

Next Admission Year Search Readiness Review

Executive summary · Sample · Diagnostic, not a sales promise

More than a scorecard. A scorecard flags where applicants stall. This review measures all four levers in depth, establishes your baseline, and turns the findings into a sequenced 90-day plan with a measurement cadence. Illustrative only.

THE FOUR OUTPUTS

1

Technical Baseline

Core Web Vitals, indexation, crawl efficiency, metadata and schema, uptime and issue tracking.

- P75 LCP, INP and CLS by priority template
- eligible vs excluded sitemap URLs, crawl waste
- metadata and schema coverage

2

AI Visibility Baseline

20–30 real student and parent prompts across ChatGPT, Gemini and Perplexity, three repeated runs.

- mention rate, first-party citation rate, accuracy
- source mix: your page vs aggregator vs competitor

3

Admissions Reach Map

Priority programme pages across organic, direct and AI-referral traffic.

- aggregator visibility and intercept points
- application and enquiry paths, drop-off points

4

90-Day Action Plan

Owner, effort and priority for every fix.

- target measurement per action
- implementation dependencies mapped

What gets measured — the framework

Baseline → planning range → measurement cadence · Illustrative

Ranges are planning ranges, not promises. We never promise traffic, applications or rankings. Every target is a range set against *your* fresh baseline, with a stated cadence. Illustrative figures below.

LEVER	ILLUSTRATIVE BASELINE	PLANNING RANGE	MEASUREMENT
Technical SEO health	Composite 70/100	10% relative improvement	Monthly audit + weekly canary
Core Web Vitals	LCP P75 3.4s	10–20% lower median LCP	PSI / CrUX, template-level
Indexation + crawl	87% indexed	5–10pp more eligible URLs	GSC, sitemap diff, crawl logs
AI visibility	11% citation rate	+10–15pp over two cycles	20–30 prompts × 3 engines × 3 reps
AI citation quality	Aggregator-led	20–30% presence, own pages	Citation URL, source type
Combined digital reach	—	Protect ≥95% of baseline	GA4 + GSC + AI-referral
Uptime	—	99.9% availability	External monitor, monthly SLA
Issue resolution	—	95% within 48h	Ticket log, owner, severity

Planning ranges are illustrative and never guaranteed.

AI visibility detail & the 90-day plan

Illustrative

AI VISIBILITY BASELINE — DETAIL

Your mention rate		32%
Your citation rate		11%
Cohort median		41%

25 canonical prompts, three engines, three repeated runs.

90-DAY ACTION PLAN — SAMPLE EXCERPT

FIX	OWNER	EFFORT	PRIORITY
Resolve mobile LCP on programme pages	Web team	2 wks	P1
Add first-party schema to admission pages	Marketing	1 wk	P1
Publish deadline/eligibility content AI can cite	Admissions	3 wks	P2
Build owned content for top 10 student prompts	Content	4 wks	P2

METHODOLOGY

Benchmarks derive from our study of 194 Indian private and deemed universities. Findings are contextualised against real sector distributions, never generic recommendations.

Sample for preview only. Your review carries verified figures for your institution.