Sport on Campus In-Bound Marketing

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Executive Summary

Sport on Campus is an organization that helps high school graduates and university students navigating the path to becoming a varsity athlete in North American universities.

Audits of Sport on Campus' website, search engine optimization, and social media have been performed to determine the current successes of Sport on Campus and where there is room for improvement. These audits provide the background for recommendations of actions Sport on Campus could take to achieve their business objectives. Strategies and recommendations were created for Facebook, Instagram, and YouTube that are meant to provide awareness for the brand; posting blog links, video and relevant visual content are all recommendations to help boost Sport on Campus' social media presence. Due to a need to grow a larger brand presence, keyword selection for the SEO section has been done. These keywords align with the need to fulfill the requirement of reaching a larger audience for the brand, as well as maintaining a foothold on the brand name for some of the pages on the Sport on Campus website.

A market and SWOT analysis has been conducted to help assist with the understanding of where Sport on Campus stands as a brand in comparison to their competitors online.

A Digital Marketing Measurement Model (DMMM) has been developed for Sport on Campus. This DMMM will be used to show where Sport on Campus has been successful or fallen short of their business objectives.

A target persona has been created that represents the ideal candidate for Sport on Campus to convert into a lead. This target persona will be the focus of the proposed campaign and content strategy for Sport on Campus. This focus will help Sport on Campus determine if they are reaching the correct audience.

Analysis of Sport on Campus' website has been performed. This is important because it will provide insight into where Sport on Campus is already successful, and what could be done to improve tracking of Sport On Campus' successful and less successful business objectives.

The campaign "Sport Your Story" has been developed for Sport on Campus. This campaign will include blog content strategy, email strategy, and social media strategy. All the content within these strategies will refer to the "Sport Your Story" campaign. This will provide a consistent narrative to the target persona throughout their journey with Sport on Campus.

A content strategy has been developed comprising of the three stages of the inbound marketing funnel - awareness, consideration and decision. Each of these stages include premium content that attracts the target persona. Blog and social media content, highlighting aspects of studying abroad as a student, have been developed--specific to each stage of the funnel--to educate the target persona on the benefits of attending school in North America.

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1.0 Background

1.1 Introduction

Sport on Campus is an organization that helps high school graduates and university students navigation the path to becoming a varsity athlete in North American universities. Sport on Campus use their personal experiences in studying abroad on an athletic scholarship to help their users through the process of applying to schools and the process of acclimating to a new cultural experience. The goal is to share the opportunity to study abroad through sports with minimal discomfort.

To have a better understanding of how Sport on Campus' online presence, multiple audits were conducted to help later formulate a strategy.

1.2 Market and SWOT Analysis

Sport on Campus mainly targets an audience who are from Europe, more specifically France and is currently trying to assist them with a study abroad process in Canada. In comparison to competitors who offer a similar service, Sport on Campus is a little more niche because of the intended target persona and intended offered selection of schools available. Because of this niche, Sport on Campus has a better opportunity of attracting their target persona compared to other competitors.

About half the traffic coming to the Sport on Campus website is not from the intended persona. Since there isn't a strong and long lasting track record, there are only a limited number of educational institutes that are partnering up with Sport on Campus. Though the target persona and location offers are a little more narrowed and specific niche, there are competitors out there who have been around for quite some time and have a larger variety of schools, sports and program selections to offer. Some external factors that may act as a barrier to entry for students would be the fact the process of attaining a student visa, cost of living overseas and potentially immigration laws. (Appendix 1.2)

1.3 Website Audit

An in-depth audit of the Sport on Campus website has been performed to measure the current success of their website. The website receives 286 visitors a month. 90.1% of the visitors to the website are new users with an average bounce rate of 58%. This indicates that while Sport on Campus is getting traffic, the content of the home page may not be relevant to the users finding the site.

For the Sport on Campus website, 38.85% of the traffic to the site is direct, 33.78% of the traffic is through organic search, and 18.9% of the traffic is from social media sources. Given where the target persona spend time on the internet, the low referrals from social media sources is an indicator that Sport on Campus is not engaging where its target persona is.

54.33% of the users finding the Sport on Campus website are located in France. While these users are located in France, it is not clear whether the users finding the Sport on Campus website are representative of the target persona. This means it is harder to create and tailor content specific to the target audience that will be the most convertible (Appendix 1.3.)

1.4 Search Engine Optimization Audit

Initial findings from the Search Engine Optimization (SEO) audit show that the Sport on Campus website has a Domain Authority of 8/100 and a Home Page Authority of 19/100. The remaining pages on this domain have page authorities of 01. The Domain and Page Authority scores essentially represents the website's ability to rank high on search engine result pages (SERPS). Since Sport on Campus has been shown to score low in these areas, a more in depth audit has been conducted to diagnose for a SEO strategy to implement.

1.4.1 Keyword Optimization Audit

A audit on the keyword optimization of three selected pages was performed through the use of the MozBar extension (Appendix 1.4.1). Though implementations of tags and meta descriptions have been used in some pages, they are not optimized to specific keywords that help with practicality in terms of search engine ranking. From this assessment, it appears that the home page is not optimized to any specific keyword due to the fact that there is no consistent keyword being used in all fields. Where as the About page shows "about our concept" in page title and H2 tags and UBC info page shows "University of British Columbia" in the same fields. However because the H1 tags and meta description fields are missing from these two pages the page will have difficulty ranking for the intended keywords. For better keyword optimization, a keyword research needs to be conducted to assist with selecting keywords that are ideal for these three pages to rank in search engines for.

1.4.2 Keyword Optimization Recommendation

Keyword research (Appendix 1.4.2) has been performed using Google Keyword Planner to help generate a list of relevant keywords. Moz Keyword Explorer is used to provide more insight for keywords chosen from this list. For keyword optimization, these words have been pulled for three selected pages:

- Home Page - optimize for "Study Abroad"
- About Page - optimize for "Sport on Campus"
- UBC info Page - optimize for "UBC Sports"

The selected keyword to be optimized for Sport on Campus' Home Page is "Study Abroad". Google Keyword Planner shows that this word has a medium level of competition with a search volume that ranges from 1,000 to 10,000. Further details from Moz Keyword Explorer show that the average monthly search volume for this keyword ranges from 851-1700 and that the organic click through rate (OCTR) has a of 64%. SERPs generated using Moz Keyword Explorer for this keyword show other study abroad programs but do not include Sport on Campus. Though this word is extremely broad it is a very practical keyword to optimize the Home Page for since it can help put the brand out there to a larger audience who are interested in studying abroad. The high click through rate and high search volume along with relevance to the subject make this keyword a valid choice for the home page for this reason.

"Sport on Campus" has been selected as the keyword to optimize the about page for since this will serve as a gateway for when the users search for this brand. The purpose of selecting this keyword for optimization is to help improve Sport on Campus' website rating on search engine results in regards to it's brand. The SERP shown on Moz Keyword explorer have Sport on Campus ranking fifth and sixth currently. Proper implementation of this keyword will result in a higher ranking. The difficulty to rank is low and the OCTR is 100%. The search volume shown on Google keyword planner indicated there is a range of 10-100. However since this page is specialized for relevance to the existing brand, it is important to optimize for it early as it will help with aligning the domain to this phrase better.

For the UBC info page, the decision to optimize for "UBC Sports" was due the high OCTR of 96% and its relevance to the topic of sports at UBC. The search volume is lower at an average of 101-200 according to Moz and ranges from 100-1000 on Keyword Planner. This lower volume can help narrow down and focus on better quality leads who are interested in playing sports for UBC from overseas. Furthermore, this keyword is more aligned with the content that is currently on the site.

1.4.3 On-Page SEO Audit

All web pages have title tags but are not used in conjunction with fully optimized keywords. Meta descriptions exist only on the home page, but are not optimized for any specific keywords. H1 tags were implemented only on homepage as well. As mentioned, H2 tags have been implemented in every page. Alt tags exist on the page but are not specific to each individual page's content. Filenames of images are usually named in the format of school, then sport followed by a sequence of numbers. All of these mentioned fields are important for identifying the type of content that will be presented on the audited pages. Since not all these fields are populated, it is important to incorporate the suggested keywords from the keyword research into the mentioned tags, descriptions and title page.

External links to partner university related pages can be found across the Sport on Campus website linking to the schools that they wish the promote. This will help associate Sport on Campus with the partnered universities more easily on search engine results. Internal links are also used across the site linking to other relevant pages which helps to keep the visitor engaged on the website thus improving page authority and overall domain authority as well.

1.4.4 On-Page SEO Recommendations

To improve on-page SEO, the suggested keywords that were selected from the keyword research section should be properly incorporated into the selected webpages. By improving on-page SEO, the organic traffic of the website will improve significantly. As a result of this, the quantity of leads generated should be indirectly affected and increase. The methodology for implementation involves incorporating these selected keywords in fields such as meta descriptions, url, image name file, image alt texts, H1 tags and several parts of the actual body.

Take for example; in optimizing the UBC info page for the keyword "UBC Sports". The recommendation to have the page titled as "About UBC Sports" to incorporate this keyword. Implementation of this keyword into the meta description can be written like "Info about UBC Sports teams and academic culture". If possible, the keyword should also be implemented into the URL to further boost keyword optimization. Another example instance for implementing the keyword is in the file names of images as well as alt texts for the images that are implemented. (Appendix 1.4.4)

1.4.5 Off-Page SEO Audit

To track backlinks from external websites, the SEMrush backlinks tool was used (Appendix 1.4.5). Results from this tool show that there are five backlinks, all of which are from the Spring.IS domain. Though the Domain Authority from Spring.IS is only at 37/100, it is still higher than Sport on Campus' Domain Authority if 19/100. This means that a website with higher online credibility is directing traffic to Sportoncampus.com, which helps to boost it's credibility for ranking. The website is a good overall backlink and does not seem to have any spam links when being assessed through a manual audit of it's pages. Having more backlinks from credible websites is better for off-page SEO and driving traffic to the website. However, it would better to have backlinks from more domains rather than backlinks from more pages in one domain.

1.4.6 Off-Page SEO Recommendations

Guest Blogging

Off-page search engine optimization strategy is a critical element for generating backlinks that can help strengthen the Domain Authority for Sport on Campus. The blogs need to be French, however bilingual blogs (English and French) would be the most ideal since the French audience who are looking into studying abroad in Canada are likely to search in english as well. It is recommended that Sport on Campus utilizes backlinking through--guest blogging--to drive traffic back to sportoncampus.com. Assuming a blog will be constructed, then it is important for Sport on Campus to generate backlinks into blogs primarily in France and Canada, with some extension into the United States. Some example blogs would include: https://www.francefootball.fr/blogs/, https://www.huffingtonpost.fr/, http://varsityletters.ca/.

In addition, links could be used to direct to the about page and to each University's individual sports application pages. Additional backlinks could be generated within the partner campus websites, like UBC or McGill athletic pages or blogs associated with university sport programs.

Social Networking

Social Networking is another area for Sport on Campus to generate backlinks. This differs from social media platforms in that these are forums and groups developed for specific niches. The two best social networking platforms are Reddit and Facebook Groups. Delivering relevant blog content to specific, industry-related communities will have a higher likelihood of engagement. It is important, however, to approach this strategy carefully. Firstly, access into these communities should be done via Clement's personal account. He should engage with community and deliver useful content without overly promoting the brand, as Facebook groups can be highly sensitive to brand promotion within their groups. Reddit is a little more brand friendly. Examples of these types of communities include (Appendix 1.4.5.):

- Reddit Canada/ Subreddit Study Abroad in Canada questions
- FB Group: Study in Canada - International Students

1.4.7 Technical SEO Audit

A pagespeed audit (Appendix 1.4.7) has been performed using Pagespeed Insights and GTMetrix. Pagespeed insights show a desktop score of 11/100 and and mobile speed of 75/100. This shows that the page is better optimized for for mobile. However, pagespeed insights was not able to have a proper measure of the time range. Therefore, GTMetrix has been used in conjunction to help assess the time frames and found a load time of 6.5 seconds.

Based on suggestions from both tools, the main reason for the slow load times on the website are due to the large page size. What is affecting this would be factors such as too many images on a page, images and videos with large file sizes, too many javascripts and CSS codes, and long server response times. The Pagespeed Insights tool shows that the desktop version of the website has two more optimization suggestions than the mobile version. These optimization suggestions revolve around prioritizing the load times of visible content to improve user experience and to remove render-blocking JavaScript and CSS. From a manual or more hands-on audit, the mobile experience in terms of speed and navigation is definitely significantly smoother than desktop. However forms and content are not always fully aligned on mobile and may require readjustments.

The current silo consists of schools as the themes with the offered sports listed under each school. However the URL structure is not set to represent the page depth as mentioned earlier. It is good to note that no 404 or 503

errors have been found on the site as well, which means every page is working fine. Google Search Console has been implemented, however there is not XML sitemap setup.

1.4.8 Technical SEO Recommendation

Pagespeed can be improved by enabling compression, optimizing images, minifying javascript, minifying CSS, prioritizing visible content and other suggestions which can be found in Appendix 1.4.7. The additional optimization recommendations applicable to the desktop version of the website is to eliminate render-blocking JavaScript and CSS and to prioritize visible content. The next recommendation is to submit XML sitemap on Google Search Console for page crawling.

For the existing themes on the site, it is important to organize them into a URL structure with page depth that showcases the organization of a proper silo structure. Here are some examples:

- **Suggested**: www.sportoncampus.com/mcgill-university/ leading to www.sportoncampus.com/mcgill-university/soccer/
  versus
- **Current:** http://www.sportoncampus.com/index.php/mcgill-university/ leading to http://www.sportoncampus.com/index.php/mcgill-university-soccer/

1.5 Social Media Audit

1.5.1 Facebook

Facebook is the largest social network in the world and carries the highest brand awareness opportunity. On Facebook, Sport on Campus has 221 page likes and 226 followers. The audience demographic is highest among 18-24 year old males, with a close split of 31% compared to 25% of 25-34 year olds. Most user traffic is coming from France (followed by Canada) particularly Paris and Marseille. Sport on Campus has great reviews and receives positive feedback from many users.

Data from the audit shows the top performing post had over 730 impressions and carried a 33% engagement rate. This post was about meeting a student ambassador Bastien Aussums (Appendix 1.5.2). Based on this evidence, it is recommended that Sport on Campus focuses on posts similar to this one. In addition, other posts such as the visual testimonials, team photos, and photos from conferences and events — as these seem to display the highest engagement rate. The data also suggests that testing should be done regarding female inspiring content, as there are equal opportunities for female athletes provided by partner campuses.

1.5.2 Instagram

Sport on Campus currently has 553 followers; 74% are male, with the remaining 26% female. The largest age group is 18-24. The top three follower locations are: Montreal, Paris and Marseille. Posts showing brand growth (attending events), team photos, and university photos perform the best. In comparison, visual testimonials and less relevant photography don't carry quite the same. More recently, Sport on Campus has started streamlining and it does seem to be performing better. The days of highest engagement range between Sunday-Tuesday and heighten between 9am and 3pm. Posts that performed the best tended to have video content or were in relation to any brand achievements. The top performing post was of a UBC Thunderbirds game during the national anthem. The post had 107 views and carried a 25% engagement rate (Appendix 1.5.3).

2.0 Digital Marketing Measurement Model

A Digital Marketing Measurement Model (DMMM) has been developed to focus on Sport on Campus' organization's goals (Appendix 3.0). The DMMM is critical for setting Sport on Campus' business goals for the proposed campaign. The business objectives and key performance indicators (KPIs) of the DMMM are:

1. Acquisition Objective: Increase brand awareness
   Site goal: Increase website traffic from the target persona
   Target: 30% increase in visitors to the site
2. Behaviour Objective: Increase engagement
   Site goal: Increase engagement with blog content
   Target: 15% in pages viewed per session
3. Conversion Objective: Increase leads generated
   Site goal: Increase sign up for consultations
   Target: 15% increase in submitted applications

3.0 Analytics

Analytics is a quantifiable method used to track the success and failures of Sport on Campus' business goals. It is used to track all website activity that refers traffic back to sportoncampus.com. By using analytics, data can be measured more accurately, allowing for streamlining of content and marketing objectives.

3.1 Google Analytics Recommendations

Google Analytics is not currently fully enabled by Sport on Campus. It is recommended that Sport on Campus enable the full features of Google Analytics, such as demographic, conversion, and location tracking, in order to accurately track the business goals of the organization.

3.1.1 Goals

Goals have not been enabled by Sport on Campus. It is recommended that Sport on Campus enable the tracking of conversions from four different pages on the Sport on Campus website (Appendix 3.1.1). The first conversion that should be tracked is clicks on the "Submit Application" on the application form. This would track the most important conversion that aligns with Sport on Campus' business objectives. Tracking this goals would be assisted by Google Tag Manager. Refer to Section 3.2 for further details.

Further goals that are recommended Sport on Campus track with Google Analytics are tracking the number of visitors coming to the site, the number of pages viewed per session, clicks on the "Download ebook" button on the "10 reasons to attend university in Canada" ebook landing page, clicks on the "Request Info" button on the "Request a Recruiting Package" landing page, and clicks on the "Get Started" button on the "Schedule A Free Consultation" landing page. These micro-conversions are important steps towards Sport on Campus achieving its business objectives. All of these goals should be tracked by measuring the number of visitors who come to the thank you pages associated with the landing pages. These goals will not require Google Tag Manager as they can natively be tracked with Google Analytics.

3.1.2 Views and Filters

Currently Sport on Campus only has one view set up. That view is the "All Website Data", which stores all the raw data for the lifetime Google Analytics implementation into the website. It is recommended that Sport on Campus set up two other views.

The "Master Data" view should be set up with a filter that excludes the home IP address of Sport on Campus. This will be the primary view used to analyze analytics, custom goals, custom reports, and custom dashboard. This view is recommended, in order to ensure that Sport on Campus does not skew the data on how users behaviour on their website with their own testing.

The "Testing view" view would include the home IP address of Sport on Campus. This view is recommended, in order to allow Sport on Campus to test new initiatives without testing skewing the master data produced.

3.2 Google Tag Manager

It is recommended that Sport on Campus enable Google Tag Manager (GTM). As a free tool, it would be invaluable for tracking the number of conversions from the Sport on Campus website. GTM would be part of this tracking by triggering Google Analytics to track clicks on the "Submit Application" button.

4.0 Target Persona

A target persona represents the ideal lead to market content to, as they will have the highest likelihood of engagement. The target persona (Appendix 4.0) is Pierre LaFrance. He is 18 years old, lives in Marseille, and has just graduated high school. He is looking for the best university experience. He is interested in soccer and would like to experience travel in North America. The process of finding the right university and the right athletic program is time consuming, and involves a lot of research. Sport on Campus is the perfect solution for Pierre by offering a centralized resource centre to find information and personalized information on their North American varsity experience.

5.0 Campaign

The campaign for Sport on Campus is called "Sport Your Story, ' which plays on the term "sport" both as an activity and to display something proudly. Every athlete has their own unique story, and Sport on Campus wants to pair each athlete with the best scholastic and lifestyle fits to give them the perfect university experience. By having sport help the transition process, these student athletes can carve out their individual stories and carry their success into post secondary life. By providing a simple application process, Sport on Campus takes the unnecessary worry away, and allows these soon-to-be student-athletes to focus on preparing for their new experience in North America.

5.1 Brand Filter

The brand filter is used to create consistency throughout Sport on Campus communication and enable the target persona to grasp what Sport on Campus stands for. It informs all the messaging the brand deploys. The brand, personality, and values of Sport on Campus is conveyed to the target persona through this filter. The brand will be the voice of a sports role model who has gone through varsity sports and experienced the amazing opportunities that is awaiting the target persona. They will guide the target persona on how to best navigate the recruitment process and how to acclimate smoothly into life as an athletic student in a North American university. (Appendix 5.1)

5.2 Value Proposition

The value proposition is a promise of valuable insight and experience in the field of varsity sports in North America. Sport on Campus seeks to ease the transition and application process for international students by providing greater knowledge of North American campuses and the opportunity athletics offers university students. By easing the process, Sport on Campus gives students the opportunity to focus more on their sport and preparing for their freshman semester, without having the worry of sometimes challenging application processes.

6.0 Inbound Marketing Strategy

Inbound marketing is the process of capturing, nurturing and funneling a quality lead using content to drive a user through three stages: Awareness, consideration and decision. The purpose is to familiarize a user with a brand's story, and then channel them towards a point of purchase by using high quality content that solves particular pain points of a target user. The inbound strategy for Sport on Campus will strategically move the target persona from a stranger to a promoter through the three stages. The goal of the awareness content is to educate the target persona on the benefits of attending school in North America. The goal of the consideration content is to move the target persona from wanting to attend school in North America to knowing which school in North America they would like to attend. The goal of the decision content is to get the target persona to select Sport on Campus to coach them through the process of becoming a varsity athlete and the process of transitioning into a new culture with minimal discomfort. Each stage features premium content that is promoted by blog and social media posting.

6.1 Workflow Summary

Currently on Sport on Campus' website, in order to convert into a lead, the target persona would start by reading about what Sport on Campus does and the process of how it helps the target persona become a student athlete studying abroad on the homepage of the site. The next step would them be selecting a university from the list in the sidebar menu and submitting an application to Sport on Campus.

The workflow (Appendix 6.1) recommendation includes a blog with content themed to the all three content stages and then information for the decision stage including information on submitting an application and booking a free consultation. The themes of the three parts of the work flow are:

1. Awareness stage - Why go to a North American school
2. Consideration stage - Guide to the recruitment and consultation process, and to being a student athlete
3. Decision stage - Guide to campus life

6.2 Awareness Stage

6.2.1 Introduction

The goal of the awareness stage is to educate the target persona on the benefits of attending school in North America. This stage features an ebook as premium content that can only be accessed by the target user providing their email address. In order to drive traffic to the premium content, multiple blog posts will be distributed via social media. The goal of the blog content will entice the user to engage with the premium content, both with the purpose of introducing the target persona to the brand, as well as, the opportunity of attending school in North America.

6.2.2 Premium Content

The premium piece of content is the eBook "How Your Sport Can Help You Study in Canada." After the user is captured as interested in studying abroad, the eBook can generate a more detailed look at Canadian universities. This eBook would go more in-depth about how to ease the transition to Canada as an international student and how sports helps; in addition, it looks at the partner campuses and about the benefits of being a student athlete in Canada. The eBook offer will also be distributed on social media as another mechanism to bring who are already considering studying in Canada further down the funnel.

6.2.3 Promotion Strategy

6.2.3.1 Blog Strategy

The blog strategy for the awareness stage will be focused around the keyword "study abroad Canada" which is presented in the form of a blog post: "10 Reasons to Study Abroad in Canada." This is recommended because it would provide the target persona information on opportunities they have not considered. The chosen keyword has a search volume of 201-500, a difficulty rating of 37, and 86% organic click through rate (OCTR). This volume of traffic in combination with the relevance to the target persona would make this both good for content strategy and search engine optimization. Other blog posts that are recommended for this stage of the content strategy are "Top Sport Universities in Canada." The keyword "Sport Universities" has a search volume of 11-50, a slightly higher difficulty score of 46, but is offset by a 100% OCTR; therefore, this makes for a viable keyword option for secondary blog content. These blog examples would direct the target user to download the eBook as well, now that they have been primed with information about Canada's top athletic universities (Appendix 6.2.3).

6.2.3.2 Social Media Strategy

Social media strategy would consist of posting the blog on Facebook and in social networking forums like Reddit and Facebook Groups. The reason for promoting blogs instead of the eBook is to create a more personalized feel to the brand. Pushing the eBook too early could give off too much of an advertising feel; therefore, by providing useful blog content, the target user will be more likely to engage with the content, become familiar with the brand, and the move towards downloading the eBook. Using a captivating image, followed by a call to action, the blog post would be distributed at times of peak engagement (ex: 8am). A/B Tests could also be done featuring different images and captions to see which works. Facebook Groups is a useful place to distribute content. Posting into groups like the previous example group "Study in Canada - International Students," would allow Sport on Campus to push its content to a like minded audience. It is important to deliver the content as useful and informative and not brand promotional, as there is a risk of being flagged or kicked out of a particular group if content is perceived as too promotional.

6.2.4 Lead Capture

Users who click-through to the eBook are greeted by a landing page featuring the campaign title and speaking to the beginning of the journey towards studying abroad. It is recommended that Sport on Campus designs a landing page (similar to the example in Appendix 6.0B) in order to capture quality leads. The CTA will lead to the landing page which has fields for email and name, followed by a button to download the eBook. After the submission of this information, an email will be sent to the individual who has completed the form. The information sent will have information tailored to the user pertaining to studying abroad, Canadian universities and being international student. The quality leads to capture are high school athletes, who have just graduated, and are looking to play their sport abroad in Canada. This page is designed to be an introduction to the brand,

and to capture these athletes' attention by increase brand awareness through the eBook. The goal is to make the target persona aware of the value and unique selling propositions and to create a sense of trust that will give authority to the brand — which will nudge the target user to sign up with their name and email address, moving through the funnel, towards the consideration stage.

6.2.5 Workflow

The target user is first introduced to the featured blog content through social media. The blog would be search engine optimized with featured keywords, backlinks and on-page components such as headings, title tags and meta-descriptions. At the end of the blog post, the user would be prompted to click through to the landing page, where they will exchange information in order to download the eBook. Once downloaded they will be directed to the "Thank You" page. Once their email has been captured, multiple emails will be delivered featuring additional content. The first will feature additional blog content such as "The student athlete experience in Canada," inviting the user to learn more about the brand and the student athlete experience. Three days later, another email will be sent featuring a video testimonial from a Sport on Campus alumnus. Three days after this, an short blog title "Find Your Campus in 3 Easy Steps," will be delivered, with a link to the University pages on the website. This email provides the final push that transfers the user from the "Awareness" stage to the "Consideration" stage.

6.2.6 Re-engagement

Should the target user drop out of the funnel at this stage, there will be a goal in place to re-engage the user if an email is not opened within a 48-hour time period. Once this notification takes place, a follow up email will be sent to remind them to re-engage with the content. Should this not occur, after one week, a follow up newsletter will be sent on a bi-weekly schedule. Since this is the awareness stage, there is less familiarity with the brand; therefore, newsletter will give updates about the partner universities, alumni updates, and suggested readings for new blog topics.

6.3 Consideration Stage

6.3.1 Introduction

The goal of the consideration stage is to move the target persona from wanting to attend school in North America to knowing which school in North America they would like to attend. The premiums content in this stage will educate the target persona about the recruiting process for the schools they have short-listed, as well as life on campus at those schools. The content will educate the target persona in more depth in the consideration stage than it would in the awareness stage.

6.3.2 Premium Content

For the consideration stage of this funnel, the premium piece of content to be distributed will be a University Recruitment Package tailored by Sport on Campus for the intended target persona, Pierre. This premium content package will contain information that is more specific to the needs of Pierre, including how the university and college sports teams function in Canada. The method of identifying Pierre's school of interest will be determined through the lead capture form in the landing page for this stage. This premium piece of content will be promoted through the following methods.

6.3.3 Promotion Strategy

The promotional strategy to draw in traffic to the consideration stage landing page from external sources involves the use of blogging strategies and the use of Sport on Campus' Facebook and Linkedin pages. On these blogs and social posts will be a CTA that leads to the landing page to incite signing up to receive recruitment package information.

6.3.3.1 Blog Strategy

The blogging strategy implemented will utilize keywords that have been researched using Google Keyword Planner and Moz Keyword Explorer. A blog post for the consideration content strategy is "College Sports in Canada." This is recommended because it would provide the target persona the information they would require to make an educated decision on whether they should go to university in Canada. The keyword for this blog post, "college sports", has 201 to 500 volume of traffic, difficulty rating of 41, and 64% OCTR. This volume of traffic in combination with the relevance to the target persona at this stage would make this post both good for content strategy and search engine optimization.

Another route to pursue in attaining the target persona's attention is through providing insight to university programs. For this reason another blog post can appeal to Pierre would be optimized for the keyword "university programs canada" to help emphasize on the academic portion of this study abroad journey. This keyword has a smaller search volume of 51-100, difficulty rating of 48 and a OCTR of 100%. Though this may be a lower volume search word, the relevance of the word to this stage of consideration and it's high OCTR justifies this word selection.

6.3.3.2 Social Media Strategy

For social strategy the recommended implementation would be create three posts to be sent out during the week on both Facebook and Linkedin. The first post should be a share for the on-page blog of "College Sports in Canada", scheduled to come out on Monday on Linkedin and Facebook. On the Wednesday another blog share on these platforms in regards to programs offered in Canadian universities can also be shared. Then on Friday, there should be a CTA post on these same platforms to direct traffic to the landing page. Of course implementation of this stage would require that past follows still be following the social media platforms and will be exposed to a method that re-engages with existing audiences that previously showed interest.

6.3.4 Lead Capture

Landing Pages and Call to actions (CTA) have been created to help facilitate the lead capture of audience information in exchange for this university recruitment package. The CTA will lead to the landing page which has fields for name, email and university of interest. After the submission of this information, an email will be sent to the individual who has completed the form. The information sent to the signee will have information tailored to their university of interest. The contact info and university of interest info will provide good context for later on during the consultation in the decision stage.

6.3.5 Workflow

Once the premium content has been received by the individual who signed up, a series of emails that have been tailored to them based on their university of interest will be sent to them. The first email after receiving the premium content, will be a thank you email for signing up. Later information will consist of video testimonials from current students within five days of the initial sign up, and an email showcasing video testimonials from alumni speaking about their positive experiences. Each of these emails will be sent five days apart, leaving

enough of a time gap (between emails) so the user does not feel overwhelmed; therefore, increasing the likelihood of continued engagement. By the end of these series of emails there will be a email to transition the student to consider a free consultation, which then transitions the individual into the decision stage of the funnel.

6.3.6 Re-Engagement

If the target persona do not open the "recruitment package download" email, they will be re-engaged after two days. The target persona will receive an email reminding them to download the recruitment package pdf to bring them back into the funnel in this stage.

If the subscriber has been in the consideration stage for two weeks and has not progressed to the decision stage but also has not engaged with the site, they will receive an email. This email will remind them of available offerings from the school of their interest based on their selection from the landing page stage and bring them back into the funnel to potentially progress into the decision stage.

6.4 Decision Stage

6.4.1 Introduction

The goal of the decision stage is to move the target persona from selecting the school they want to attend and sport they want to play to signing up with Sport on Campus to go through the recruitment process. The content in this stage will educate the target persona about the recruiting process for the school they have select, as well as life on that campus. The content will be much more in-depth than it would in previous stages.

6.4.2 Premium Content

The premium content for this content funnel is the offer of a free consultation. This content will provide the target persona the opportunity to get a free consultation that is slightly more personalized. The goal of this premium content is to persuade the target audience to sign up for further highly personalized consultations designed to ensure the target persona attend the university and play the sport they desire.

6.4.3 Promotion Strategy

6.4.3.1 Blog Strategy

The promotion strategy for this content funnel will use blog posts and social media. The blog posts will be: "Guide to UBC Admissions Requirements," "Guide to McGill Admission Requirements,"and "How to join the TRU Wolfpack." These blog posts are designed to begin educating the target persona on how recruitment at specific educational institutions happen, and provides valuable insights that demonstrate Sport on Campus' expertise. Ideally these blogs will induce the target persona to speak to Sport on Campus further through the "free consultation" offer, which would be mentioned at the end of the blog post. The keywords for the blog posts will be "UBC admissions," "Mcgill admissions," and "TRU wolfpack".

The keyword "UBC admissions requirements" has a search volume of 1000 to 10,000, a difficulty rating of 57, and 64% OCTR. The keyword "UBC admissions requirements" has been chosen because, despite the broad range in search volume, difficulty rating, and OCTR, it is highly relevant to the blog topic. The combination of the search volume plus the promotion of the blog on social media would grow the awareness of Sport on Campus

and the perceived expertise of Sport on Campus as a resource for students that want to study abroad using sports.

The keyword "Mcgill admissions"has been chosen because despite the broad range in search volume it is highly relevant to the blog topic. It has a search volume of 101-200, difficulty rating of 59 and a OCTR of 64%. This keyword has been used because of its relevance to one of the schools that Sport on Campus is trying to rank for. Though it may not be an extremely high search volume, the good CTR in conjunction with relevance will help to attract the 101-200 search volume and bring quality traffic to the Sport on Campus website.

The keyword "TRU wolfpack" has been selected because it has a monthly search volume of 100 to 1000, with a difficulty rating that ranges between 44 and 51, an OCTR that ranges between 34% and 46%, and is highly relevant to the blog post topic.

6.4.3.2 Social Media Strategy

Facebook groups will be used for social media promotion. Sport on Campus would post content, such as "Playing sports in Canadian universities is amazing, but it can be time consuming to get there. Here's what I would do to save time", into the Facebook group "Study in Canada - International Students". The blog post would be shared as part of the post, and would demonstrate how Sport on Campus would help the target persona through the application process and through the transition to a new culture. As it was noted in section 6.2.3.2 It is important to deliver the content as useful and informative and not brand promotional to reduce the risk of being flagged or kicked out of a particular group for posting promotional content.

6.4.4 Lead Capture

The lead will be captured for this piece of premium content will be captured from the "Free Consultation" landing page. On this landing page the target persona would enter their name, select their sport and preferred university, schedule a free consultation, and enter their email for further communications. The target persona will be driven to this page from the blog post and from the email featuring the subject line "Ready to Apply?" The email would include an ebook "Guide to being a student athlete in Canada" and offer a free consultation. The call to action would be "Get Started."

6.4.5 Workflow

The workflow for this content funnel starts at the "free consultation" landing page. On this page, the purpose is for the target persona to provide their name, their preferred university and sport, and reconfirm their email address, so that Sport on Campus can email them to schedule a free consultation. This free consultation is conducted over the phone. After this free phone consultation, the target persona will receive further consultations to guide them through the recruitment process until they are registered to attend their preferred school playing their preferred sport. These consultations will be every seven days. They will also get a series of emails about the resources and information specific to their preferred school and sport every five days.

6.4.6 Re-Engagement

If the target persona drops out of the funnel at the "Schedule a Free Consultation" landing page, they will be sent a series of emails. The first email would be a "Reminder to Schedule Your Free Consultation." If the target persona does schedule a free consultation at this point, they will return to "further phone consultations" step in the content funnel. If the target persona do not schedule a free consultation at this point, they will be moved to the re-engagement emails series that include the subject lines "Check out this success story from one of our UBC

athletes" and "Feature Story: My Experience Transitioning to a new Culture." They would receive these emails every two week. The goal is to re-engage them by reminding them of the value Sport on Campus provides, so that they return to the "Schedule a Free Consultation" landing page and continue through the website workflow.

7.0 Conclusion

Audits and market analysis have been conducted to provide a better understanding of Sport on Campus' standing on online platforms in comparison to their competitors. From this audit, the information gathered was utilized to help create a DMMM and Target Persona in which the SEO and content strategies tie back to.

The SEO audits show that all factors of optimization vary in their needs of improving SEO for Sport on Campus. Because of this on-page, off-page SEO and technical SEO solutions have been formulated. This strategy has also been implemented into certain segments of the content strategy.

A content strategy has been developed for the awareness, consideration, and decision stage of workflow. This strategy includes email, social media, and blog content that has strategically been designed to draw the target persona from prospect to converted lead.

Appendices

Appendix 1.2 - SWOT Analysis

Internal	
Strengths	**Weaknesses**
- Offer is slightly more niche than competitors due to the athletic student target that this brand is trying to appeal to - Goal product is meant to help simplify application process - They definitely have a online presence	- Good traffic, but need traffic to have a higher percentage of audience to be from France. - Need more leads to have proven track record to other Universities/Colleges - Content Deficient - Website and business objective not clear
External	
Opportunities	**Threats**
- More specific than the main competition - The industry focuses mainly on campus recruitment of student athletes, but do not specialize in assisting students from France which Sport on Campus does.	- lots of similar services out there with a longer track record. There are already existing competitors with established brands out there such as: PlayNAIA AthleticHub escout4u Some barrier to entries include factors such as: Process for application of student visa Immigration laws Cost of living for a student who studies abroad

Appendix 1.3 - Google Analytics Audit

Baseline Metrics	Metric/Dimension/Report to Analyze	Metrics	What Insights Does This Provide/ What Recommendations Can I make?
On average, how many monthly visits does the site receive?	Visitors	286 260 new users	
What sources are driving traffic?	Source/Medium	Direct 38.85% Google/Organic 33.78% l.instagram.com 8.78% m.facebook.com 5.41% Instagram.com 2.36% l.facebook.com 2.36% Comet.parisandco.com 2.03% Talent-match_email 1.01% Footamateur.fr 0.68% Lespepitestech.com 0.68%	Given the age group higher referrals from social media would be good to see.
What is the average bounce rate?	Bounce rate	58.13%	High bounce rate
What is the average time someone spends on the site?	Time on site	3 minutes	The people who are staying to read the page are taking the time to read it.
What locations are driving the most traffic?	Location	France 54.33% Canada 19.38% US 6.57% India 2.08% Japan 1.38% Brazil 1.04% Germany 1.04% UK 1.04%	The right audience is reaching it for the most part.
What is the average conversion rate on the site?	Conversion Rate	This view is not enabled	Recommend enabling this view and setting up goals
Who is currently interacting with the site?	Gender, age, devices, interests, user type (new/returning)	This view is not enabled	Recommend enabling this view
How many pages are users interacting with in a session?	Pages per session	2.35 pages per session	

Ecom Specific Baseline Metrics		This view is not enabled	Recommend enabling this view
What is the average eCommerce conversion rate?	Conversion Rate	This view is not enabled	
What is the average number of transactions per month?	Average Transactions	This view is not enabled	Recommend enabling this view
What is the average order value?	Average order value	This view is not enabled	Recommend enabling this view
What is the total revenue from eCommerce transactions per month?	Revenue	This view is not enabled	Recommend enabling this view
What are the top performing products?	Product performance	This view is not enabled	Recommend enabling this view
What is the percentage of new versus returning purchasers?	New/Returning users	This view is not enabled	Recommend enabling this view
What is the average time to conversion?	Time lag to conversion	This view is not enabled	Recommend enabling this view
Acquisition & Audience			
How are people finding our site?	source/medium/ referrals	Direct 38.85% Google/Organic 33.78% l.instagram.com 8.78% m.facebook.com 5.41% Instagram.com 2.36% l.facebook.com 2.36% Comet.parisandco.com 2.03% Talent-match_email 1.01% Footamateur.fr 0.68% Lespepitestech.com 0.68%	
How strong is the website's brand awareness?	Weak		

Who is interacting with the website?	Gender, age, device, interests, user type (new/returning)	This view is not enabled	Recommend enabling this view
Who is buying products on the site?	Conversion by segment	This view is not enabled	Recommend enabling this view
What locations are converting the highest rates?	Country, City	This view is not enabled	Recommend enabling this view
Behaviour			
How do users interact with the site?	Page performance, behaviour, time on site, bounce rate, exit pages	Exit pages: /?lang=fr 16.7% /index.php/university-application/ 6.01% /index.php/about-concept/ 4.23% /index.php/university-of-british-columbia/ 3.34% /index.php/thompson-rivers-university/ 3.12% /index.php/mcgill-university/ 2.67% /index.php/about-concept/?lang=fr 2%	People are existing from keypages. Is that because they are converting or because it it seen as irrelevant?
What products are performing best?	Product performance	Index.php, Home page, and french index page are highest performing (43.62%, 39.24% and 14.88%)	Not a lot of interaction with school information.
What channels are driving the highest conversions?	Source/medium	Direct 38.98% Organic Search 34.58% Social 20.34% Referral 5.08%	Higher organic search and social referral would be better given the target persona preferred sources of information.
How do people interact with the buying process?	User flow	This view is not enabled	Recommend enabling this view
What are the characteristics of converters vs. non-converters?	Gender, age, device, interests, user type (new/returning) by looking at segments	This view is not enabled	Recommend enabling this view
Conversions			

What are the top conversion paths?	Top Conversion path	This view is not enabled	Recommend enabling this view
What are the most common assisted conversions?	Assisted conversions	This view is not enabled	Recommend enabling this view
What is the time lag to conversions?	Time lag	This view is not enabled	Recommend enabling this view
What is the path length to conversions?	Path Length	This view is not enabled	Recommend enabling this view
Is there any trends in conversions? (ie. monthly trends, times of years/months/days of week)	Conversions	This view is not enabled	Recommend enabling this view

Appendix 1.4 - SEO Audit

Keyword Optimization	Findings	Recommendations and Insights
What keywords/search queries are we currently ranking for?	nope	
Are these keywords appropriate for the business?	n/a	
Have we optimized for any keywords? If yes, which ones?	n/a	
On-Page SEO		
Title tags: is a keyword present in the title tag?	Title Tag exists, but not optimized for keywords	

Meta description: is there a meta description defined for EACH page? Is the meta description truncated? does it describe the page well? does it contain the keyword? is there a call-to-action? Overall, does it encourage clicks?	*Home Page* Has a valid Meta Description that is not truncated. Accurate description, but since **no keyword** has been selected it doesn't contain the keyword. Call to action exists on home page, and somewhat encourages click. However the process is very tedious and can accident. *About our Concept* No Meta Description No clear chosen keyword *About Us* Is on home page bottom, Same Meta Description as HOME, feedback essentially the same.	
Header tags: is there an h1 tag for each page on the site? does each h1 tag contain a keyword? are there sub-headers (h2, h3 etc.)? Where is the h1 tag located, and is it obvious to the user?	*Home Page* H1: Choose A Campus, Testimonials, Out Team, About Us H2: Feedback, Contact Us *About our Concept* H1:n/a H2:About our concept, Achievement history *About Us* Same tags as Home because shared page.	
Content: are there at least 350 words on each page? is the keyword utilized within this content? are LSI keywords used? How does the content score in terms of readability? is the content relative to the purpose and theme of the site, and useful to the user?	350 words per page average Home page is a compilation of too many things, too long of a scroll. Content is so busy. Easy Read. But card system is slow and distracting.	

Images: do all images have alt attribute tags? are they descriptive? are the image file names descriptive? are there title tags?	*Alt Tags* Sport On Campus • Sport On Campus • Sport On Campus • en • fr Image names have school's names on them but are not descriptive beyond that. Alt tags are used but are not too specified or aligned with any keywords	
Links: are internal links utilized? where? are external links utilized? where? what is the anchor text for both types of links? does the anchor text utilize keywords or are they at least relevant to what's being linked?	Internal and External Links are both used. Anchor text is pretty accurate and descriptive for these types of links. But does not utilize keywords because no KW were chosen.	
URL structure: are each of the URLs easy to understand for a user? Do they reflect the path that the user has taken when going further in page depth?	Structure is easy to understand, but a recommended adjustment in URL alignment with Silos should be implemented Page depth does not have too many levels.	
Social sharing: is there an opportunity to share content easily?	There is no easy way to share content visible based on this audit.	
Off Page SEO		
Backlink profile: how many backlinks do they have? who is their main source of backlinks? is their main source appropriate and relative to their content and theme?	Used SEMrush to find backlinks. 5 backlinks from the same source pointing at different pages: http://spring.is/spring-	Utilize guest blogging strategies to implement external links.

	family/impact-startup-visa-spotlight-sport-on-campus/ linking to - Home Page - McGill Page - TRU Page - UBC Page http://spring.is/partners/spring-impact-startup-visa-program-ready-for-inaugural-cohort/ (DA: 37, PA: 17) linking to Home Page	
Technical SEO Considerations		
Is Google Search Console set up? Has a sitemap been created and submitted to Google? Have all the pages on the site been indexed?	GSC was recently implemented, but site map has not been submitted for crawling	Implement sitemap for indexing and crawling
Site speed: What is the average page load time? on Desktop? on Mobile?	*GT Metrix:* Pagespeed - F(12%) Yslow E(54%) 7.5 seconds *Pagespeed Insights* Desktop: 11/100 Mobile: 75/100 No given pagespeed on here	*GT Metrix:* Enable gzip compression Defer parsing of JavaScript Serve scaled images Minify JavaScript Leverage browser caching Optimize images Minify CSS Optimize the order of styles and scripts *Pagespeed Insights* Enable compression Optimize images Minify JavaScript Leverage browser caching Eliminate render-blocking JavaScript and CSS in above-the-fold content Minify CSS Prioritize visible content Reduce server response time

Mobile friendliness: is the site responsive? Does the mobile or tablet version provide the same quality experience as the desktop version?	Desktop experience is very choppy and slow. Mobile experience is a lot faster.	Follow suggestion listed above
Silos and linking structure: is there a clear theme to the site? is the information categorized in a cohesive way? Is there a strong internal linking structure (is it easy for the user to navigate through the pages based on internal links)	Silo structure as shown in the menu arrangement makes lots of sense. The groupings are by schools with sports options following after it. However, URL structure needs to showcase this a little better via level of page depth in alignment with page silos.	Adjust URL structure to match current visible Silo structure since it helps with page depth.
HTTP status codes: are there any 404 or 503 errors on the site?	none	n/a
General SEO		
What is the current domain authority? What is the current page authority on the key pages of interest?	DA: 08 Home PA: 19 Concept PA: 01 School's PA: 01	n/a
What is the ranking for the brand? What position are we for our brand name search query?	Rank 07 and 08 for "Sports on Campus" For "Sportoncampus": 1 - Website 2 - Twitter 3 - Youtube 4 - Youtube 5 - Instagram 6 - Linkedin 7 - Facebook 8 - Vimeo ALL related to brand	Utilize more blog content to help with

Appendix 1.4.1 - Key Word Audit

On-Page Elements	General Attributes	Link Metrics	Markup	Http Status

Tag/Location	Content	# of Characters
URL	🇺🇸 http://www.sportoncampus.com/	29
Page Title	Sport on Campus: We make university experience simple for any student	69
Meta Description	If you are looking for a university, our teams will provide you the best options to make university experience simple for you.	126
Meta Keywords	Not found	--
H1	CHOOSE A CAMPUS • TESTIMONIALS • OUR TEAM • About Us	52
H2	• FEEDBACK • Contact us	23

MOZ ❓

On-Page Elements	General Attributes	Link Metrics	Markup	Http Status

Tag/Location	Content	# of Characters
URL	🇺🇸 http://www.sportoncampus.com/index.php/about-concept/	53
Page Title	About Concept - Sport On Campus	31
Meta Description	Not found	--
Meta Keywords	Not found	--
H1	Not found	--
H2	About Our Concept • • Achievement History	41

MOZ | PA: 17 ▬ DA: 11 ▪ Spam Score: -- ❓ |

On-Page Elements	General Attributes	Link Metrics	Markup	Http Status

Tag/Location	Content	# of Characters
URL	🇺🇸 http://www.sportoncampus.com/index.php/university-of-british-columbia/	70
Page Title	University of British Columbia - Sport On Campus	48
Meta Description	Not found	--
Meta Keywords	Not found	--
H1	Not found	--
H2	University of British Columbia • SELECT A SPORT	47

MOZ | PA: 21 ▬ DA: 11 ▪ Spam Score: -- ❓ |

Appendix 1.4.2 - Keyword Research

Keyword	Avg. Mon	Difficulty	OCTR	Priority	Volume	Placement
college sports	100 – 1K	42	100	58	201-500	Blog: Consideration
study abroad canada	100 – 1K	37	100	59	201-500	Blog: Awareness
study abroad	1K – 10K	61	64	56	201-500	*HOME*
university programs canada	100 – 1K	48	100	49	51-100	Blog: Consideration
university athletics	10 – 100	42	64	23	0-10	
sports universities	10 – 100	44	100	51	11-50	Blog: Awareness
study in canada	1K – 10K	65	65	55	851-1700	
canada student visa	1K – 10K	53	64	55	501-850	
canadian universities	1K – 10K	56	64	65	2900-4300	
top universities in canada	1K – 10K	54	64	58	851-1700	
ubc sports	100 – 1K	36	96	55	101-200	*UBC Page*
best universities in canada	1K – 10K	50	100	68	1700-2900	
why study abroad	100 – 1K	43	41	40	51-100	
top universities canada	100 – 1K	54	64	58	201-500	
good universities in canada	100 – 1K	53	100	48	51-100	
ubc admissions	1K – 10K	57	64	61	1700-2900	Blog: Decision
mcgill admissions	100 – 1K	59	64	54	501-850	Blog: Decision
tru wolfpack	100 – 1K	44	46	49	201-500	Blog: Decision
online university canada	1K – 10K					
mba in canada	1K – 10K					
international scholarships	100 – 1K					
scholarships for international students	100 – 1K					
study abroad programs	100 – 1K					
study abroad scholarships	100 – 1K					
exchange student	100 – 1K					
sports games	1K – 10K					
workabroad	1K – 10K					
scholarships for women	100 – 1K					
scholarships for students	100 – 1K					
online learning	1K – 10K					
university of toronto	100K – 1M					
student exchange programs	100 – 1K					
exchange program	100 – 1K					
summer abroad	100 – 1K					
list of universities in canada	100 – 1K					
scholarship search	100 – 1K					
universities in canada for international	100 – 1K					
masters in canada	100 – 1K					
phd scholarships	100 – 1K					
study in canada for international studer	100 – 1K					
undergraduate scholarships	100 – 1K					
university canada	100 – 1K					
sports science	100 – 1K					
cheap universities in canada	100 – 1K					
how to get a scholarship	100 – 1K					
scholarships	1K – 10K					

study abroad

851-1.7k
Monthly Volume   Learn more

61
Difficulty   Learn more

60%
Organic CTR   Learn more

56
Priority   Learn more

sport on campus

no data
Monthly Volume   Learn more

29
Difficulty   Learn more

100%
Organic CTR   Learn more

31
Priority   Learn more

ubc sports

101-200
Monthly Volume   Learn more

36
Difficulty   Learn more

96%
Organic CTR   Learn more

55
Priority   Learn more

Appendix 1.4.3 - On Page SEO Keyword Optimization

Home Page

Keyword	*Study Abroad*
Page Title	Start your *Study Abroad* Journey
Meta Description	*Study Abroad* at the right campus and pursue the best Academic and Athletic career.
URL/Handle	sportoncampus.com
Image Names + Alt Tags	Sport on Campus for *Study Abroad*

About Page

Keyword	*Sport on Campus*
Page Title	About *Sport on Campus*
Meta Description	*Sport on Campus* for all your information in selecting the right school to assist you with your academic and athletic journey.
URL/Handle	http://www.sportoncampus.com/about-sport-on-campus/
Image Names + Alt Tags	*Sport on Campus* Concept

UBC Page

Keyword	*UBC Sports*
Page Title	*UBC Sports*	Sport on Campus
Meta Description	Info about *UBC Sports* teams and academic culture.
URL/Handle	http://www.sportoncampus.com/ubc-sports/
Image Names + Alt Tags	*UBC Sports* Teams

Appendix 1.4.5 - Backlinks

PS	TS	Source Page Title and URL | Target URL			Anchor Text	Ext Links	Int Links	Type	First Seen	Last Seen	Disavow
1	0	IMPACT Startup Visa Spotlight: S... Source: http://spring.is/sprin... Target: http://www.sportonc...		new	McGill University	20	61	T	20 Feb 2018	07 Mar 2018	+
1	0	IMPACT Startup Visa Spotlight: S... Source: http://spring.is/sprin... Target: http://www.sportonc...		new	Thompson Rivers University	20	61	T	20 Feb 2018	07 Mar 2018	+
1	0	IMPACT Startup Visa Spotlight: S... Source: http://spring.is/sprin... Target: http://www.sportonc...		new	Sport on Campus	20	61	T	20 Feb 2018	07 Mar 2018	+
1	0	IMPACT Startup Visa Spotlight: S... Source: http://spring.is/sprin... Target: http://www.sportonc...		new	University of British Columbia	20	61	T	20 Feb 2018	07 Mar 2018	+
0	0	Spring IMPACT StartUp Visa Pro... Source: http://spring.is/partn... Target: http://www.sportonc...		new	Sport On Campus	22	46	T	24 Feb 2018	24 Feb 2018	+

Appendix 1.4.6 - Off Page SEO Strategy

Reddit

Facebook Groups

Appendix 1.4.7 - Pagespeed Insights and GT Metrix
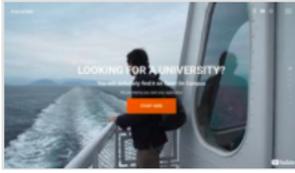
Latest Performance Report for:
http://www.sportoncampus.com/

Report generated: Fri, Mar 16, 2018, 12:22 PM -0700
Test Server Region: 🇨🇦 Vancouver, Canada
Using: 🔵 Chrome (Desktop) 62.0.3202.94, PageSpeed 1.15-gt1, YSlow 3.1.8
Additional tips: Ⓦ Optimize WordPress, 🌐 Use a CDN

Performance Scores

PageSpeed Score	YSlow Score
F (12%) ⌄	E (54%) ⌄

Page Details

Fully Loaded Time	Total Page Size	Requests
7.5s ⌄	9.8MB ⌄	162 ⌄

PageSpeed	YSlow	Waterfall	Timings	Video	History

RECOMMENDATION	GRADE	TYPE	PRIORITY
▾ Enable gzip compression	F (0) ⌄	SERVER	HIGH
▾ Defer parsing of JavaScript	F (0) ⌄	JS	HIGH
▾ Serve scaled images	F (0) ⌄	IMAGES	HIGH
▾ Minify JavaScript	F (0) ⌄	JS	HIGH
▾ Leverage browser caching	F (0) ⌄	SERVER	HIGH
▾ Optimize images	F (0) ⌄	IMAGES	HIGH
▾ Minify CSS	F (23) ⌄	CSS	HIGH
▾ Optimize the order of styles and scripts	F (32) ⌄	CSS/JS	HIGH

What do my scores mean?

Rules are sorted in order of impact upon score
Optimizing rules at the top of the list can greatly improve your overall score.

Not every recommendation will apply to your page
The recommendations are meant to be generic, best practices; some things will be out of your control (eg. external resources) or may not apply to your page.

Learn more about PageSpeed/YSlow scores and how they affect performance.

http://www.sportoncampus.com/   ANALYZE

| Mobile | Desktop |

Speed
Unavailable

Optimization
Low
11 / 100

Data about the real-world performance of this page was unavailable. PageSpeed Insights was still able to analyze this page to find potential optimizations. Applying these optimizations may improve the speed of this page. Please investigate the recommendations below. Learn more.

Page Stats

PSI estimates this page requires 8 additional round trips to load render blocking resources and 6.3 MB to fully render. The median page requires 4 render blocking round trips and 1.5 MB. Fewer round trips and bytes results in faster pages.

Optimization Suggestions

Enable compression
▸Show how to fix

Optimize images
▸Show how to fix

Minify JavaScript
▸Show how to fix

Leverage browser caching
▸Show how to fix

Eliminate render-blocking JavaScript and CSS in above-the-fold content
▸Show how to fix

Minify CSS
▸Show how to fix

Prioritize visible content
▸Show how to fix

Reduce server response time
▸Show how to fix

http://www.sportoncampus.com/   ANALYZE

| Mobile | Desktop |

Speed
Unavailable

Optimization
Medium
77 / 100

Data about the real-world performance of this page was unavailable. PageSpeed Insights was still able to analyze this page to find potential optimizations. Applying these optimizations may improve the speed of this page. Please investigate the recommendations below. Learn more.

Page Stats

PSI estimates this page requires 0 additional round trips to load render blocking resources and 6.5 MB to fully render. The median page requires 4 render blocking round trips and 1.2 MB. Fewer round trips and bytes results in faster pages.

Optimization Suggestions

Reduce server response time
▸Show how to fix

Enable compression
▸Show how to fix

Leverage browser caching
▸Show how to fix

Minify CSS
▸Show how to fix

Minify JavaScript
▸Show how to fix

Optimize images
▸Show how to fix

34
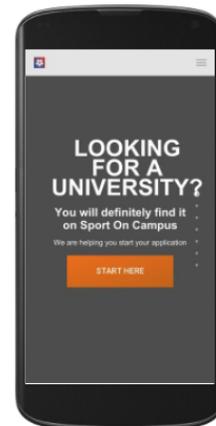
Appendix 1.5 - Social Media Audit

Social Media Metrics	Metric	Recommendations and Insights
How many followers does the channel currently have?	Facebook: 211 Likes, 216 Follows 79% Male, 21% Female 18-24 Age Range, Top Locations: France Canada Marseille Montreal Instagram: 545 Followers, 74% male, 26% female. 18-24 largest demographic Top Locations: Montreal Paris Marseille Quebec Vancouver France USA Canada	Focus more content on female audience, unless testing proves that there isn't much engagement from this audience.
What are the top performing posts? What type of content is being promoted in these posts and what type of media is used?	Branded content and university content perform well. Athlete photography and team photos tend to perform the best. Videos are the most engaged content	Streamline content on both channels towards most successful posts. Build more consistency.
What are the poorest performing posts? What type of content is being promoted in these posts and what type of media is used?	Testimonials photos. Possibly would be better in video form	Make videos instead
What types of people are engaging with your posts? (ie. demographics,	Young males (18-24), primarily from France — Paris & Marseille. Some traffic from	Could try to find out more about female audience. It feels relatively untapped given the

psychographics)	Canada	opportunities that are being provided by Universities
What times of the day are posts getting the most engagement?	Around noon (11:30-1pm) & 5-6pm	Post at times of highest engagement (8am, 12-1pm, 5-6pm)
What days of the week are posts getting the most engagement?	Pretty event throughout week - tues & thu slightly higher	Post daily and continue testing
Does the social media profile provide an overview of the company, a CTA and a website URL?	FB: Yes IG: Yes	Both social profiles provide these and do not need optimization
Does the social media profile have appropriately branded images and logos?	FB: Yes IG: Yes	Logos are appropriate and relevant to the brand

Appendix 1.5.1 - Facebook Top Performing Post

Appendix 1.5.2 - Instagram Top Performing Post

Appendix 2.0 - Digital Marketing Measurement Model

	Acquisition	Behaviour	Conversion
	Create	**Generate**	**Increase**
Objectives	Increase brand awareness	Increase engagement	Increase leads generated
Site Goals	Increase website traffic from the target persona	Increase engagement with blog content	Increase sign up for consultations
KPI	# of visitors	# of pages viewed per session	# of clicks on the "Submit Application" button
Target	30% increase in visitors to the site	15% in pages viewed per session	15% increase in submitted applications
Segment	# of users # of returning users Landing pages Exit pages Bounce rate	Pages views/session Landing pages Exit pages Bounce rate # of return users	Landing pages Exit pages Bounce rate % conversions # of return users

Appendix 3.0 - Google Analytics Audits

Baseline Metrics	Metric/Dimension/ Report to Analyze	Metrics	What Insights Does This Provide/ What Recommendations Can I make?
On average, how many monthly visits does the site receive?	Visitors	286 260 new users	
What sources are driving traffic?	Source/Medium	Direct 38.85% Google/Organic 33.78% l.instagram.com 8.78% m.facebook.com 5.41% Instagram.com 2.36% l.facebook.com 2.36% Comet.parisandco.com 2.03% Talent-match_email 1.01% Footamateur.fr 0.68% Lespepitestech.com 0.68%	Given the age group higher referrals from social media would be good to see.
What is the average bounce rate?	Bounce rate	58.13%	High bounce rate
What is the average time someone spends on the site?	Time on site	3 minutes	The people who are staying to read the page are taking the time to read it.
What locations are driving the most traffic?	Location	France 54.33% Canada 19.38% US 6.57% India 2.08% Japan 1.38% Brazil 1.04% Germany 1.04% UK 1.04%	The right audience is reaching it for the most part.
What is the average conversion rate on the site?	Conversion Rate	This view is not enabled	Recommend enabling this view and setting up goals
Who is currently interacting with the site?	Gender, age, devices, interests, user type (new/returning)	This view is not enabled	Recommend enabling this view

How many pages are users interacting with in a session?	Pages per session	2.35 pages per session	
Ecom Specific Baseline Metrics		This view is not enabled	Recommend enabling this view
What is the average eCommerce conversion rate?	Conversion Rate	This view is not enabled	
What is the average number of transactions per month?	Average Transactions	This view is not enabled	Recommend enabling this view
What is the average order value?	Average order value	This view is not enabled	Recommend enabling this view
What is the total revenue from eCommerce transactions per month?	Revenue	This view is not enabled	Recommend enabling this view
What are the top performing products?	Product performance	This view is not enabled	Recommend enabling this view
What is the percentage of new versus returning purchasers?	New/Returning users	This view is not enabled	Recommend enabling this view
What is the average time to conversion?	Time lag to conversion	This view is not enabled	Recommend enabling this view
Acquisition & Audience			
How are people finding our site?	source/medium/ referrals	Direct 38.85% Google/Organic 33.78% l.instagram.com 8.78% m.facebook.com 5.41% Instagram.com 2.36% l.facebook.com 2.36% Comet.parisandco.com 2.03% Talent-match_email 1.01% Footamateur.fr 0.68%	

		Lespepitestech.com 0.68%	
How strong is the website's brand awareness?	Weak		
Who is interacting with the website?	Gender, age, device, interests, user type (new/returning)	This view is not enabled	Recommend enabling this view
Who is buying products on the site?	Conversion by segment	This view is not enabled	Recommend enabling this view
What locations are converting the highest rates?	Country, City	This view is not enabled	Recommend enabling this view
Behaviour			
How do users interact with the site?	Page performance, behaviour, time on site, bounce rate, exit pages	Exit pages: /?lang=fr 16.7% /index.php/university-application/ 6.01% /index.php/about-concept/ 4.23% /index.php/university-of-british-columbia/ 3.34% /index.php/thompson-rivers-university/ 3.12% /index.php/mcgill-university/ 2.67% /index.php/about-concept/?lang=fr 2%	People are existing from keypages. Is that because they are converting or because it it seen as irrelevant?
What products are performing best?	Product performance	Index.php, Home page, and french index page are highest performing (43.62%, 39.24% and 14.88%)	Not a lot of interaction with school information.
What channels are driving the highest conversions?	Source/medium	Direct 38.98% Organic Search 34.58% Social 20.34% Referral 5.08%	Higher organic search and social referral would be better given the target persona preferred sources of information.

How do people interact with the buying process?	User flow	This view is not enabled	Recommend enabling this view
What are the characteristics of converters vs. non-converters?	Gender, age, device, interests, user type (new/returning) by looking at segments	This view is not enabled	Recommend enabling this view
Conversions			
What are the top conversion paths?	Top Conversion path	This view is not enabled	Recommend enabling this view
What are the most common assisted conversions?	Assisted conversions	This view is not enabled	Recommend enabling this view
What is the time lag to conversions?	Time lag	This view is not enabled	Recommend enabling this view
What is the path length to conversions?	Path Length	This view is not enabled	Recommend enabling this view
Is there any trends in conversions? (ie. monthly trends, times of years/months/days of week)	Conversions	This view is not enabled	Recommend enabling this view

Appendix 3.1.1 - Goals

1. Submit Application Goal:

Goal setup   Edit
Custom

② Goal description

Name

Submit Application

Goal slot ID

Goal Id 1 / Goal Set 1 ▾

Type

○ Destination   ex: thanks.html
○ Duration   ex: 5 minutes or more
○ Pages/Screens per session   ex: 3 pages
◉ Event   ex: played a video
○ Smart Goal   Smart Goal not available.
  Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your AdWords bidding. Learn more

[Continue]   [Cancel]

✓ Goal setup   Edit
Custom

✓ Goal description   Edit
Name: *Submit Application*
Goal type: *Event*

③ Goal details

Event conditions
Set one or more conditions. A conversion will be counted if all of the conditions you set are true when an Event is triggered. *You must have at least one Event set up to create this type of Goal.* Learn more

Category	Equals to ▾	form
Action	Equals to ▾	click
Label	Equals to ▾	submitapplication
Value	Greater than ▾	Value

Use the Event value as the Goal Value for the conversion

[YES]

If you don't have a value defined in the condition above that matches your Event tracking code, nothing will appear as the Goal Value.

Verify this Goal   See how often this Goal would have converted based on your data from the past 7 days.

[Save]   [Cancel]

43

2. Download ebook

✅ **Goal setup**   Edit
Custom

② **Goal description**

Name

Download ebook

Goal slot ID

Goal Id 1 / Goal Set 1 ▼

Type

◉ Destination   ex: thanks.html

○ Duration   ex: 5 minutes or more

○ Pages/Screens per session   ex: 3 pages

○ Event   ex: played a video

○ Smart Goal   Smart Goal not available.
   Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your AdWords bidding. Learn more

[Continue]   [Cancel]

✅ **Goal setup**   Edit
Custom

✅ **Goal description**   Edit
Name: *Download ebook*
Goal type: *Destination*

③ **Goal details**

Destination

Equals to ▼ | App screen name or web page URL | ☐ Case sensitive
For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Value optional

[OFF]   Assign a monetary value to the conversion.

Funnel optional

[OFF]
Specify a path you expect traffic to take towards the destination. Use it to analyze the entrance and exit points that impact your Goal.

Verify this Goal   See how often this Goal would have converted based on your data from the past 7 days.

[Save]   [Cancel]

44

3. Request Info

✅ **Goal setup**   Edit
Custom

② **Goal description**

Name

> Request Info

Goal slot ID

> Goal Id 1 / Goal Set 1   ▼

Type

- ◉ **Destination**   ex: thanks.html
- ◯ **Duration**   ex: 5 minutes or more
- ◯ **Pages/Screens per session**   ex: 3 pages
- ◯ **Event**   ex: played a video
- ◯ Smart Goal   Smart Goal not available.

  Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your AdWords bidding. Learn more

[Continue]   [Cancel]

✅ **Goal setup**   Edit
Custom

✅ **Goal description**   Edit

Name: *Request Info*
Goal type: *Destination*

③ **Goal details**

Destination

[Equals to ▼] [App screen name or web page URL]   ☐ Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Value optional

[OFF]   Assign a monetary value to the conversion.

Funnel optional

[OFF]   Specify a path you expect traffic to take towards the destination. Use it to analyze the entrance and exit points that impact your Goal.

Verify this Goal   See how often this Goal would have converted based on your data from the past 7 days.

[**Save**]   [Cancel]

4. Get Started

✅ **Goal setup** Edit
Custom

② **Goal description**

Name

Get Started

Goal slot ID

Goal Id 1 / Goal Set 1 ▾

Type

◉ **Destination** ex: thanks.html

○ **Duration** ex: 5 minutes or more

○ **Pages/Screens per session** ex: 3 pages

○ **Event** ex: played a video

○ Smart Goal   Smart Goal not available.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your AdWords bidding. Learn more

[Continue]   [Cancel]

✅ **Goal description** Edit

Name: *Get Started*
Goal type: *Destination*

③ **Goal details**

Destination

Equals to ▾ | App screen name or web page URL | ☐ Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Value optional

OFF   Assign a monetary value to the conversion.

Funnel optional

OFF

Specify a path you expect traffic to take towards the destination. Use it to analyze the entrance and exit points that impact your Goal.

Verify this Goal   See how often this Goal would have converted based on your data from the past 7 days.

[Save]   [Cancel]

Personal Background - Pierre LaFrance
Age: 18
Home nation: French
Family: Not married, very recently moved out or still lives with parents
Education: High school grad who is looking at where to go next.
Interests: Soccer, experience school abroad

Pain points:
- Limited knowledge on how to find go to international schools with athletic scholarships
- Not a lot of central sources of information on athletic programs at international school

Photo:

Role	
What is your job role/role in life? Your title?	Upcoming Freshman student High school grad who played soccer, 4 year varsity player, academy level

How is your job/role measured?	- Academic Results - Athletic Performance
What is a typical day?	- Study, go to class, socialize with classmates and team mates - Go to practice 4 times per week Compete in matches weekly
What skills are required?	- Higher than average athletic ability - Skilled striker
What knowledge and tools do you use?	- YouTube, Social Media, Reading blogs
Who do you report to? Who reports to you?	- parents, coach, teachers,
Company/Organization	
What industry or industries does your company work/is your role in?	- NA
What is the size of your company/organization (revenue, employees)?	- NA
Goals	
What are you responsible for?	- Academic Success and Athletic success
What does it mean to be successful in your role?	- Good Grades, Great athleticism and performance in a sport, getting into a good university
Challenges	
What are your biggest challenges?	- Finding a school that fulfills the academic, social and athletic scholarship needs for studying abroad.
Watering Holes	
How do you learn about new information for your job?	- network of university coaches and recruiters - sports magazines around varsity topics specifically

What publications or blogs do you read?	- college/university newspaper, collegiate athletic blogs and publications, goal.com, ESPN FC, Bleacher Report,
What associations and social networks do you belong?	- school sports clubs, foreign ethnic groups associations at school, clubs related to field of study.
Shopping Preferences	
How do you prefer to interact with vendors? (email, phone, in person)	- In person and online - Social media chat
Do you use the internet to research vendors or products?	- yes, both - use social media for information, especially from peers
If yes, how do you search for information?	- social media (YouTube, Facebook, Instagram, Twitter), review sites, potentially word of mouth
Quality Lead	
Location	Mainly France, Europe is acceptable too
Company Size	N/A
Job Title	Student
Budget	$20,000 (For living expensive) + International Student Tuition
Decision Maker	Parents or The Student (Depending on who has the funds)

Appendix 5.1 - Brand Filter

Behaviour:
Helpful, simplified and concise

Personality:
Athletic, thirst for knowledge, fun

Values:
Academic and Athletic Success

Purpose:
To provide a good study abroad experience for student athletes.

Motivation:
To give international students the ultimate experience, let others experience Clement's story
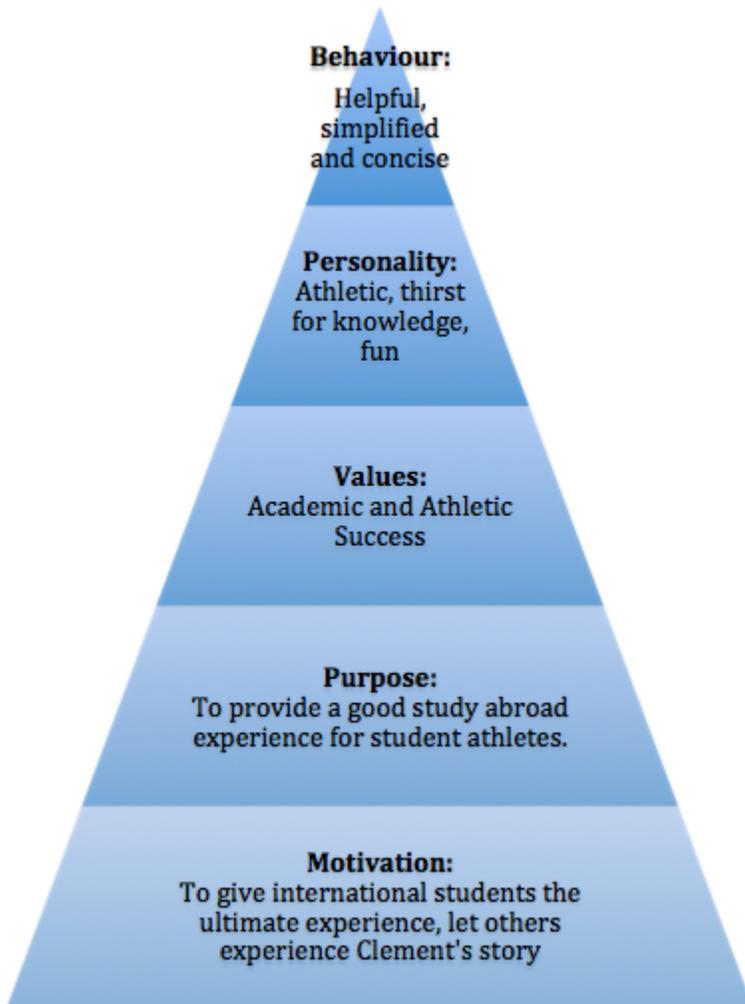
Appendix 6.0A - CTA Mockups

Awareness

FREE GUIDE

10 Reasons to Attend University in Canada

DOWNLOAD GUIDE

See how you fit into one of our partner campuses. Learn more about Canadian culture and how your sport can create your amazing story.

Consideration

READY FOR MORE?

Download University Recruitment Guides Today

DOWNLOAD FREE RECRUITMENT PACKAGE

Learn how your chosen school recruits varsity athletes now

Decision

FREE CONSULTATION

Ready to apply for a school? We can help you connect.

SIGN UP FOR A FREE CONSULTATION

Let us help you connect to the recruiters

Appendix 6.0B - Landing Pages:

Awareness

Consideration

Decision

Thank You Pages:

Awareness
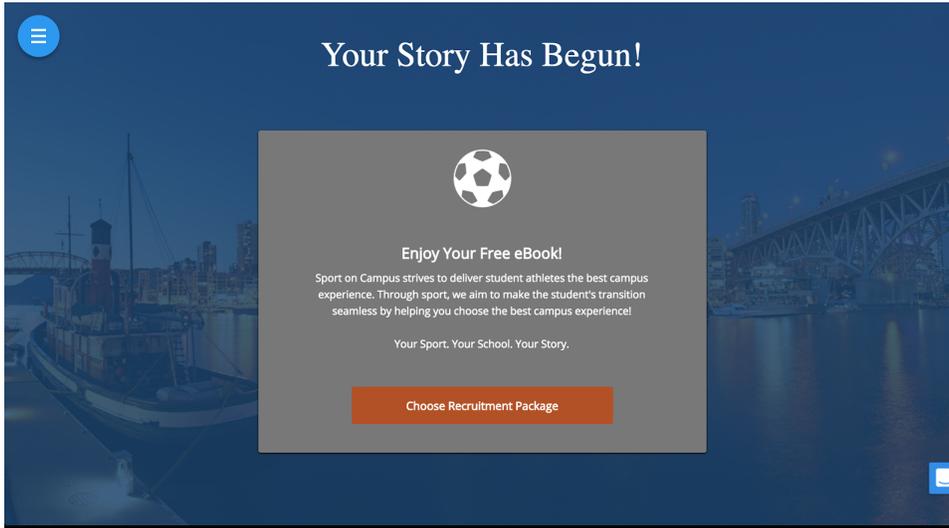
Consideration
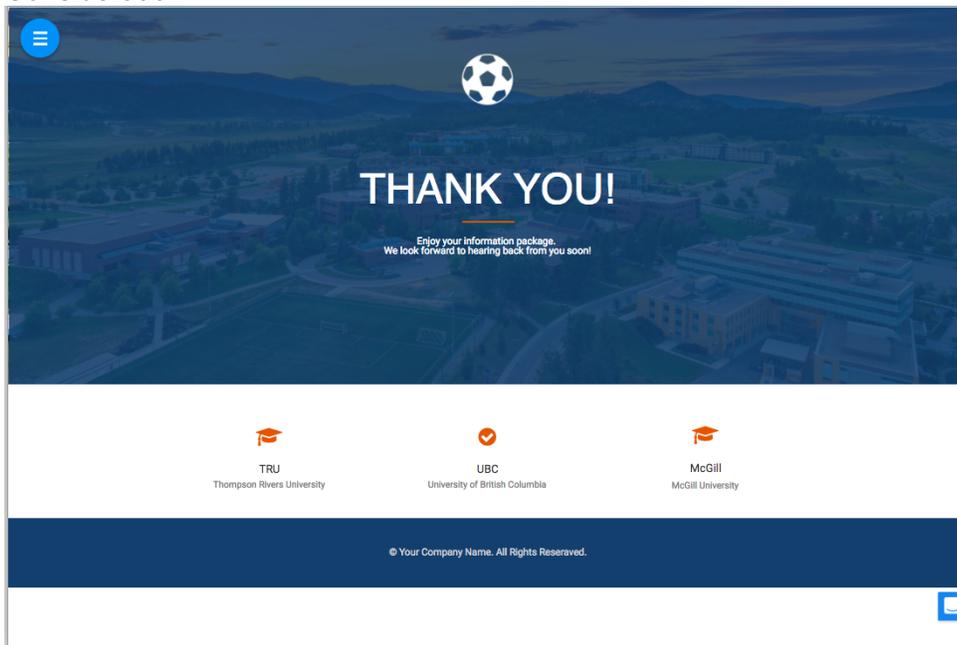
Decision

Appendix 6.0C Email Mockups

Awareness Stage

Consideration Stage

Sport On Campus

Hello There!

Your journey has begun and your on your way to writing the first chapter of your story.

We wanted to give you an even deeper look into one of our partner campuses at the University of British Columbia.

With 150+ degree options, nationally ranked athletics and world class facilities, UBC offers international students endless possibilities.

Take a closer look and see if UBC is right for you.

- Sport on Campus Team

Select School

Decision Stage

Sport On Campus

Congratulations!

Thank you for submitting your application.
You are now officially on your way to Sporting your own Story.

We hope you have a wonderful experience in your new journey.
Here are some blogs for your to read to familiarize yourself with your new home.

- Sport on Campus Team

Read More

Awareness

Blogs

CTA - Learn more with our ebook

ebook landing page → Fill out landing page - submit email

Thank you page

Email: Thank you for your download. Here is a recommended blog post.

5 days

Email: Testimonial from alumni. Where are they now?

3 days

Email: How does the recruitment work + special offer "download recruitment package"

Consideration

Blogs

CTA - Sign up for newsletter

Email: How does the recruitment process work + special offer "download recruitment package"

Select universities landing page

Thank you for downloading the recruitment package

Email: Thank you for your download

5 days

Email: Video testimonial from current students

5 days

Email: Video testimonial from alumni

3 days

Email: Free consultation offer + ebook link "Guide to being a student athlete in Canada"

Decision

Blogs

Select sport and program landing page

Thank you for signing up for a free consultation page

Email: We'd like to setup call, select a time

Free phone consultation

Further phone consultation

Registration at preferred school

Email: Congratulations! You're a thunderbird!

Re-Engagement

2 days

Email: Reminder to download your free ebook

2 weeks

Email: UBC's varsity soccer wins Canada West

2 days

Email: Reminder to download your free recruitment package

2 weeks

Email: 10 Best Features of UBC varsity life

2 days

Email: Reminder to schedule your free consultation

2 weeks

Email: Check out this success story from this UBC alumni

2 weeks

Email: Feature Story - Check out this all-star variety athlete

Email: 10 best places to eat at UBC

5 days

Email: Freshman prep kit

5 days

Email: Review of the consultation process

Appendix 6.2.3.1 - Awareness Blog Content Strategy

Keyword Overview:
study abroad canada

[+] Add to... ▾

201-500
Monthly Volume [i] Learn more

37
Difficulty [i] Learn more

86%
Organic CTR [i] Learn more

57
Priority [i] Learn more

Keyword Overview:
sport universities

[+] Add to... ▾

11-50
Monthly Volume [i] Learn more

46
Difficulty [i] Learn more

100%
Organic CTR [i] Learn more

41
Priority [i] Learn more

Appendix 6.3.3.1 - Consideration Blog Content Strategy

college sports

Add to... ▾

201-500
Monthly Volume Learn more

41
Difficulty Learn more

64%
Organic CTR Learn more

53
Priority Learn more

university programs canada

Add to... ▾

51-100
Monthly Volume Learn more

47
Difficulty Learn more

100%
Organic CTR Learn more

49
Priority Learn more

tru wolfpack

201-500
Monthly Volume ⁱ Learn more

44
Difficulty ⁱ Learn more

46%
Organic CTR ⁱ Learn more

49
Priority ⁱ Learn more

ubc admissions

1.7k-2.9k
Monthly Volume ⁱ Learn more

57
Difficulty ⁱ Learn more

64%
Organic CTR ⁱ Learn more

61
Priority ⁱ Learn more

mcgill admissions

101-200
Monthly Volume ⁱ Learn more

59
Difficulty ⁱ Learn more

64%
Organic CTR ⁱ Learn more

45
Priority ⁱ Learn more