

GOLDEN OAK / ADMISSIONS SYSTEM

05

From a full digital build to a measurable search and admissions engine.

One integrated system connects search visibility to admissions demand

73,333

SEARCH IMPRESSIONS

Recorded across the supplied Search Console window.

4,596

ORGANIC CLICKS

Google demand accumulated over 488 reporting days.

22K

NEW USERS

Recorded in the supplied GA4 reporting period.

17K

ADMISSIONS PAGE VIEWS

All channels; views are not applications.

Executive interpretation

CREATE built a full-funnel education asset: parents can discover the school, evaluate programmes and move into admissions pathways inside one owned system.

KEY INSIGHT

Search visibility is only the entry point.

The system links parent discovery to programmes, tours, admissions and CRM.

Golden Oak is evidence of an acquisition infrastructure—not a standalone website.

Parents do not choose a school through one channel

PARENT INTENT

Choose the right school

By curriculum, age, location, support, trust, fees and admissions fit.

Established schools

Existing authority and recognition

Directories

Comparison without admissions context

Social and referrals

Influence without compounding search

Fragmented websites

Programmes, proof and conversion separated

CREATE opportunity

Build the owned layer connecting parent questions to programme proof and admissions action.

The strategy connects parent intent to admissions action in one system



The hypothesis

If every parent question maps to proof and a conversion path, visibility can compound into admissions demand.

One owned stack connects discovery, trust and admissions

21

PUBLIC CONTENT PAGES

Programmes, admissions, trust and parent resources.

3

CONVERSION PATHWAYS

Admissions application · school tour · contact.

1

CONNECTED CRM

One managed follow-up infrastructure.

DISCOVERY

Curriculum + age + location

TRUST

Story + SEN + Cambridge

AI LAYER

llms.txt + XML sitemaps

CONVERSION

Admissions + tours + portal

CREATE delivered the acquisition system as one integrated build

PHASE 01



Demand
mapping

PHASE 02



Website
system

PHASE 03



Search
architecture

PHASE 04



Forms +
CRM

PHASE 05



**Measurement
loop**

5

DELIVERY PHASES

Website · content
· SEO · forms ·
CRM · analytics

Organic search became a durable admissions channel



1,144

PEAK QUARTER CLICKS

5

COMPLETE QUARTERS

Every complete quarter exceeded 675 clicks.

KEY INSIGHT

17K

admissions-page views recorded across all channels.

The parent journey is active before enrolment attribution is fully measured.

Brand demand is captured while generic education visibility expands

QUERY	POSITION	CLICKS	IMPRESSIONS
golden oak private school	2.03	998	3,870
golden oak school limassol	2.06	215	611
private school limassol	12.42	22	2,081
private schools in limassol	12.74	15	2,453
montessori limassol	8.27	7	257
english school limassol	16.97	4	1,770

Interpretation

Brand authority is established; high-value generic terms are moving toward page-one territory.

Branded search authority is established and highly efficient

9,877

VISIBLE BRAND IMPRESSIONS

Within exported, non-anonymised query rows.

2,345

VISIBLE BRAND CLICKS

Captured across Golden Oak name variants.

23.7%

VISIBLE BRAND CTR

A strong signal of navigational demand.

2.03

TOP BRAND QUERY POSITION

“golden oak private school”.

Executive interpretation

Golden Oak converts brand awareness into efficient search capture while the broader content system expands generic discovery.

Authority is distributed across commercial and trust-building pages

55,545

HOME IMPRESSIONS

The primary organic discovery asset.

7,839

CAREERS IMPRESSIONS

Employer demand extends the authority footprint.

5,850

KINDERGARTEN IMPRESSIONS

Programme-specific parent demand.

4,317

SEN IMPRESSIONS

Trust and support content earns discovery.

Executive interpretation

Search authority is not concentrated on the homepage: programme, careers and support content create multiple discovery routes.

Parents are moving beyond awareness into decision-stage pathways

17K

ADMISSIONS PAGE VIEWS

The most-viewed page in the GA4 report.

2K

SCHOOL-TOUR VIEWS

High-intent evaluation activity.

1.7K

PARENT-PORTAL VIEWS

Operational value beyond acquisition.

1.5K

KINDERGARTEN VIEWS

Programme-level parent research.

Executive interpretation

The highest on-site demand sits inside admissions and evaluation journeys—not only general school awareness.

The build converts parent discovery into a managed admissions journey

21

PUBLIC CONTENT PAGES

Built around programmes, proof and admissions.

3

CONVERSION PATHWAYS

Application · school tour · contact.

1

CONNECTED CRM

Centralises follow-up and future attribution.

1

PARENT PORTAL

Extends the system into the client lifecycle.

Executive interpretation

CREATE implemented the full owned stack, so search demand can move into forms, follow-up and parent operations without leaving the ecosystem.

Search, paid reach and on-site intent now operate as one acquisition engine

22K

NEW USERS

41K

SITE VIEWS

4.9K

ORGANIC SESSIONS

Second-largest acquisition source

Admissions journey

17K admissions-page views

High-intent evaluation across all channels

Cyprus audience

18K new users from Cyprus

Approximately 82% of reported new users

Organic discovery

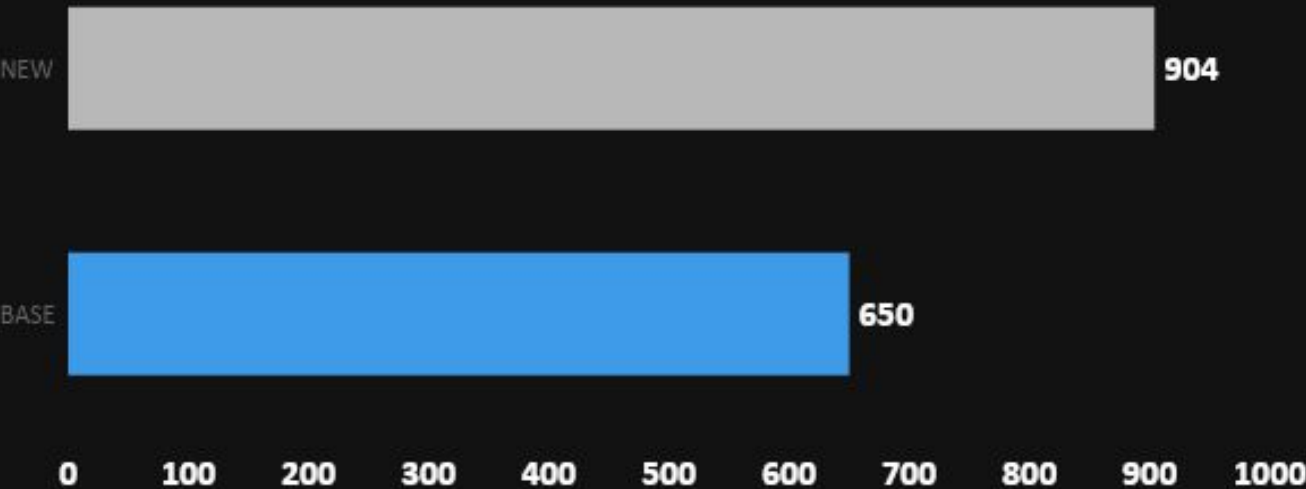
73,333 impressions · 4,596 clicks

Owned demand that continues to compound

Organic does not operate in isolation—it compounds the full admissions engine.

The latest 90 days generated more demand at a stronger position

ORGANIC CLICKS • FIRST 90 VS LATEST 90 DAYS



+39.1%

CLICK GROWTH

904 versus 650 clicks

Impression growth +28.4%

Position gain 4.87

Lower average position is better. Periods contain 90 reporting days.

Demand grew while impression-weighted position improved from 15.10 to 10.23.

KEY INSIGHT

This is not a website case study.

It is a connected search, admissions, CRM and parent-lifecycle infrastructure.

The next value unlock is complete application-to-enrolment attribution.

The search engine is local, mobile and increasingly generic

4,596

ORGANIC CLICKS

79.5%

CYPRUS CLICK SHARE

2,696 mobile clicks · 58.7% of total

SEARCH DEMAND COMPOSITION

SEGMENT	LOCAL + MOBILE	
	CLICKS	SHARE
Cyprus	3,653	79.5%
Other geographies	943	20.5%
Mobile	2,696	58.7%
Desktop + tablet	1,900	41.3%

The strongest demand is generated in the school's core market and on mobile devices.

LOCAL DEMAND

3,653 Cyprus clicks

MOBILE DEMAND

58.7% mobile

76.3% non-brand impressions

The acquisition infrastructure is proven; enrolment attribution is the next unlock

VALIDATED

73,333 search impressions
4,596 organic clicks
22K new users
17K admissions-page views
Website · forms · CRM · analytics

EVIDENCE BOUNDARY

Applications and enrolments not supplied
Page views are not enquiries
Search clicks are not unique parents
CRM outcomes are not verified

17K

ADMISSIONS PAGE
VIEWS

All channels; not applications
or enrolments.

NEXT SCALE LAYER

CRM stage mapping Source attribution Enrolment value Cohort reporting

EXECUTIVE CONCLUSION

CREATE did not simply make a private school visible.

It built the digital admissions infrastructure
behind its growth.

SEARCH DEMAND

73,333 impressions

ADMISSIONS JOURNEY

17K page views

CREATE

Full-stack implementation

CREATE