



■ Ambition

With 35,000 students in 120 countries, The Study Group provides educational opportunities for individuals who want to study in English-speaking countries. The Web is a crucial information channel for The Study Group. However, it was facing a number of challenges with its websites:

- No growth in traffic.
- No growth in enquiries.
- Decline in Google ranking for key search terms.
- Increasing competition from other websites in the sector.

The Study Group had come to realize that simply placing print content on its website wasn't a viable web strategy. It quite simply wasn't delivering a return. To help it build customer-focused sites, The Study Group decided to use the Customer Carewords Method.

■ Enter the Customer Carewords Team

Working with The Study Group, we carried out a **customers, tasks, carewords** review of the group. The project involved the following actions:

Defined target readers

- Carried out market analysis
- Consulted with market specialists
- Asked readers (students) what they wanted
- Examined successful competitor websites

Tasks and carewords

- Found out what students care about and created content around these concerns.
- Overhauled classification to create a careword-focused site structure.

Defined the killer content

- Distinguished clearly between the "killer" and the "filler".
- Structured publication plan around what students want to see and need to see, rather than what The Study Group wanted to give them.

Improved the publishing process

- Turned web publishing into a more rigorous discipline with deadlines and a defined editing process.
- Rewrote all web content based on web writing rules as articulated by the killer web content approach.
- Gave web-writing seminars to all those involved in the web process.

Client Comment

"I think these figures speak for themselves. We have carried out almost no promotion, but have rather focused almost entirely on Customer Carewords results. We can safely attribute these significant improvements in our key metrics and the sales growth to the Customer Carewords approach to web content publication."

- Richard Giner, Manager for The Study Group Internet

■ Value Delivered

Embassyces.com and Bellerbys.com were the first Study Group websites to implement the approach. Here are some of the results:

Embassyces.com

- From the 10th page to the 1st page of Google search results
- Unique visitors up 68%
- Page views up 83%
- Unique enquirers up 47%
- Sales up 37%

Bellerbys.com

- From the 10th page to the 1st page
- Unique visitors up 84%
- Visits up 208%
- Page views up 129%
- Returning visitors up 194%
- Sales up 142%

■ About The Study Group

The Study Group helps over 35,000 international students fulfill their ambitions every year.

They are global leaders in international education and training, providing a complete range of educational opportunities for students from over 120 countries. From English language training to high school and university study, their expertise helps their students-from young people to seasoned professionals-achieve their personal goals.

Spanning five continents, The Study Group has a network of teaching centers and offices, which makes it both global and local.



<http://www.studygroup.com/>

Websites of The Study Group colleges:

www.bellerbys.com

www.embassyces.com