

Practice | Campaign Planning

Part 1. Business Setup

Business type: Online education academy specialized in helping students pass International Baccalaureate (IB) exams.

Objective: Increase student enrollments for IB exam preparation programs by reaching students actively searching for IB academic support and reinforcing brand awareness among IB families and students.

Part 2. SEM Plan

Keywords

1. IB exam tutoring
2. IB tutor online
3. International Baccalaureate exam help
4. IB math tutor
5. IB exam preparation
6. online IB tutoring

Ad Copy (Search Ad)

Headline: IB Exam Tutoring – Pass with Confidence

Description: Bright Future Academy helps IB students succeed with expert tutors and personalized study plans.

Call to Action: Enroll today and boost your IB results

Target Audience

- **Age:** 16–19
- **Location:** International (students enrolled in IB programs worldwide)
- **Interests:** International Baccalaureate, exams, university preparation, academic excellence

Part 3. Social Media Ad Plan

Platform

Instagram

Ad Concept

- **Ad type:** Video
- **Visual:** IB student studying online with tutor + results-focused message (confidence, structure, success)

Caption

Preparing for IB exams doesn't have to be stressful. Get expert IB support and improve your results.

Call to Action: Apply now

Targeting Options

- **Age:** 16–19
- **Gender:** All
- **Interests:** International Baccalaureate, studying abroad, high academic performance, university admissions

Part 4. Comparison and Recommendation

Comparison

The SEM strategy targets students and parents actively searching for IB exam support, making it highly effective for driving immediate enrollments. The Instagram campaign focuses on awareness and trust, reaching IB students earlier in their decision-making process and reinforcing Bright Future Academy's credibility.

Recommendation

Prioritize **SEM** to capture high-intent searches related to IB exam preparation and generate fast conversions. Support this strategy with **Instagram ads** to build long-term brand awareness and position Bright Future Academy as a trusted IB education partner.

Practice | Digital Marketing Channel Strategy

Part 1. Business Profile and Objective

Business profile:

Bright Future Academy is an online education academy that helps students pass International Baccalaureate (IB) exams through personalized online tutoring and structured exam preparation programs.

Primary objective:

Generate qualified leads and student enrollments by increasing visibility among IB students and parents and capturing high-intent searches related to IB exam preparation.

Part 2. Channel Selection

Selected Channels

SEO

SEO is chosen to build long-term organic visibility for IB-related searches such as “IB exam preparation” and “IB tutoring.” This channel helps Bright Future Academy attract students and parents who are researching academic support over time.

SEM

SEM is selected to drive immediate results by targeting users actively searching for IB exam help. Search ads allow the academy to quickly capture high-intent traffic during key periods such as exam seasons.

Rationale

SEO supports sustainable, long-term traffic growth, while SEM delivers faster lead generation and enrollments. Together, they align well with the objective of increasing student sign-ups.

Part 3. KPIs and Success Metrics

SEO KPIs

- Organic traffic to the homepage and IB-related pages
- Keyword rankings for IB exam preparation terms
- Bounce rate

SEM KPIs

- Click-through rate (CTR)
- Conversion rate (lead form submissions)
- Cost per click (CPC)

Short-Term Goal

Increase organic traffic to the Bright Future Academy homepage by **15% within 2 months** through basic SEO optimizations and content improvements.

Final Summary

This channel strategy prioritizes SEO for long-term visibility and SEM for immediate lead generation. By tracking clear KPIs such as organic traffic, CTR, and conversion rate, Bright Future Academy can measure performance effectively and adjust its strategy to maximize student enrollments.

Practice | SEO Audit

Business Context

Business type: Online education academy specialized in International Baccalaureate (IB) exam preparation.

Page for audit: Homepage – Bright Future Academy

Objective: Increase organic traffic and improve rankings for IB exam preparation–related searches to attract new students and parents.

Part 1. Keyword Research

Keywords Brainstormed

1. IB exam tutoring
2. IB exam preparation
3. International Baccalaureate tutor
4. online IB tutoring
5. IB study support

Google Search Observation

Top-ranking pages for these keywords typically:

- Include “IB exam preparation” or “IB tutoring” in the page title
- Clearly mention IB subjects (Math, HL/SL, exams) in headings
- Emphasize results, success rates, or expert tutors

Page Check

- **Page title:** Mentions “Bright Future Academy” but does not clearly include “IB exam preparation”
- **Headings:** IB exams are mentioned, but keywords are not consistently used in H1 or H2 headings
- **Main text:** Mentions IB support, but keywords like “online IB tutoring” are underused

Deliverable Summary:

Keywords are partially present but not consistently optimized across title, headings, and body text.

Part 2. On-Page SEO Review

Page Title

- **Current:** Bright Future Academy – Online Education
- **Suggested:** IB Exam Preparation & Online IB Tutoring | Bright Future Academy

Headings

- **H1:**
 - Current: Helping Students Succeed
 - Suggested: IB Exam Preparation with Expert Online Tutors
- **H2/H3:**
 - Add descriptive subheadings such as:
 - Online IB Tutoring for HL & SL Subjects
 - Personalized Support for International Baccalaureate Exams

Images

- **Current issue:** Image alt text is generic or missing
- **Suggested improvement:**
 - Example alt text: “Online IB exam tutoring session with student and tutor”

Deliverable Summary:

Improve title clarity, make H1 keyword-focused, and optimize image alt text with IB-related keywords.

Part 3. Technical SEO Check

Page Speed (Google PageSpeed Insights)

- **Desktop score:** ~70/100
- **Mobile score:** ~50/100

Issues Identified

- Large image files affecting load time
- Minor layout shifts during page load

Mobile-Friendliness

- Page is readable on mobile
- Some text sections appear too dense on smaller screens

Suggestions

- Compress and optimize images
- Improve spacing and font size for mobile readability

Part 4. Content Suggestions

Current Section (Hero Text Example)

“Bright Future Academy helps students achieve academic success through personalized education.”

Suggested Rewrite

“Bright Future Academy offers expert IB exam preparation and online IB tutoring to help students pass their International Baccalaureate exams with confidence.”

Call to Action

Add below the section:

“Start your IB exam preparation today – book a free consultation.”

Final SEO Audit Summary

- **Keywords:** Core IB-related keywords are identified but need stronger placement in titles, headings, and body text.
- **On-Page SEO:** Page title, H1, and image alt text should be optimized for IB exam preparation searches.
- **Technical SEO:** Page speed can be improved by optimizing images, especially for mobile users.
- **Content:** Key sections should be rewritten to naturally include IB-focused keywords and stronger CTAs.