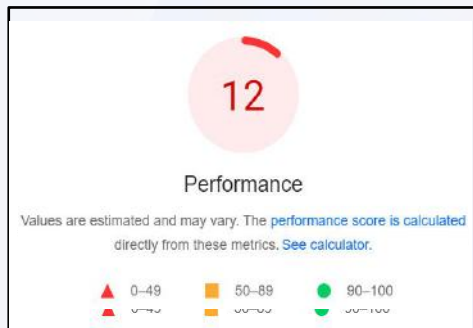
### Home Page



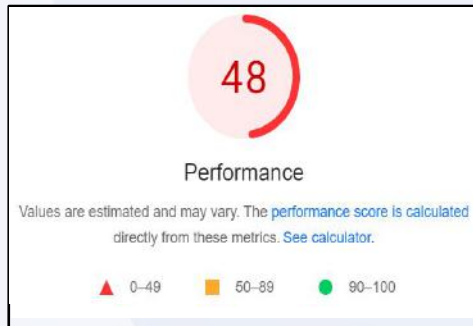
- The performance grade is D which is poor.
- The Page size is high thus increasing the load time of the website



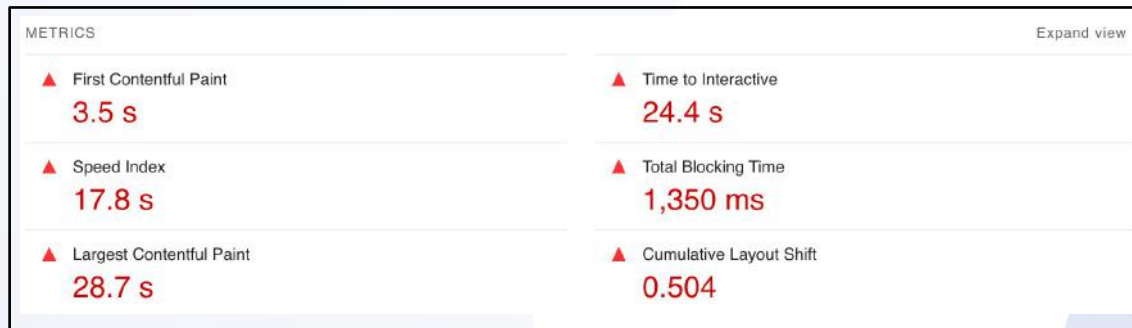
# Website Speed Audit



Mobile

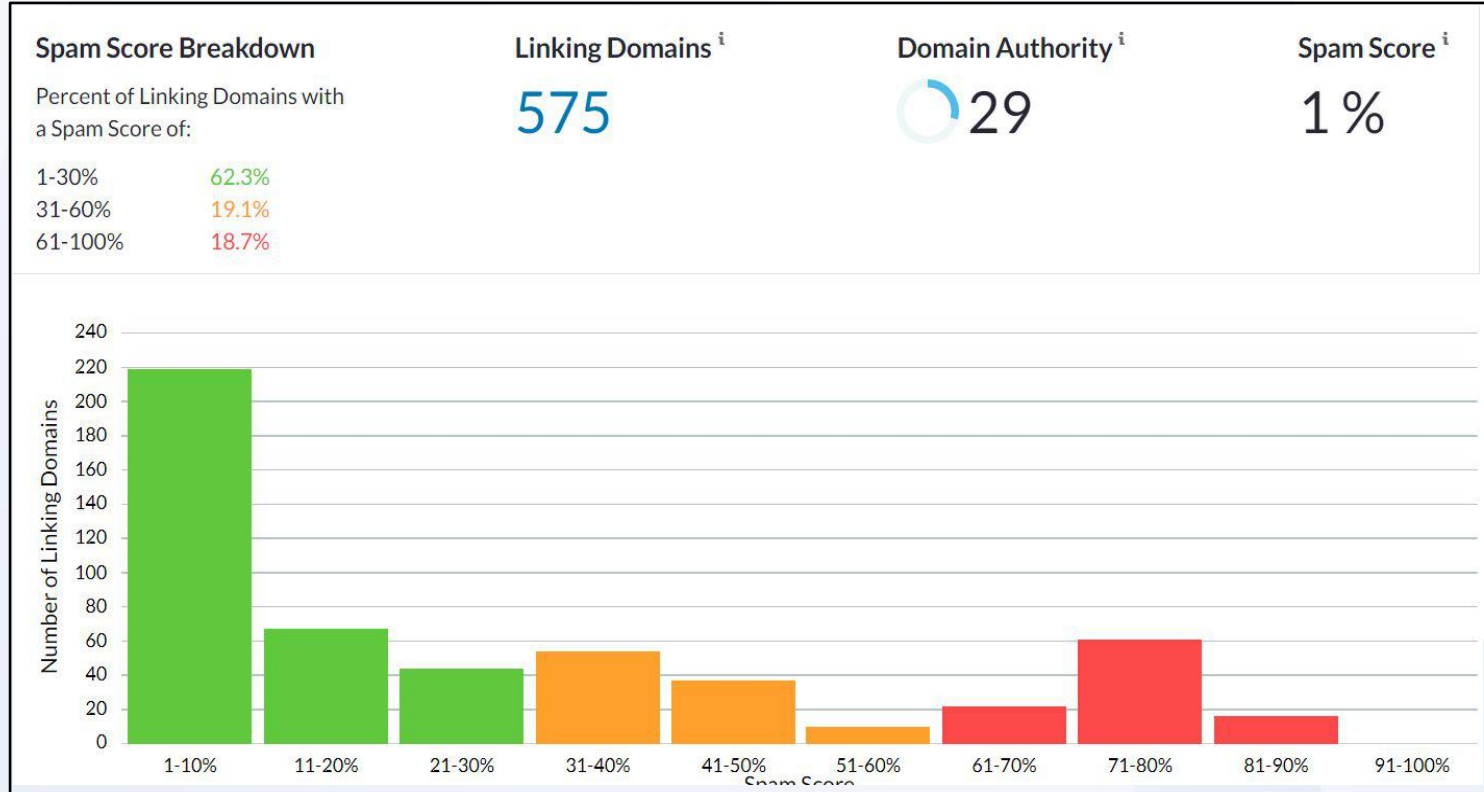


Desktop



The website speed is low, it should be more than 60 for mobile.

# Website Audit



Spam Score breakdown for GNIOT-Ideally there should be no spam score, which could lead to site getting penalised by Google

# Summary

- UI of the website is not looking good, we must follow the latest UI trends.
- Tech-stack used is of older version.
- Website is not complete mobile responsive, we can use proper frontend framework to make it complete mobile responsive.
- Colour combination can be much better.
- User experience is very bad, it can be made much better.

# Suggestions

- New Tech-Stack is to be used with latest formats for improving the structure and performance of the website
- UI/UX design and consumer journey is to be updated
- Mobile responsive website to be build

# Search Engine Optimization

# Our SEO Approach



# Search Engine Optimization- Keyword Research

Our Initial research shows that brand keywords are ranking well in search engine, however for generic keywords, GNIOT is losing out on major traffic, immediate efforts are required for on-page and off-page organic traffic activities.

Organic keywords <sup>1</sup>

ALL (7.3K) IMPROVED (1.2K) DECREASED (2.2K) NEW (3.7K) LOST (2.8K)

KEYWORD	SEARCH VOL.	POSITION	COMPETITION	CPC
greater noida institute of technology	2.9K	1	0.03	\$0.12
greater noida	74K	24 ▼ 17	0	\$0.05
gnit greater noida	1.6K	1	0.03	\$0.15
d pharma fees	14.8K	8 ▲ 5	0.08	\$0.07
aktu erp	5.5K	4 ▲ 2	0	\$0.31

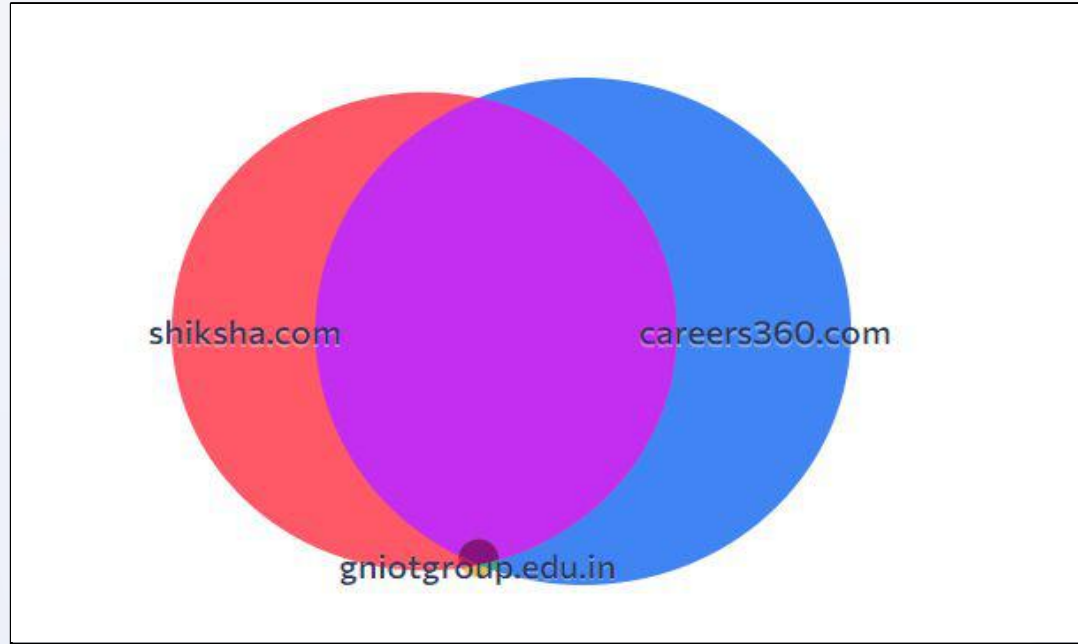
KEYWORD (9,068)	DIFFICULTY	SEARCH VOL.	SERP FEATURES	POSITION	COMPETITION	CPC	URL	TRAFFIC ▼
management information s...	93	135K	-	20 new	0	\$0.12	www.gniotgroup.edu.in/blog/index.ph...	1,35K
greater noida institute of te...	39	2.9K	📄 📺 📱 ⭐	1	0.06	\$0.11	www.gniotgroup.edu.in/	942
greater noida	79	74K	🔍 📄 📺 📱 ⭐	13 ▲ 11	0	\$0.03	www.gniotgroup.edu.in/	740
gnit greater noida	40	1.6K	🔍 📄 📺 ⭐	1	0.03	\$0.15	www.gniotgroup.edu.in/	520
personality development	88	49.5K	🔍 📄 📺 ⭐ 📱	21 new	0.09	\$0.04	www.gniotgroup.edu.in/blog/index.ph...	495
aktu erp	🔍	5.5K	🔍 📄 📺 ⭐	4	0	\$0.36	www.gniotgroup.edu.in/pdf/nagarro...	445
erp aktu	53	5K	📄 📺 📱	4 ▲ 2	0.01	\$0.79	www.gniotgroup.edu.in/pdf/nagarro...	405
gniort erp	39	2.9K	⭐	4	0.01	\$0.4	www.gniotgroup.edu.in/admin/	234
aktu.ac.in	53	5K	🔍 📄 📺 ⭐ 📱	6 ▲ 77	0	\$0.1	www.gniotgroup.edu.in/pdf/nagarro...	220
d pharma fees	58	14.8K	-	12 ▼ 4	0.1	\$0.05	www.gniotgroup.edu.in/fees-d-pharm...	148

# Search Engine Optimization- Keyword Research

Our Initial research shows that there are some non-branded keywords with huge traffic volumes where we are currently ranking very low. These are low competition keywords where tremendous improvement can be made easily.

<input type="checkbox"/>	URL	Anchor Text <sup>i</sup>	PA <sub>i</sub> <sup>v</sup>	DA <sub>i</sub> <sup>v</sup>	Linking Domains <sub>i</sub> <sup>v</sup>	Spam Score <sub>i</sub> <sup>v</sup>	More Info
<input type="checkbox"/>	<a href="https://bit.ly/GNIOT_2k21">bit.ly/GNIOT_2k21</a> <sup>🔗</sup> <b>redirect</b>	[no anchor text]	54	94	1	--	<input type="checkbox"/>
<input type="checkbox"/>	The Top Reasons to choose Engineering ... <a href="https://medium.com/...-career-d5adf5abcd1">medium.com/ ...-career-d5adf5abcd1</a> <sup>🔗</sup> <b>nofollow</b>	"best engineering colleges in ..."	50	95	1	1%	<input type="checkbox"/>
<input type="checkbox"/>	Top reasons to choose engineering as a c... <a href="https://medium.com/...-career-428bf3a7c9d7">medium.com/ ...-career-428bf3a7c9d7</a> <sup>🔗</sup> <b>nofollow</b>	"best engineering colleges in ..."	50	95	1	1%	<input type="checkbox"/>
<input type="checkbox"/>	Up Board 12th Result 2020: Check Up B... <a href="https://results.amarujala.com/...h-result-2020">results.amarujala.com/ ...h-result-2020</a> <sup>🔗</sup> <b>nofollow</b>	"advertisement"	47	74	43	1%	<input type="checkbox"/>
<input type="checkbox"/>	Up Board 12th Result 2019, Intermedia... <a href="https://results.amarujala.com/...h-result-2019">results.amarujala.com/ ...h-result-2019</a> <sup>🔗</sup> <b>nofollow</b>	[no anchor text]	45	74	23	1%	<input type="checkbox"/>

# Keyword Analysis - With Competitors



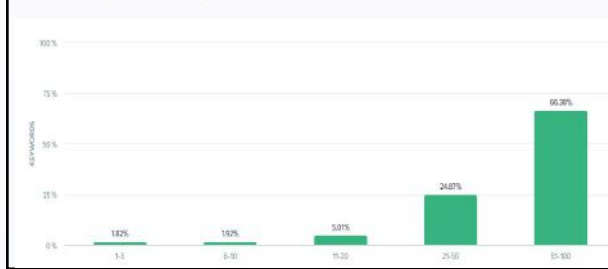
Competitor keyword analysis suggests that our organic keywords are ranking much lower compared to competitors. Also we can observe a significant overlap for keywords with them which suggest a lot of traffic being diverted to them.



## Top pages in organic search (680) <sup>i</sup>

URL	TRAFFIC SHARE	TOTAL TRAFFIC
<a href="https://www.gniotgroup.edu.in/">Best Engineering College in Greater Noida   Top Private ...</a>	47.86%	2,868
<a href="https://www.gniotgroup.edu.in/pdf/nagarro-sep-20.pdf">Dr. Ayush Srivastava Dr. A. P. J. Abdul Kalam Technical ...</a>	14.32%	858
<a href="https://www.gniotgroup.edu.in/fees-d-pharma.php">Fee Structure D.Pharma - Greater Noida Institute of Technology</a>	11.03%	661
<a href="https://www.gniotgroup.edu.in/admin/">https://www.gniotgroup.edu.in/admin/</a>	4.05%	243
<a href="https://www.gniotgroup.edu.in/fees-mba.php">Fee Structure MBA (Code-132) - Greater Noida Institute of ...</a>	3.15%	189

## Distribution of organic keyword rankings <sup>i</sup>



## Branded vs. Non-Branded Traffic



- Branded 58.9% by 1 keywords
- Non-Branded 41.1% by 318 keywords

[View details](#)

Our Initial research shows that currently over 59% of the traffic is being generated through branded keywords which have an average traffic almost half non-branded avg. traffic, this means we are missing out on approx 41% of relevant traffic.

# SEO Case Study

This report/case study is a repository of Collegedunia

# Case Study - SEO

## Upward Trend in Organic Ranking for Kalinga University

Kalinga University, Raipur, Chattisgarh

Keywords	Avg. monthly search volume	Current Position	Previous Position
kalinga university	33100	1	6
bsc interior design	760	86	100+
kalinga	12100	8	16
kalinga university courses	390	2	5
kalinga college	170	6	10
interior design course in bilaspur chhattisgarh	70	52	89
b pharma college in chhattisgarh	90	46	51
interior design course in raipur	170	18	20
kalinga college of commerce	260	22	30
law college in raipur	390	19	21

Results - Average improvement of 30.6% through our SEO approach within 2 months.

Strategy -

- Content was added for courses pages to add more keywords and improve rankings.
- Targeting on local and state level. Local directory submissions were done since the basic SEO was missing.
- Competitors backlink analysis was done to identify the do-follow links and similar links were created. We identified the public and free backlinks and implemented them for quick results.

# Case Study- SEO

## Upward Trend in Organic Ranking for Mansarovar Global University

Mansarovar Global University, Bhopal MP

Keywords	Avg. monthly search volume	Current Position	Previous Position
mgu	74000	28	34
mansarovar	27100	30	36
mgu results	40500	33	43
pharm d colleges in mp	110	40	43
pgdca	14800	84	100+
ba llb hons	590	72	89
dental college in bhopal	390	65	82
bsc hons agriculture	1600	65	72
college admission form mp	70	57	100+

Results - Average improvement of 19.3% through our SEO approach within 1 month.

Strategies -

- In-depth research of MGU website and created content keeping the target audience in mind.
- Removed the backlink spams which resulted in improving the DA of the website.
- Content was re-strategized and planned to include course-related keywords focusing on popular courses and education-domain trends.
- We used Covid-related keywords and content in our articles relating them to the ayurveda course pages to maximize the reach.

# Case Study - SEO

## Upward Trend in Domain Authority for Best Institution

Date	DA	PA	SPAM	Linking Domains	Backlinks
1st July 2021	1	8	0%	2	4
1st Aug 2021	9	17	0%	11	16
23rd Sep 2021	9	17	0%	12	23
15th Oct 2021	11	23	0%	28	71
25th Nov 2021	10	25	0%	42	122
9th Dec 2021	10	27	0%	53	137
1st Jan 2022	10	28	0%	62	161
4th Feb 2022	9	28	0%	68	183
7th March 2022	9	29	0%	71	206
4th April 2022	10	29	0%	77	311
<b>13th May 2022</b>	<b>13</b>	<b>29</b>	<b>0%</b>	<b>82</b>	<b>457</b>

# Case Study - SEO

## Upward Trend in Organic Ranking for Best Institution

S.no.	Keywords	Volume	1st Aug	29th Oct	13th Dec	4th Jan	7th Feb	1st Mar	13th May
1	business school in bangalore	720	100+	100+	100+	100+	25	25	14
2	b schools in bangalore	720	100+	100+	100+	100+	100+	100+	29
3	best b schools in bangalore	390	100+	100+	100+	100+	100+	100+	24
4	best business schools in bangalore	210	100+	100+	100+	100+	100+	100+	25
5	international business school bangalore	40	100+	12	13	9	4	3	7
6	hotel management colleges in bangalore	2400	100+	100+	100+	100+	24	22	18
7	best hotel management colleges in bangalore	590	100+	100+	100+	100+	22	100+	18
8	hotel management course in bangalore	590	100+	100+	100+	100+	45	41	18
9	best colleges for mba in hotel management	50	100+	100+	100+	100+	65	100+	25
10	diploma in hotel management in bangalore	140	100+	100+	100+	100+	29	30	11
11	mba in hotel management in bangalore	70	100+	100+	100+	100+	100+	7	2
12	mba hotel management colleges in bangalore	110	100+	100+	100+	100+	100+	100+	9
13	bsc catering science and hotel management	170	100+	100+	100+	100+	100+	35	8
14	bsc in hotel management and catering technology	40	100+	100+	100+	100+	100+	100+	30

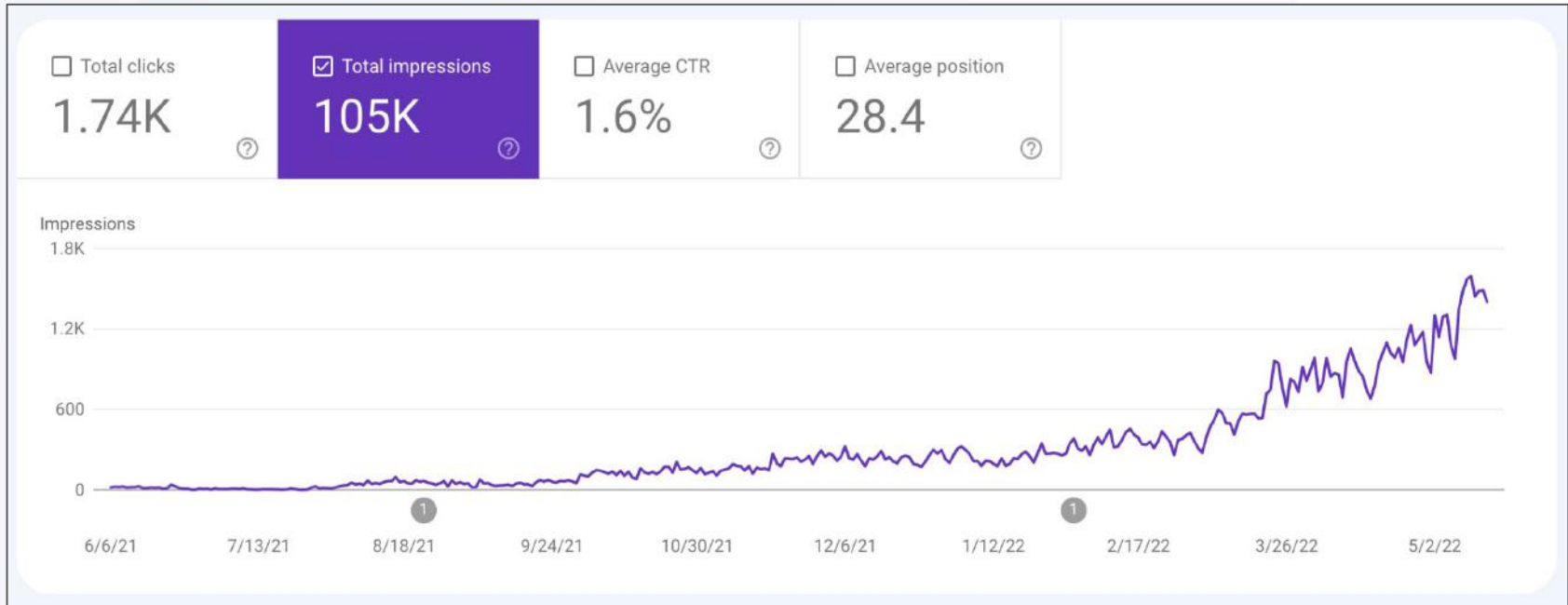
# Case Study - SEO

## Upward Trend in Organic Ranking for Best Institution

S.no.	Keywords	Volume	1st Aug	29th Oct	13th Dec	4th Jan	7th Feb	1st Mar	13th May
15	bsc hotel management colleges in bangalore	30	100+	100+	100+	100+	24	26	25
16	bba in international business colleges in bangalore	30	100+	100+	100+	100+	100+	100+	21
17	diploma in food and beverage services	90	100+	18	100+	100+	100+	100+	47
18	diploma in food and beverage services management	70	100+	25	100+	100+	100+	100+	24
19	diploma in food and beverage	210	100+	36	100+	100+	100+	100+	26
20	diploma in bakery and confectionery	480	100+	100+	100+	31	37	28	18
21	diploma in front office	90	100+	70	67	65	57	100+	31
22	diploma in front office operations	40	100+	56	62	61	58	100+	25
23	diploma in housekeeping	90	100+	30	34	31	22	26	23
24	diploma in food production	720	100+	35	23	27	7	10	3

# Case Study - SEO

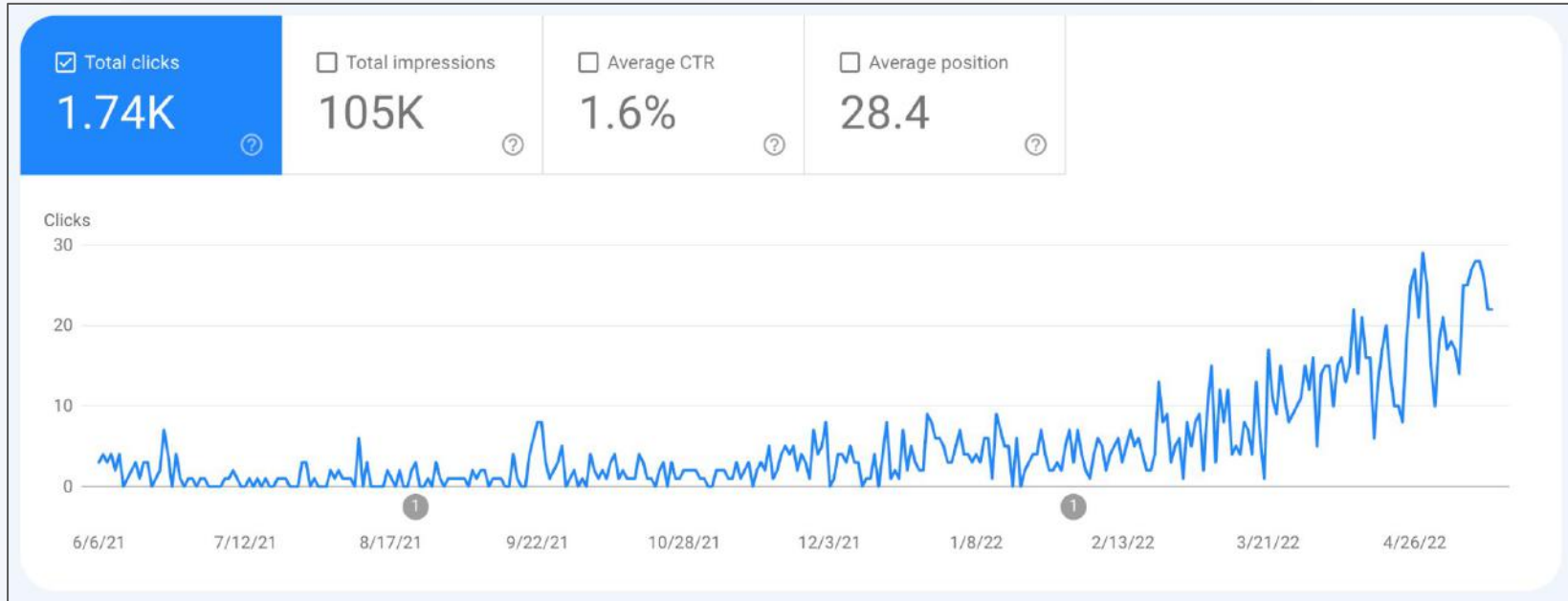
## Upward Trend in Impressions for Best Institution - Last 12 Months





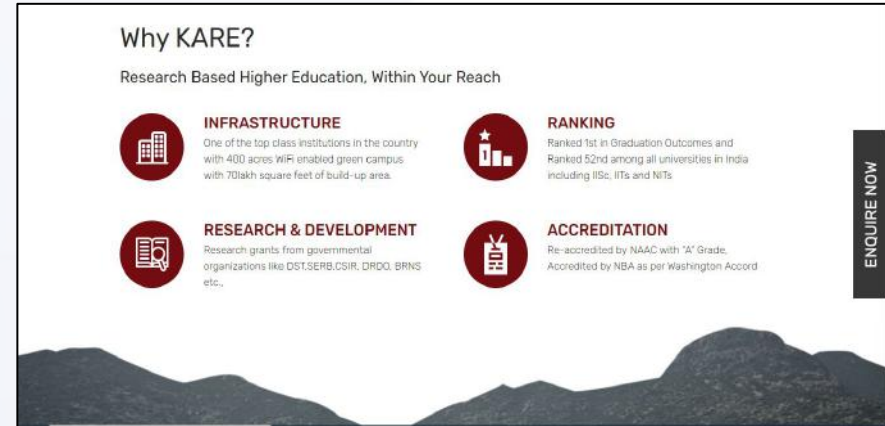
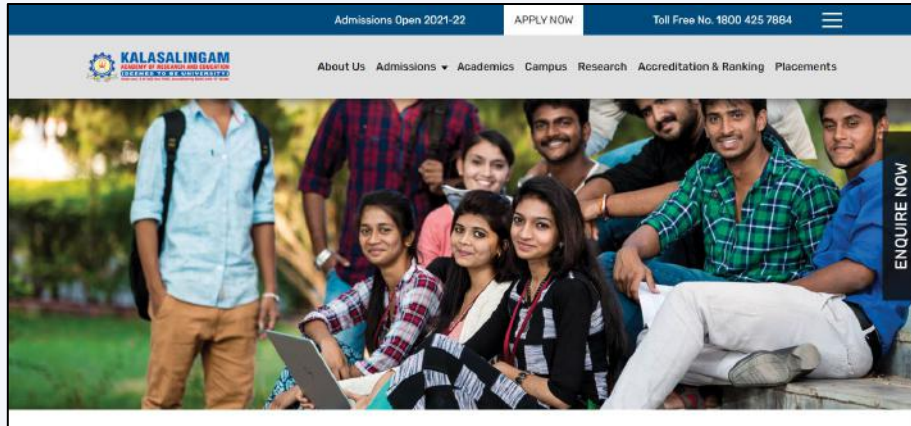
# Case Study - SEO

Upward Trend in Clicks for Best Institution - Last 12 Months



# Website Design & Development

## - Ongoing Client Project

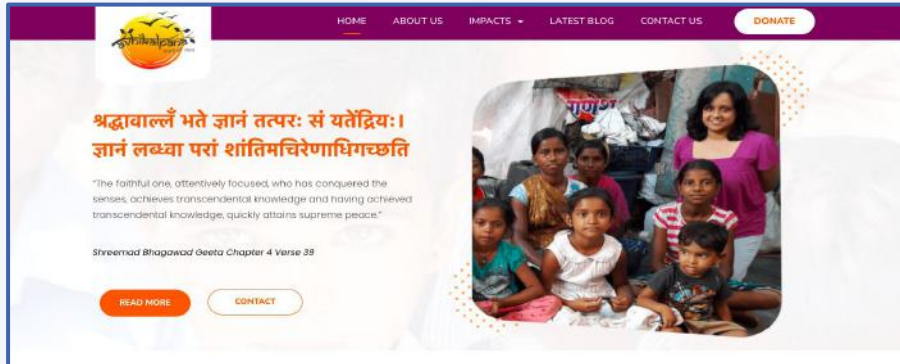


Kalasalingam University

This report/case study is a repository of Collegedunia

# Website Design & Development

## - Ongoing Project



HOME ABOUT US IMPACTS LATEST BLOG CONTACT US DONATE

श्रद्धावाल्सं भते ज्ञानं तत्परः सं यतेद्वियः।  
ज्ञानं लब्ध्वा परां शांतिमचिरेणाधिगच्छति

"The faithful one, attentively focused, who has conquered the senses, achieves transcendental knowledge and having achieved transcendental knowledge, quickly attains supreme peace."

Shreemad Bhagawad Goeeta Chapter 4 Verse 38

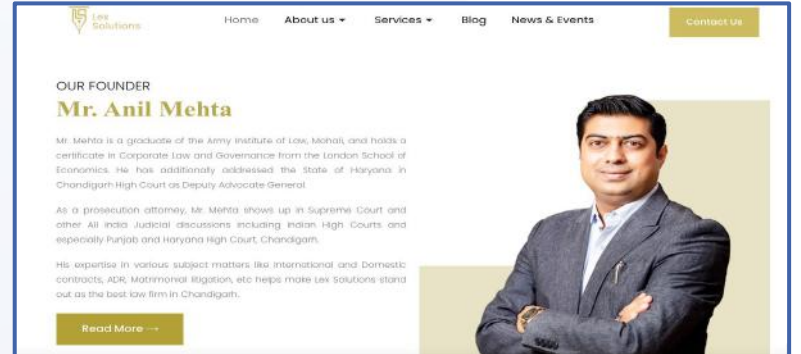
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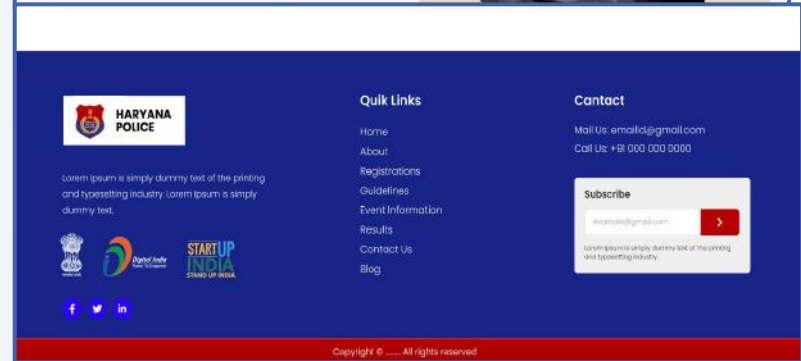
OUR FOUNDER  
**Mr. Anil Mehta**

Mr. Mehta is a graduate of the Army Institute of Law, Mohali, and holds a certificate in Corporate Law and Governance from the London School of Economics. He has additionally addressed the State of Haryana in Chandigarh High Court as Deputy Advocate General.

As a prosecution attorney, Mr. Mehta shows up in Supreme Court and other All India Judicial discussions including Indian High Courts and especially Punjab and Haryana High Court, Chandigarh.

His expertise in various subject matters like International and Domestic contracts, ADR, Matrimonial litigation, etc helps make Law Solutions stand out as the best law firm in Chandigarh.

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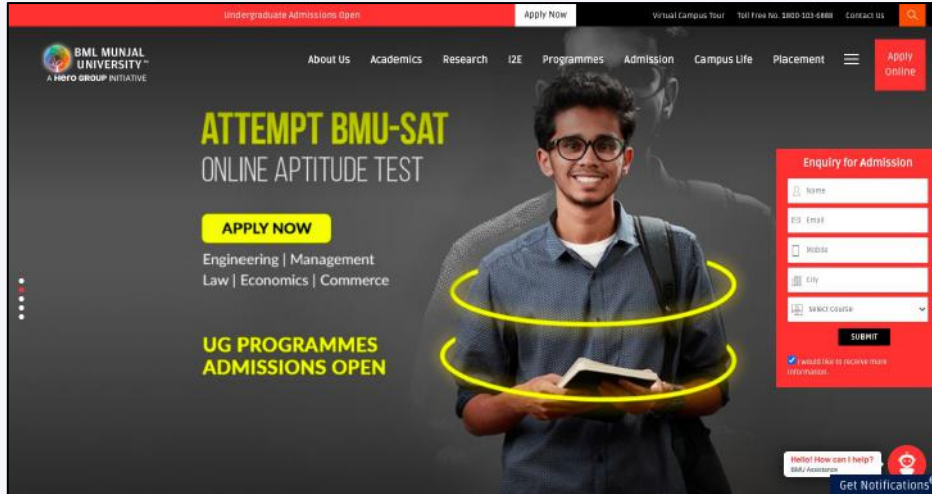
[amc@haryana.gov.in](mailto:amc@haryana.gov.in)

Startup India  
Shree UP India

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# Reference websites:

www.Bml.edu.in



The screenshot shows the homepage of BML Munjal University. At the top, there is a red navigation bar with the text "Undergraduate Admissions Open" and a white "Apply Now" button. Below this, a dark grey header contains the university logo and a menu with items: "About Us", "Academics", "Research", "I2E", "Programmes", "Admission", "Campus Life", and "Placement". A red "Apply Online" button is also present in the header. The main content area features a large image of a smiling student with glasses and a backpack, holding a book. Overlaid on this image is the text "ATTEMPT BMU-SAT ONLINE APTITUDE TEST" in yellow and white, followed by a yellow "APPLY NOW" button. Below the button, it lists "Engineering | Management Law | Economics | Commerce". To the right of the student image is a red "Enquiry for Admission" form with fields for Name, Email, Mobile, City, and a "SELECT COURSE" dropdown menu. A "SUBMIT" button is at the bottom of the form. At the bottom of the page, there is a "Get Notifications" button with a bell icon.

www.stanford.edu



The screenshot shows the homepage of Stanford University. The top navigation bar is dark blue with the text "Stanford University" on the left and a search icon on the right. The main navigation menu includes "Students", "Faculty & Staff", "Families", "Visitors", "Alumni", and "COVID Resources". Below the navigation bar is a large image of the Stanford University gate with the word "Stanford" written in white. At the bottom of the page, there is a red bar with the text "Explore Stanford" and a dropdown arrow.

# Paid Marketing

This report/case study is a repository of Collegedunia

# SEM – Paid Marketing Case Study

As a case study of a well known college in central India we will be sharing the insights of one of our client's paid campaigns run in 2020 (Jan 2020- Dec 2020) and 2021 (Jan 2021-July 2021)

# Overall Relative Performance Metrics

Campaign	No of Impr.	No. of Clicks	Total Leads	CTR (%)	Conversion Rate (%)	CPA
2020	10,40,45,072	17,36,677	32,421	1.67	1.87	13353
Display	9,02,35,574	11,13,030	7,273	1.23	0.65	
Search	64,17,187	5,95,609	24,937	9.28	4.19	
Video	73,92,311	28,038	211	0.38	0.75	
2021	1,68,93,372	1,90,639	4,586	1.13	2.41	11207
Display	1,21,95,357	68,656	678	0.56	0.99	
Search	46,03,233	1,21,774	3,908	2.65	3.21	
Video	94,782	209	0	0.22	0	

## Insights-

Overall lead conversion rate has improved by 28.87%.

2021 Campaigns has been performing better than 2020, with a decrease in Average Cost per Application by 16.07% which is the most important metric.

Ratio of total leads for the search campaign has improved by 11.84% with better conversion rate indicating better targeting in the campaign.

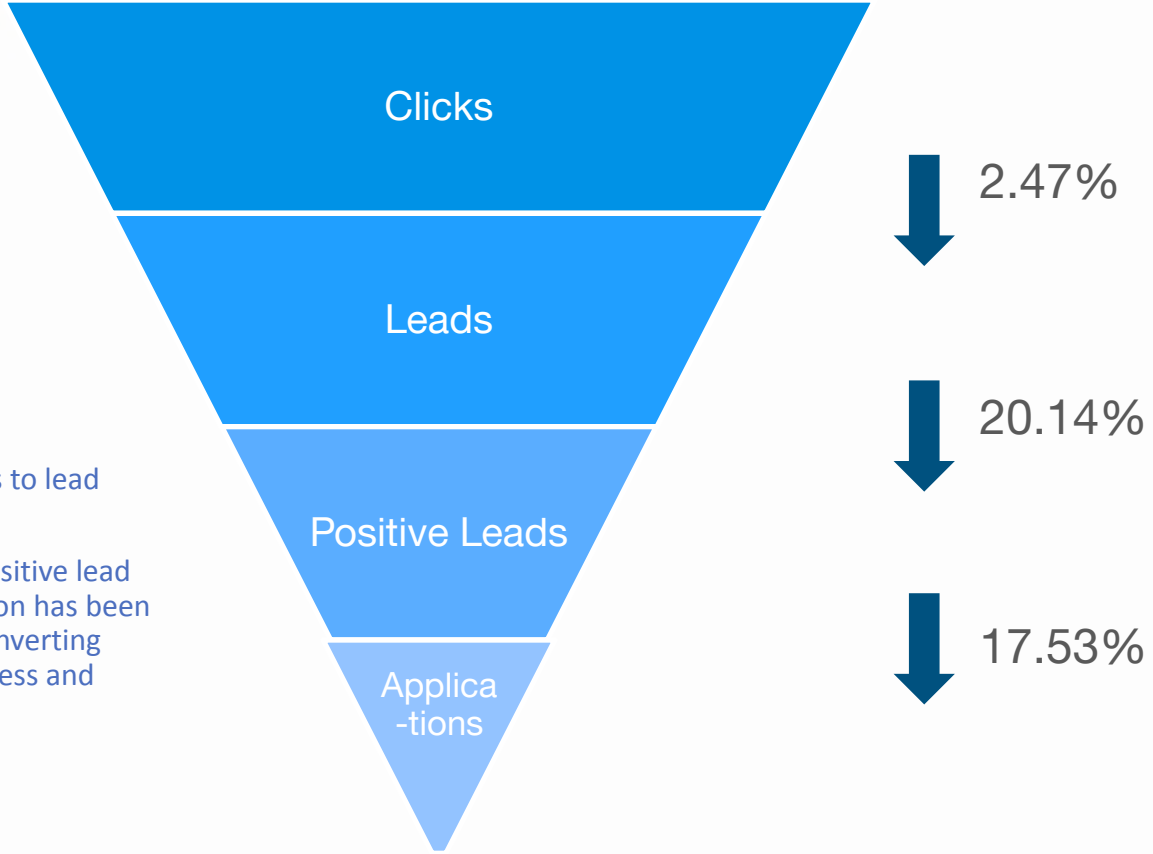
Both CPC and CPM have risen by 90.4% & 28% each overall compared to 2020 but CPM for Search has reduced by 57.4%

# Lead Funnel for 2021

## Insights-

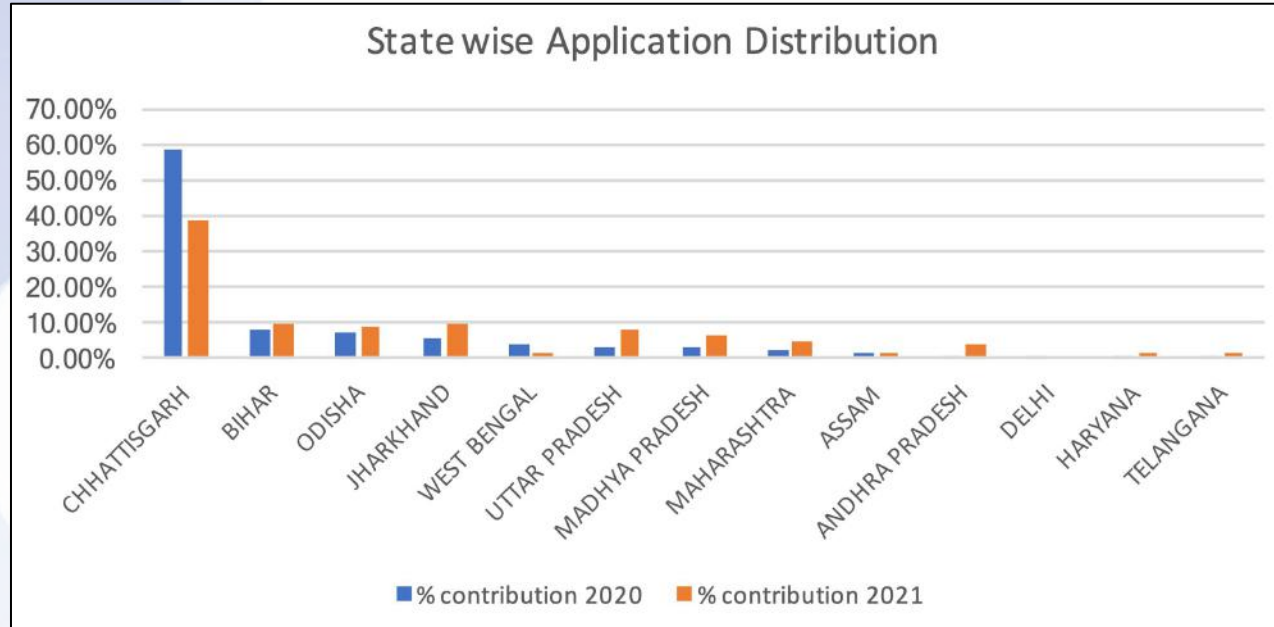
The campaign has provided a 29% better clicks to lead conversion rate compared to 2020.

The campaign has so far provided a 20.14% positive lead creation while the conversion rate to application has been 17.53%, this means we have a potential for converting leads to applications which are still in the process and achieve higher conversions.





# Application Distribution - Taking it PAN India



## Insights-

Relative state-wise share of applications is shifting from dominating Chhattisgarh - 60% to 40% resulting in a balanced distribution of leads and increased share in states like Bihar, Odisha, Jharkhand, Uttar Pradesh, Madhya Pradesh, Andhra Pradesh and Maharashtra.

Campaigns need to be pushed for states like Assam, Delhi, Haryana and West Bengal which provided large number of applications in 2020 but haven't been performing in 2021.

Larger share of the campaign budgets need to be provided to Chhattisgarh, since it's the university home state and has historical proven to be the most promising state application wise.

# Social Media Marketing

## Our Approach

- Cracking the Big Idea
- Maintain Hygiene on Social Media
- Promote Brand Messaging
- Connect with consumers
- Follow content buckets for content dissemination

# Social Media – Analysis

Current Followers	GNIOT	IIMT	JSSATE
Facebook	29,098	95,716	5K
Instagram	3,362	6,225	---
Linkedin	11,117	5,503	13,201
Twitter	566	2,123	---
YouTube	2.04K	10.6k	734

- Evidently, GNIOT has lesser visibility and following on social media against competitors
- We see that GNIOT has very less engagement on Instagram and twitter

# Social Media – Suggested Content Buckets

Announcements	News	#GNIOT Highlights	Testimonials
Special Days	#Online Webinars	#Upcoming Events	Posts from Various Courses
Admissions	Festival greetings	Contest / Engagement activities	University Branding

# Social Media Posts



**Thinking about your future in engineering?**

Join **Pre-Engineering Foundation Course** and choose the right path to your success

For **MHT-CET / JEE Appeared Engineering Aspirants**

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**terna** COLLEGE OF ENGINEERING  
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HAVE YOU EVER WONDERED ABOUT THE QUESTION...

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- What are the futuristic jobs in Engineering?
- What are the skills required for being a successful engineer and do I have those skills?
- Will I have a good career after I complete my degree in Engineering?
- What can I achieve in the domain of Engineering?

And many more...

**If yes, then you have come to the right platform.**

**Apply Now**

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As associate

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We wish you good luck for the future

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WISDOM IS TO KNOW AKSU RECOGNIZED



Enhance the Yogic **Yogic Scriptural Knowledge**

**MA Sanskrit**

**Admissions Open 2021**

# Social Media Posts

**Atmiya University**  
is famously known for its  
**Multi-Faculty Campus** with

**18**  
DEPARTMENTS

**59**  
PROGRAMS

**8000+**  
STUDENTS



9099076152 / 51 | [www.atmiyauni.ac.in](http://www.atmiyauni.ac.in)



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**General**

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Accounting & Finance and  
IT Management

**Business Analytics**

**Admissions Open**  
For 2021 - 2022



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Speaker

**Dr. Tarun Virmani**

Professor & Dean, School of Pharmaceutical Sciences,  
MVN University, Patwal, Haryana



Convener

**Dr. Naresh Kalra**

Deputy Registrar (Research)  
Lords University

2<sup>nd</sup> July 2021 | 11:00 am

**Resigter Now**

[events@lordsuni.edu.in](mailto:events@lordsuni.edu.in) | 9351233463

# Social Media - Carousels Ads

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*Welcomes*  
Academic Session 2021-22

Dates to remember this September

Sept. 1st and 2nd  
On campus counseling

Sept. 3rd  
Document Verification

Sept. 4th  
VGU Orientation Day

Sept. 6th  
Departmental orientation  
and commencement  
of classes

# Social Media Page - Covers



## BUILDING SMARTER FUTURE

Introducing

**B.E. in Artificial Intelligence  
& Data Science**

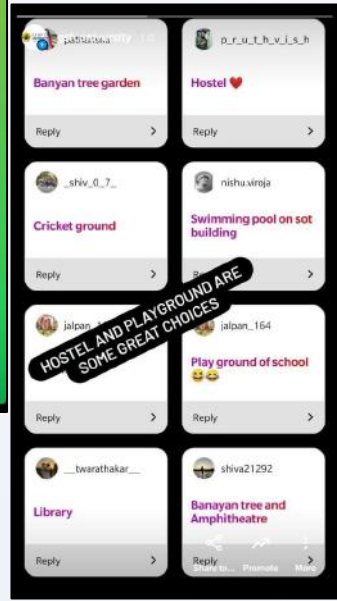
Admission Open 2021



# Social Media Video & Stories



**Instagram**  
Post Type: Question  
Impression: 778  
Reach : 751  
Story Interaction: 32  
Profile Visit: 5  
Share: 27  
Replies: 49



- Play the video – 15<sup>th</sup> August Post.

# Social Media Campaigns

atmiya\_university

**Contest Alert!**  
#Perfectclick

**Click & Win!**  
12<sup>th</sup> Aug - 17<sup>th</sup> Aug 2021

Read the description for more info.

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This post is doing better than 85% of your recent posts. Promote it to reach a wider audience. [View](#) [Promote](#)

4,273 views  
atmiya\_university #ATMIYA University brings a challenge for all... more  
View all 4 comments  
5 days ago



Recent Campaign for Atmiya University – Photography Day  
Campaign - #PerfectClick  
Organic Reach about 6000 within a week.  
Over 1100 Likes. Total entries – 65+

**Only 1 Day to Go!**

Snap a **#Perfectclick** and get a chance to be featured on our Page!

Read the description for more info.

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**Post insights**

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. [Learn More](#)

1121 4 165 25

**Interactions**

**195**  
Actions taken from this post

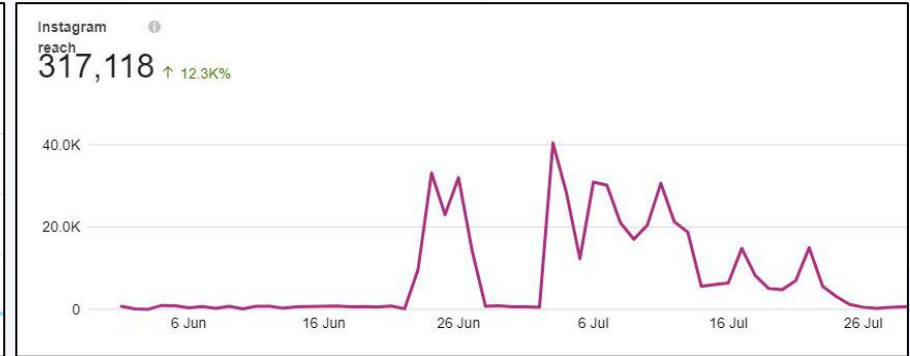
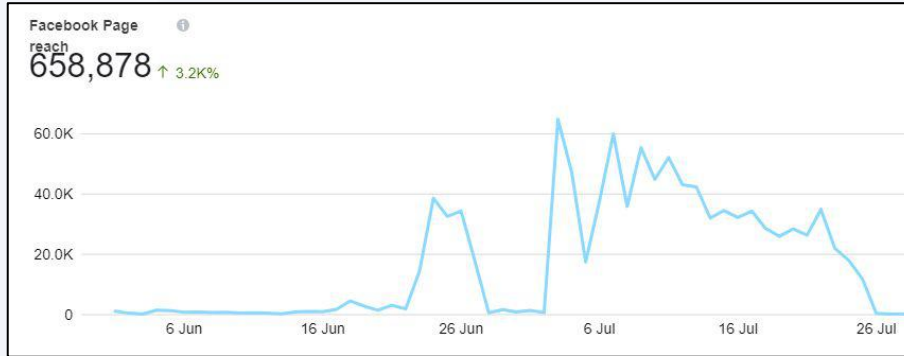
Profile Visits 192  
Website Taps 3

**Discovery**

**5,859**  
Accounts Reached  
28% weren't following atmiya\_university

Impressions	6,314
From Home	4,252
From Explore	734
From Profile	729
From Other	159
Follows	12

# Social Media Analytics



## Social Media Marketing- Facebook

- The overall organic reach on Facebook has increased by 3200% from June to present.
- The overall organic reach on Instagram has increased by 12,300% from June to present.
- The peak was noticed in July as we were running webinars throughout July.



# Content Marketing - Guest Blogs and Website Blogs

## Content Marketing -

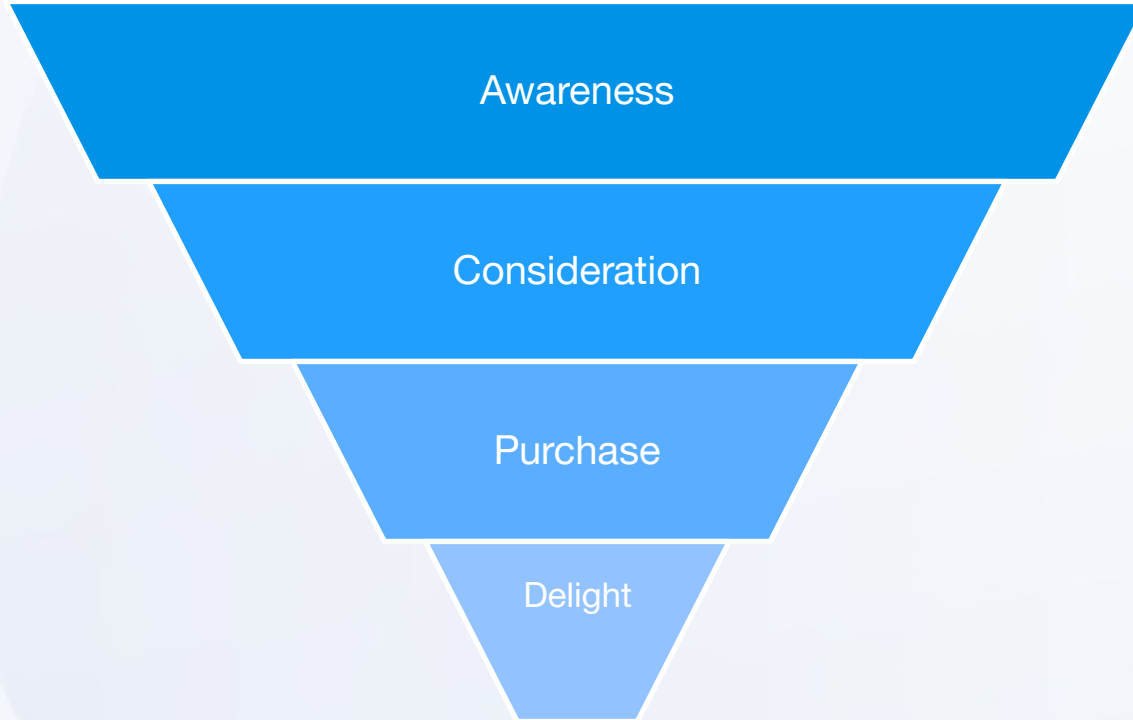
- Website Blogs are essential to targeting trending traffic as well increase the number of interlinked pages on the website to add the time spent on the website.
- Paid Guest Blogs help us with quality backlinks and receiving traffic on the specific pages of the website.

# Content Marketing Goals

- Brand awareness (Awareness of distinctive courses)
- Brand Preference (Preference of Bennett University over its competitors)
- Product awareness (Awareness for Courses)
- Product Preference (Preference for Courses)
- Lead acquisition
- Lead nurturing
- Applications
- Admissions



# Content Writing & Marketing Strategy



Awareness

Campaigns will be primarily reach driven to establish brand presence and communication in minds of people. This shall be done via credible content properties across platforms.

Consideration

Educate users about product and its benefits in compelling way by constructing an exclusive factor in customer's mind.

Purchase

Media campaigns that promotes sales of the product on online platform. Media planning plays a crucial role for tapping on potential customers.

Delight

Reaching out to the customers who have completed a purchase and ensuring retention & brand advocacy.

# Content Marketing Process

- **Content Audit**-Analyzing low, average and top performing content using analytics.
- **Persona Identification and Customer lifecycle**- Identifying content and content types according to persona and customer lifecycle stages.
- **Content writing and development**- Content development in the form of various content types.
- **Content distribution**-Publishing content through various channels.
- **Engagement Evaluation**-Evaluation of content on the basis of set engagement metrics like readership ,views , reviews etc.
- **Strategy Review**-Review of content strategy on the basis of evaluation and making changes to the initial strategy if required.

# Types of Content and platforms

- Blogging
- Articles
- PR Releases
- Video
- Webinars
- Drip Campaigns
- Quizzes
- Social Media Post
- Mailers
- Infographics
- Presentations



# Content Writing

## Thinking of Becoming a Graphic Designer?

Simran Sharma · Jul 14 · 3 min read



Your guide to get a better insight about the career as a Graphic Designer.



Do different colour palettes and aesthetics attract you as well? And if the fancy illustrations and colourful design unleash the artist in you, then you are at the right place. Graphic design is one of the major buzzes in the creative world these days. As far as the trends are concerned, we can see a high-inclination towards graphic designing. Below is a detailed description about a **career as a graphic designer**, so if you wish to pursue the same, then we have got you covered.

With the perfect blend of technology and art, graphic designing is created. Putting the technology and tools to right use, you can bring forth your creative mindset to life. The major fields that use graphic design are advertising, websites, books, posters, magazines, computer games, product packaging, exhibitions and displays, corporate communications, etc. One needs to have out-of-the-box creative ideas and a zeal to present ideas and art in an attractive way.

Aileensoul

## Tips To DECODE A Designing Entrance Exam: Syllabus, Eligibility Criteria, And Application Form

Education / Teaching / Training / Academics · 14th July 2021

#design #designcollege #designschool #entranceexam #EXAM



All students who want to join an excellent design college must take an entrance exam, whether it's an institute-specific exam or the AIEED, which is a national-level design admission exam. However, preparing for any design entrance exam can pose some challenges, including factors such as the vastness of the syllabus, the difficulty level of the questions, and the level of competition, to name a few. However, these are not the only variables; there are many others that are relatively minor.

A smart preparation strategy is required to ace the designing entrance exam. Before commencing the preparation, it is important to develop an action plan after reviewing each area of the exam. Instead of being excellent in every aspect, the strategy must be a perfect combination to get you into any top design college.

Some of our content examples from current clients.

Our Focus is on adding SEO content with infographics and usage of high end imagery to enhance the content and user experience.

Becoming an Architect. What's it like?

BECOMING AN  
ARCHITECT.  
WHAT'S IT LIKE?



Are you intrigued by the shapes and building designs? Do you often find yourself looking for meanings through the designs of all buildings? Are you a creative person who loves taking up challenges? Then becoming an architect can turn out to be the best career choice for you. Below is a detailed description on building a career as an architect.

The ever-evolving career of an architect revolves around shaping and designing buildings mainly. This domain holds a strong market in India and has a lot of job opportunities. But apart from this there are several job roles such as landscape architectures, industrial designers, or construction managers.

### Educational Qualification

Just like other professional courses, architecture also requires a degree namely, B. Arch. It is a 5-year bachelor degree in architecture which one can pursue after cracking the entrance exam. But initially, Candidates must have a valid NATA score (National Aptitude Test in Architecture) conducted by Council of Architecture (COA) / JEE (Main) Paper – II and 10+2 scheme of examination with 50% marks in Physics, Chemistry and Mathematics and also 50% marks in aggregate of the 10+2 level examination or 10+3 Diploma.

### Required Skills to become an Architecture

# Commercials-SEO

Services	Base Package
Targeted Keywords	20
Commercials (Per Month)	25000
<b>Initial Review &amp; Analysis</b>	
In-Depth Site Analysis	Yes
Duplicate Content Check	Yes
Competitor Analysis	1
Keyword Analysis	Yes
Initial Ranking Report	Yes
Keyword URL Mapping	Yes
Broken Links Check	Yes
Google Penalty Check	Yes
Initial Backlink Analysis	Yes
Mobile Usability Issue Checking	Yes

- Payment Terms:
  - 3 months advance payment
  - GST Excluded
  - 6 months lock in period

On-Page Optimisation	
Canonicalization	Yes
Header (H1) Tags Optimization	Yes
Internal Link Structuring & Optimization	Yes
Image Alt Tag Optimization	No
Robots.Txt Creation/Analysis	Yes
Xml Sitemap/Analysis	Yes
Google Webmaster Tools Set Up (if not set up)	Yes
Google Analytics Set Up (if not setup)	Yes
Title & Meta Tags Optimization	10
Existing Web Content Optimization	Yes
Fresh Web Content Suggestions* (writing charges extra)	Yes
Schema Implementation for Contact Address	Yes
Address add to current website page[s] (if applicable)	Yes
Desktop Page Speed Optimization*	No
Bing webmaster Tool Setup	No
HTML Sitemap Creation	No
Check Mobility Issues	Yes
Custom 404 page analysis	Yes
URL structure analysis	Yes
Google Analytics Goal Conversion Setup	No

# Commercials-SEO

<b>Local Search Optimisation</b>	
Google My Business Setup & Verification	Yes
Google Places - Photo/Multimedia additions	No
Business Listings / Local Citations	1
Bing Local Listing Setup	No
Local Keyword Targeting	Yes
<b>Content Marketing</b>	
Blog Writing & Updation	2
Infographic Creation	No
Guest Blog Writing	2

<b>Off Page Optimisation</b>	
Press Release Submission	No
Infographic Promotion	No
Infographic Submission	No
Guest Blog Posting	2
<b>Monthly Reporting</b>	
Search Engine Rank Report	Yes
SEO Activity Reports	Yes
Google Analytics Report	Yes
Search Console Report	Yes

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# Thanks!

Do you have any questions?

