



Net Natives

THE MOST SUCCESSFUL
STUDENT AND
LOCAL AUTHORITY
MARKETING AGENCY

LATEST DEVELOPMENTS | SEPTEMBER 2016

WORKING
TOGETHER, OR
AS INDIVIDUAL
ITEMS, TO
DELIVER YOUR
TRUE
CUSTOMER®



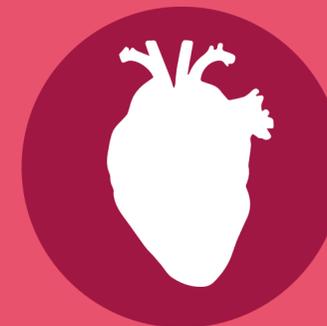
- **Technology**
Tools to engage, track, nurture and convert your True Customer®



- **Analytics, Insights and Research**
Make data meaningful



- **Advertising**
Utilise an ethical, accountable and agile approach



- **Creative**
Inspire actions through concepts that cut through

YOUR BRAND IS
WHAT PEOPLE
SAY ABOUT YOU
WHEN YOU'RE
NOT IN THE ROOM

ANALYTICS
INSIGHT
RESEARCH
IS MAKING DATA MEANINGFUL



National
Clearing
Survey
2015



EduRank
from Net Natives

“Net Natives are wonderful to work with... highly organised and efficient... excellent follow-up throughout”

offa



BERA
BRITISH EDUCATIONAL RESEARCH ASSOCIATION



University of Manchester

Conference Talk Report

November 2016



Why Competitor Analysis?



Key Areas of Competitor Analysis

- Page Insights and Website Content
- Google Trends and Keyword Search volumes
- Auction Insights (brand and course)
- Social Media Presence
- Marketing activity



Page Insights and Website Content

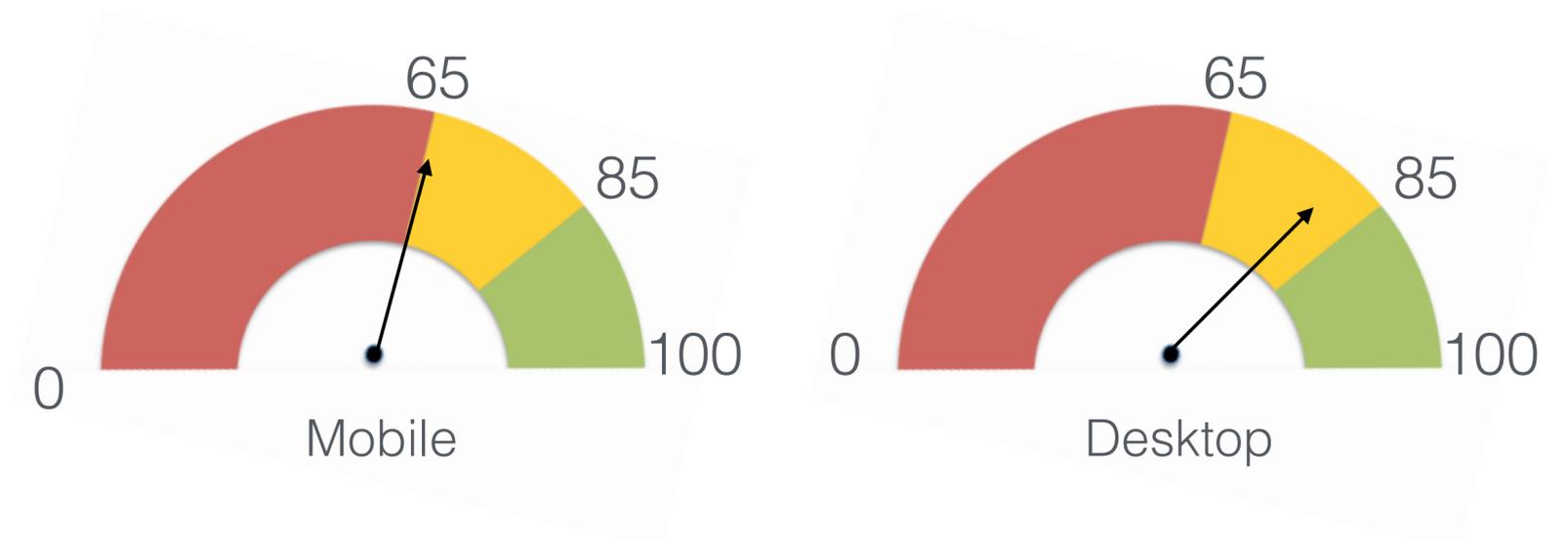


Site Speed

What we found: The speed of the site is moderate for mobile (66/100) and moderate for desktop (78/100).

Why this matters: Website speed is a factor that Google takes into account when assessing how your website should rank. Slow loading websites can negatively affect a user's experience and so this can be a factor that can negatively influence a site's rankings. Also, websites that load quickly are crawled more thoroughly and more consistently than slower ones.

University of Manchester

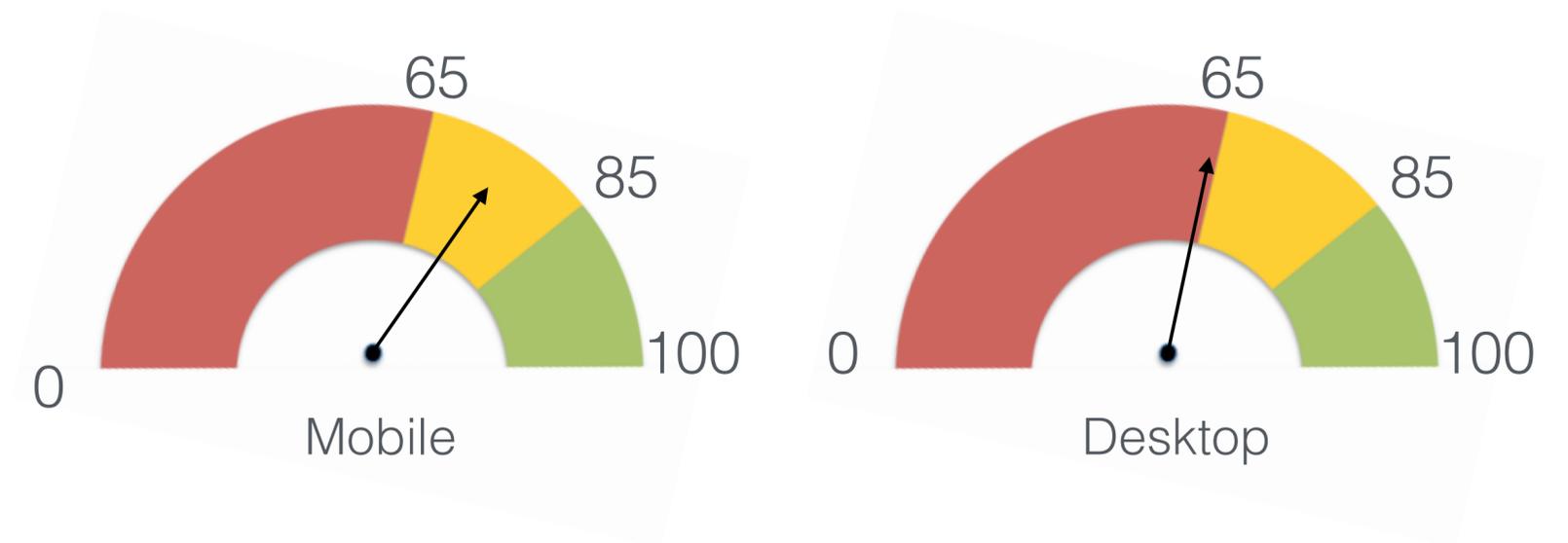


University of Edinburgh

Site Speed

What we found: The speed of the site is moderate for mobile (73/100) and poor for desktop (64/100).

Why this matters: Website speed is a factor that Google takes into account when assessing how your website should rank. Slow loading websites can negatively affect a user's experience and so this can be a factor that can negatively influence a site's rankings. Also, websites that load quickly are crawled more thoroughly and more consistently than slower ones.

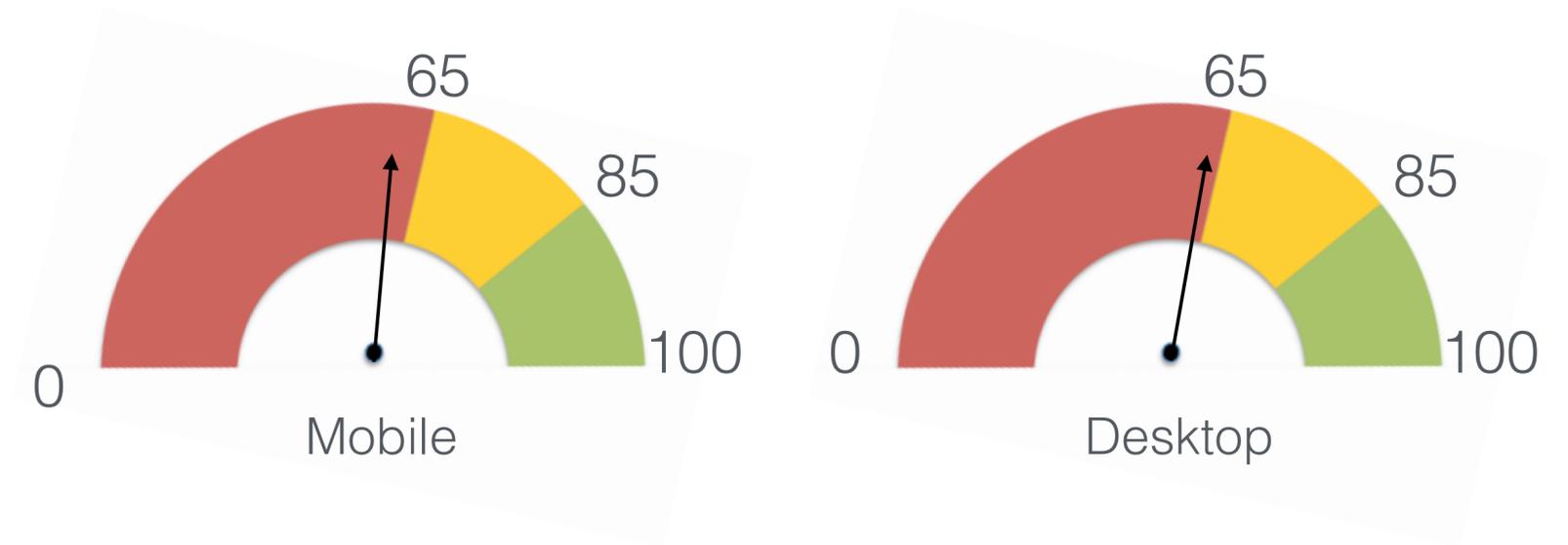


Imperial College London

Site Speed

What we found: The speed of the site is poor for mobile (54/100) and poor for desktop (63/100).

Why this matters: Website speed is a factor that Google takes into account when assessing how your website should rank. Slow loading websites can negatively affect a user's experience and so this can be a factor that can negatively influence a site's rankings. Also, websites that load quickly are crawled more thoroughly and more consistently than slower ones.



Postgraduate

Courses for 2017-18 Why Imperial? Accommodation Campus life Living in London Applying Fees and funding MORE

Imperial is a one-of-a-kind university in the UK, focusing exclusively on science, engineering, medicine and business.



We have a wide range of professional training courses for postgraduate students, covering topics including networking, interview skills, presenting, and project management.

2 of 8

TOP LINKS

- Search courses
- Applying
- PhD studentships
- Tuition fees 2017-18
- EU Referendum - advice

< Home

< Study

< Taught master's

> Courses

A-Z list of courses

Master's courses at The University of Manchester

You may already have a good idea of which master's course you wish to study - or you may be interested more generally in a particular subject area.

We can help you find the right master's course for you, regardless of what stage of the decision-making process you are at. You can browse our postgraduate taught courses using our course finder, or explore our full list of subject areas.

Course finder

Enter keywords

Search

>> A-Z list of courses

The University of Manchester provides approved course information only to the following trusted sites: UCAS, Hotcourses, TARGETcourses, Prospects, Education UK, MastersPortal.eu, FindAMasters and MastersCompare. Information found on any other external site is not approved or supported by the University, and may not be current or reliable.

POSTGRADUATE STUDY

Postgraduate study home

Home > Study > Postgraduate study

Contact us

Degree finder

Studying with us

Why choose Edinburgh?

Facilities & support

Fees & funding

Entry requirements

How to apply

Visit the University

Online information sessions

Request a prospectus

Browse the degree finder

- Browse programmes by subject
- A-Z of taught programmes
- A-Z of research programmes
- A-Z of online programmes

Search the degree finder

Search our postgraduate programmes



- Taught
- Research
- Online
- All

How to apply

All you need to know about our application process.

Entry requirements

Our general entry requirements for postgraduate study.

Fees and funding

Tuition fees, studying costs and financial support.



Net Natives

Postgraduate study home

Degree finder

Subject: Business, Management and Finance

Finance

Home > Study > Postgraduate study > Degree finder > Subject: Business, Management and Finance > Finance

Contact us

Finance

Awards: MSc

Study modes: Full-time

Programme website: [Finance](#)

Expand all + Contract all -

Programme description +

Programme structure +

Learning outcomes +

Applying

Select your programme and preferred start date to begin your application.

MSc Finance - 1 Year (Full-time)

18 September 2017 Apply

Application deadlines +

How to apply +

< Home

< Study

< Taught master's

< Courses

∨ A-Z list of courses

Attend an open day

MSc Finance / Course details

Year of entry: 2017

View tabs View full page

Overview Entry requirements Application and selection **Course details**

Careers

Course description

[Course module details >>](#)

From derivatives and investments to mergers and acquisitions and global markets, this course covers the essential information you need to pursue a range of exciting careers in finance at an international level, or an academic career via a PhD.

Investing in an MSc Finance adds up to a great career and you gain valuable quantitative skills that are in high demand by employers. A dissertation, focusing on empirical research, allows you to explore your chosen area of interest in detail, and you are supported throughout by our high-calibre staff.

Recent graduates have accepted positions in the City, with the 'Big 4' global financial services firms, major world banks and financial institutions.

The MSc Finance is recognised by the Economic and Social Research Council as postgraduate preparation for a PhD.

Postgraduate

Courses for 2017-18 Why Imperial? Accommodation Campus life Living in London Applying Fees and funding MORE

Home / Study / Postgraduate / Courses for 2017-18 / Imperial College Business School / MSc Finance

Courses for 2017-18

Course list

About our Master's qualifications

Master's study experience

About our Doctoral qualifications

Doctoral study experience

Summer schools

MSc Finance

Duration: 1 year full-time
Start date: September 2017
Location: [South Kensington](#)
ECTS: 90 credits

This course is now open to applications for 2017 entry.

This prestigious course prepares recent graduates and young professionals for a wide range of careers in finance.

Find out more

Enquiries
 T: +44 (0)20 7589 5111
 E: business.school@imperial.ac.uk
[Visit the Imperial College Business School website](#)

Overview +

Structure +

Entry requirements +

Fees and funding +



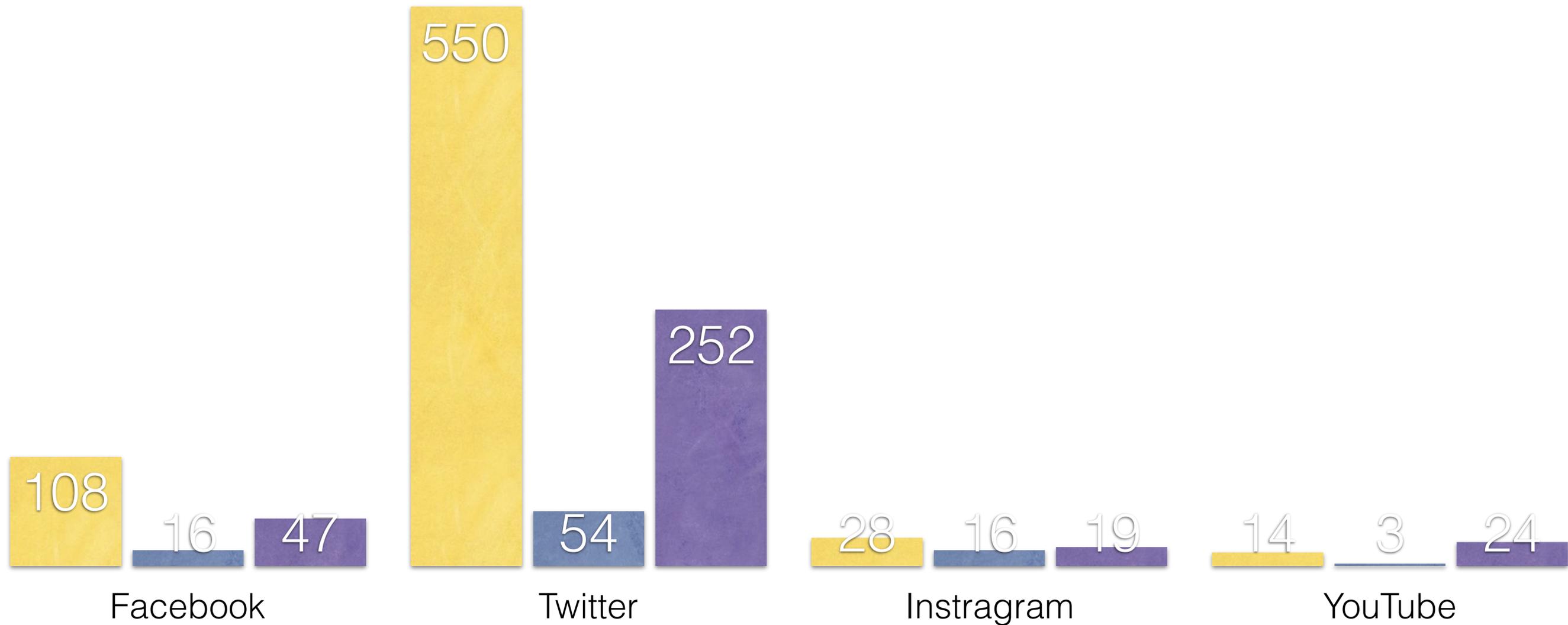
Take aways

- Site speed will make or break UX
- How does this compare on mobile and desktop?
- What do you want someone to achieve when they come on to the website?
- What do you have on your landing pages that your competitors do or dont?

Social Media

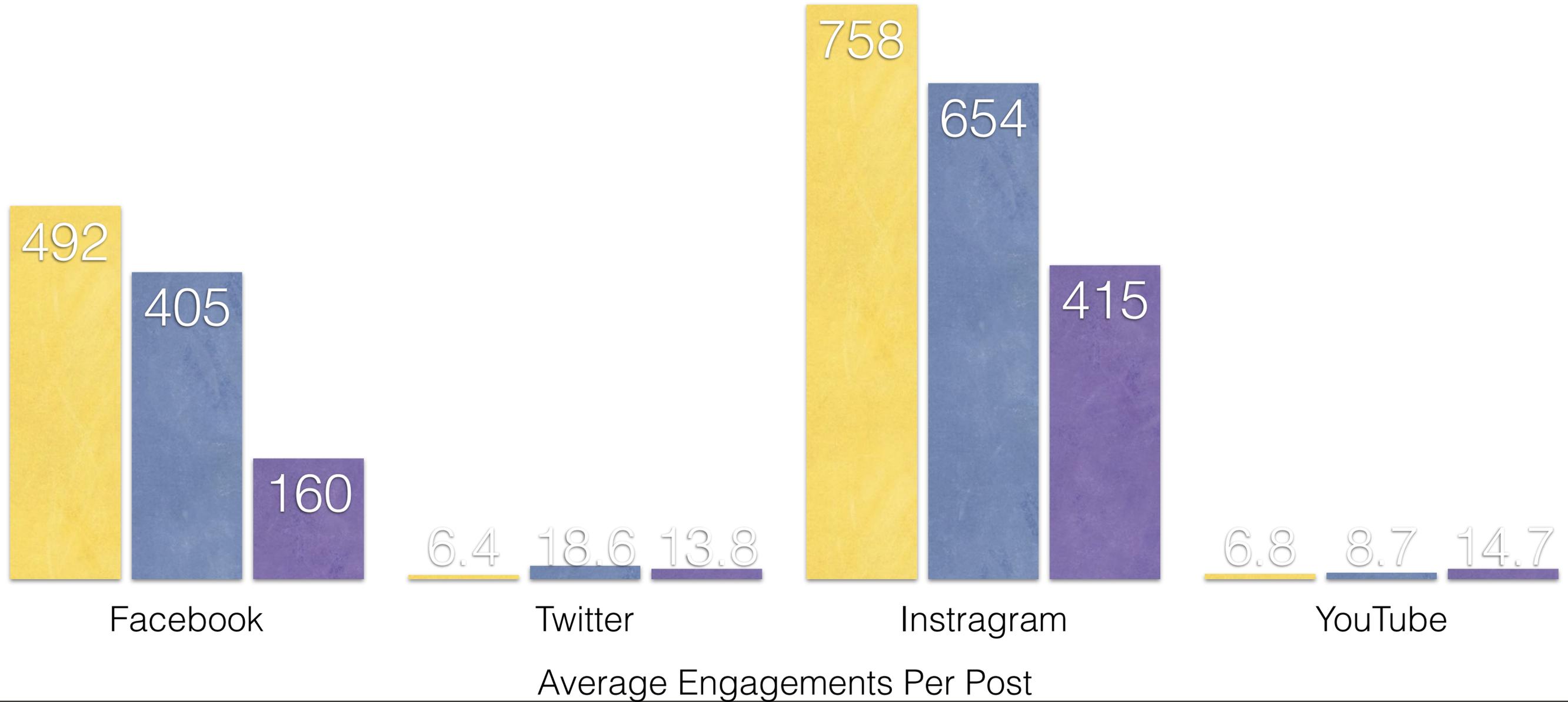


■ University of Manchester ■ University of Edinburgh ■ Imperial College



Total Number of Posts

■ University of Manchester ■ University of Edinburgh ■ Imperial College



Social Media - Facebook

Below are the top posts on Facebook for the University of Manchester, University of Edinburgh and Imperial College London in October 2016.

University of Manchester

The University of Manchester
3 October · 🌐

We're delighted to announce that on Friday 14 October 2016, The University of Manchester will welcome Their Royal Highnesses The Duke and Duchess of Cambridge to the campus.

This will be the first time The Duke and Duchess have visited the University. Discover more about the trip here:



The Duke and Duchess of Cambridge to visit The University of Manchester

This will be the first time The Duke and Duchess have visited the University. They will tour the world-leading National Graphene Institute (NGI) where academics...

MANCHESTER.AC.UK

Like Comment Share

4.7k

892 shares 517 comments

University of Edinburgh

The University of Edinburgh
5 October · 🌐

Congratulations to Edinburgh alumnus Professor Sir Fraser Stoddart who has been awarded a Nobel Prize in Chemistry.

The 2016 chemistry prize was awarded jointly to Professor Stoddart, Jean-Pierre Sauvage and Bernard Feringa "for the design and synthesis of molecular machines".

<http://edin.ac/2cSgxpe>



Nobel award for chemistry alumnus

Edinburgh alumnus Professor Sir Fraser Stoddart has been awarded a Nobel Prize in Chemistry.

ED.AC.UK

Like Comment Share

2.5k

312 shares 45 comments

Imperial College London

Imperial College London was live.
17 October at 19:07 · 🌐

#HawkingTalk: Professor Stephen Hawking is LIVE from Imperial College London's Great Hall! Following his presentation on black holes, Prof Hawking is now taking questions from the audience. Watch the live Q&A now!



61k Views

Like Comment Share

2.9k

537 shares 203 comments

Social Media - Twitter

Below are the top posts on Twitter for the University of Manchester, University of Edinburgh and Imperial College London in October 2016.

University of Manchester

Uni of Manchester @OfficialUoM

"I came to this University a refugee and I went home a revolutionary." - @Winnie_Byanyima
#UoMFoundation @Oxfam



RETWEETS 133 LIKES 156

8:52 AM - 19 Oct 2016

University of Edinburgh

Edinburgh University @EdinburghUni

A week-long festival Seachdain na Gàighlig celebrating Gaelic community begins this Saturday. edin.ac/2fCHueR #SnaG2016 #Gaelic



RETWEETS 28 LIKES 29

8:47 AM - 9 Nov 2016

Imperial College London

Imperial College @imperialcollege

#OnThisDay 1926: physicist Narinder Singh Kapany was born. He is known as the father of fibre optics



RETWEETS 63 LIKES 58

2:30 AM - 31 Oct 2016

Social Media - Instagram

Below are the top posts on Instagram for the University of Manchester, University of Edinburgh and Imperial College London in October 2016.

University of Manchester

 officialuom
The University of Manchester

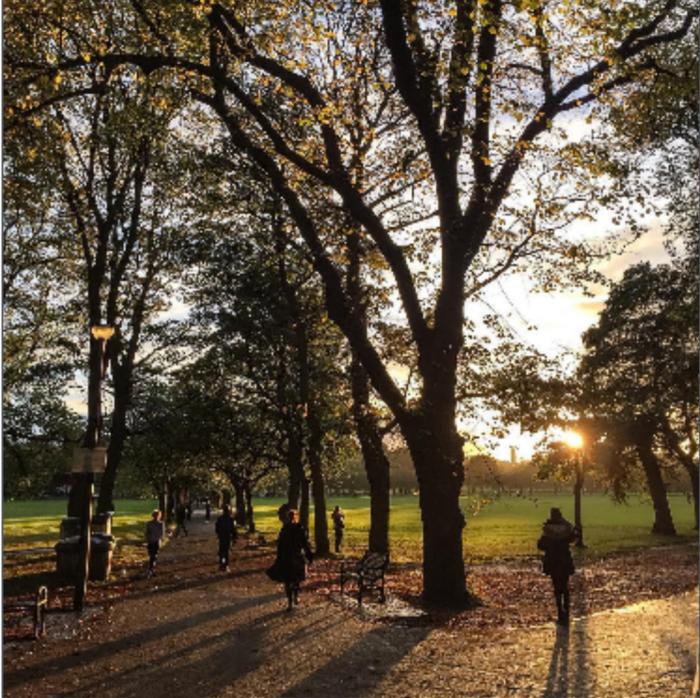


1,563 likes 4w

officialuom Whitworth Hall looks magical in this picture. Thank you to @thisisily for this incredible shot.
#uom2016 #manchester #universityofmanchester #sky #stars

University of Edinburgh

 edinburghuniversity
Meadows Edinburgh



994 likes 2w

edinburghuniversity If you're a current student or studied here in the past, you're bound to recognise this! It's the Meadows public park that connects Marchmont to the Old Town - a firm favourite for walking, cycling, playing sports, and even the occasional summer barbeque!
#loveedinburgh #drawntoedinburgh #edinburghuniversity #weareinternational #edinburgh #autumn #sunset

Imperial College London

 imperialcollege
Princes Gardens



901 likes 1w

imperialcollege Autumn mornings in Prince's Gardens
#imperialcollege #london #autumn #southkensington

Social Media - YouTube

Below are the top posts on YouTube for the University of Manchester, University of Edinburgh and Imperial College London in October 2016.

University of Manchester



We belong at The University of Manchester
3 weeks ago • 3,965 views
We belong at The University of Manchester.
...
CC

2:40

University of Edinburgh



African students benefit from \$27m scholarship programme
1 month ago • 496 views
Some 200 African students will benefit from the chance to study at Edinburgh, thanks to a new package of scholarships.

3:53

Imperial College London



Flying drone wirelessly powered
3 weeks ago • 22,601 views
Scientists have demonstrated a highly efficient method for wirelessly transferring power to a drone while it is flying.

0:29

Takeaways

- Important to connect with your audience in the most relevant way with best practises per platform
- Being highly relevant and current will get the best result, but selling within post is vital
- Content quality has to be up to par in order to stand out in a very flooded market



Google Search Analysis





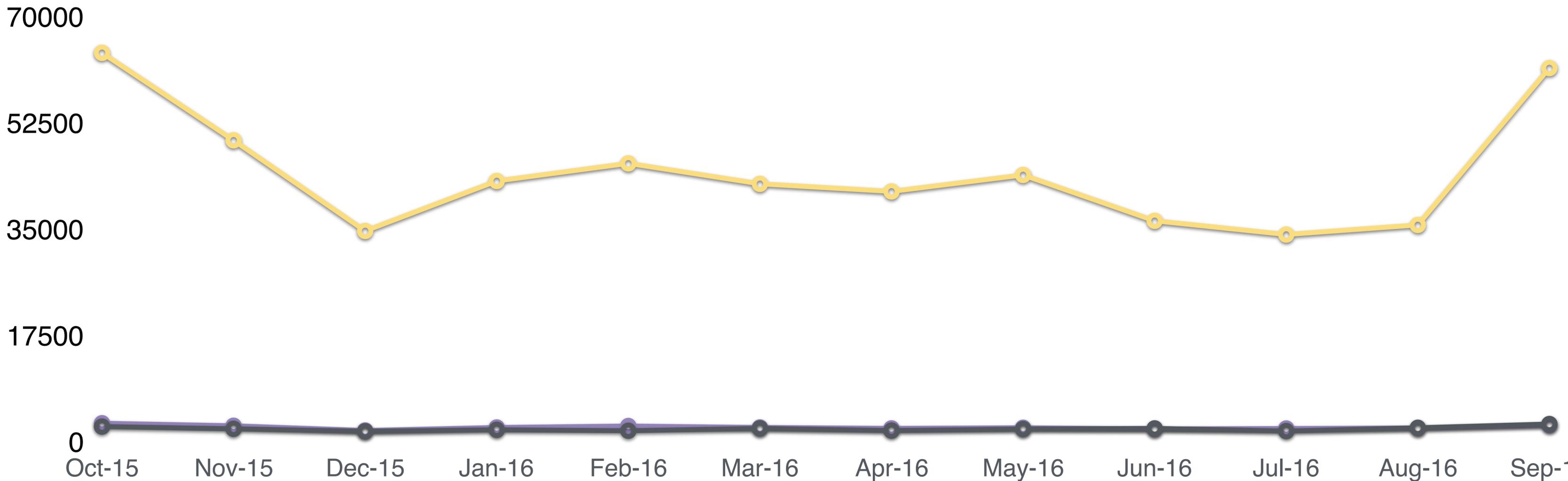
Google Search volumes for the University of Manchester, University of Edinburgh and Imperial College London highlighting peak search times over the 12 months in Manchester.

Google Search Analysis

University of Manchester

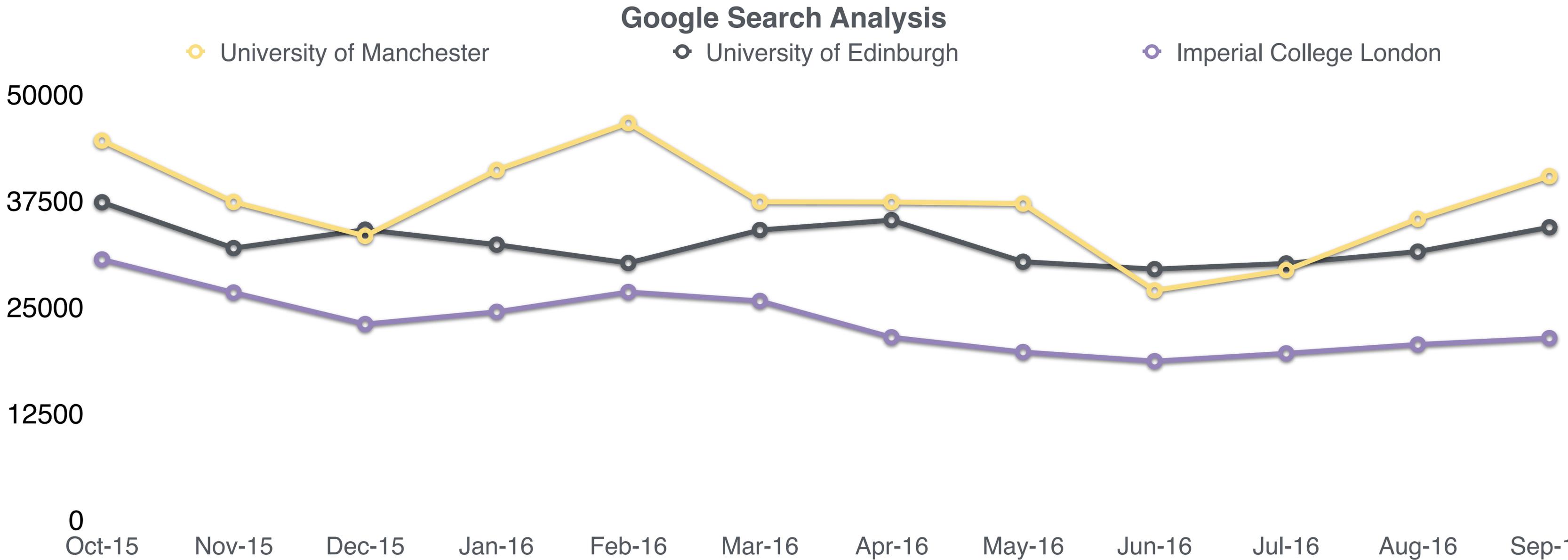
University of Edinburgh

Imperial College London





Google Search volumes for the University of Manchester, University of Edinburgh and Imperial College London highlighting peak search times over the 12 months in the USA.

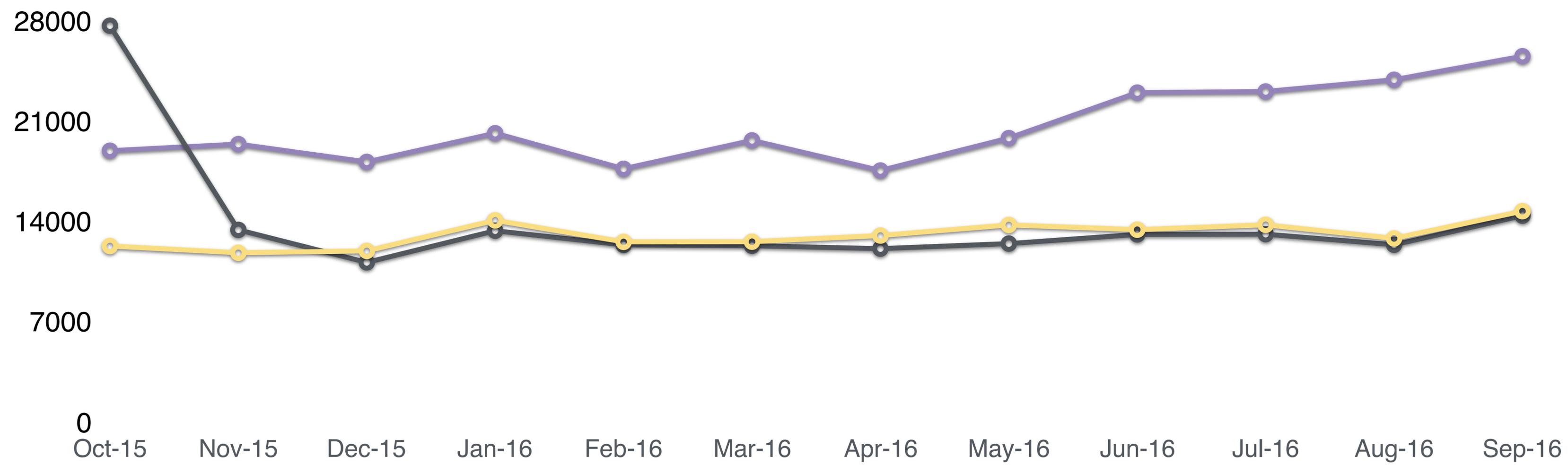




Google Search volumes for the University of Manchester, University of Edinburgh and Imperial College London highlighting peak search times over the 12 months in India.

Google Search Analysis

○ University of Manchester ○ University of Edinburgh ○ Imperial College London





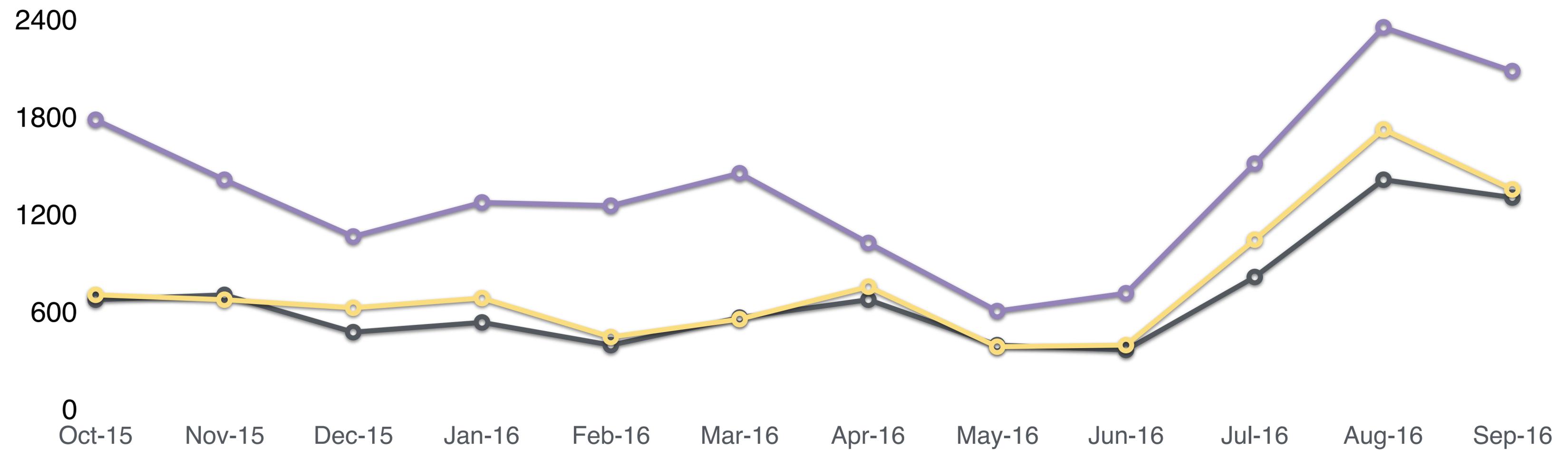
Google Search volumes for the University of Manchester, University of Edinburgh and Imperial College London highlighting peak search times over the 12 months in China.

Google Search Analysis

University of Manchester

University of Edinburgh

Imperial College London



Take Away

- Brand Awareness is valuable
- Requires Planning and Prediction
- How can you use this data to provide insight
- Good way to understand how much work and advertising specific markets need (paid, brand awareness building etc.)
- Good to understand how market fluctuations affect your brand in comparison to your competitors.



Marketing Activity



Monthly Domain Overview - imperial.ac.uk

 EXPORT PDF

Organic Search (SEO)

ORGANIC KEYWORDS  20,763

EST MONTHLY SEO CLICKS  511.6k

EST MONTHLY SEO CLICK VALUE: **\$1M** 

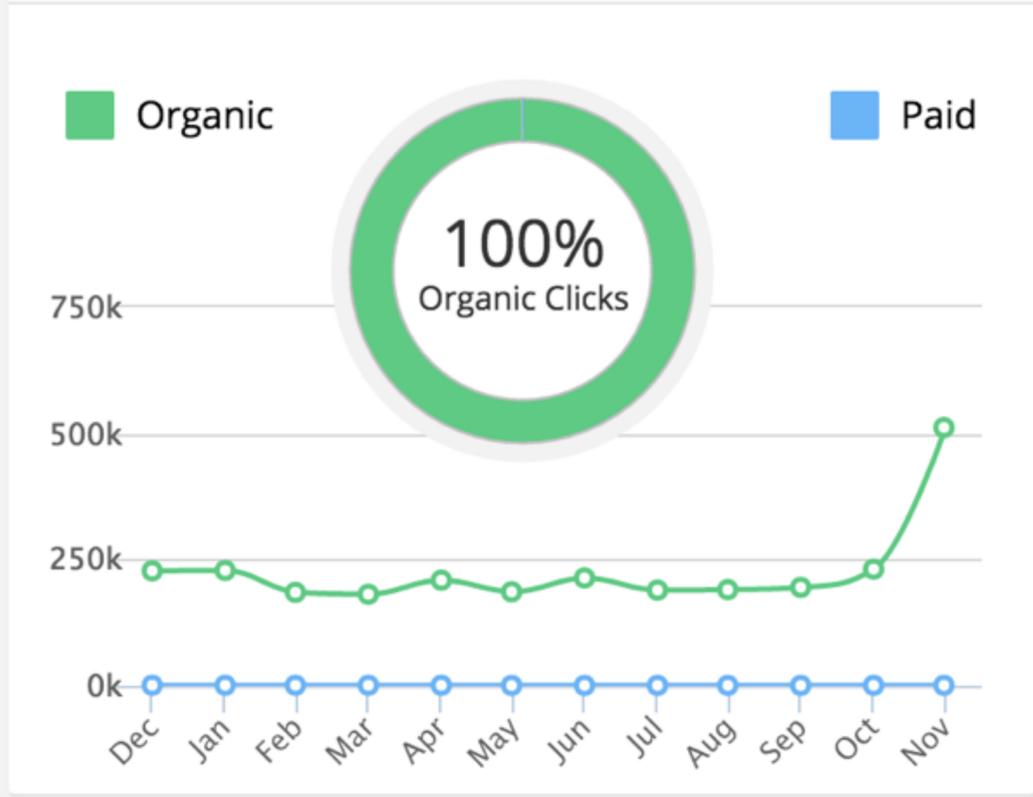
492 

Keywords their top 2 competitors also rank for

10 YEARS **5** MOS 

History of rankings we've collected

Inbound Clicks from Google - Organic vs. Paid



Paid Search (AdWords)

PAID KEYWORDS  332

EST MONTHLY PPC CLICKS  757

EST MONTHLY ADWORDS BUDGET: **\$4.2k** 

5 

AdWords their top 2 competitors also buy

7 YEARS **4** MOS 

of Adwords history: Every test they've run.

JUST MADE IT TO THE FIRST PAGE  **546**

JUST FELL OFF FIRST PAGE  **611**

SEO Keywords





Top 50 AdWords
buy recommendations



Worst performing keywords
to negative match out

Monthly Domain Overview - ed.ac.uk

EXPORT PDF

Organic Search (SEO)

ORGANIC KEYWORDS

34,024

EST MONTHLY SEO CLICKS

1.4M

EST MONTHLY SEO CLICK VALUE: \$1M

507

Keywords their top 2 competitors also rank for

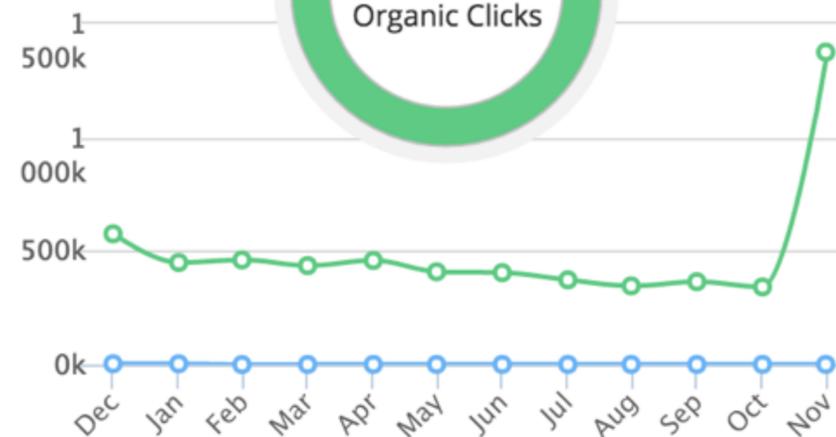
10 YEARS 5 MOS

History of rankings we've collected

Inbound Clicks from Google - Organic vs. Paid

Organic Paid

100% Organic Clicks



Paid Search (AdWords)

PAID KEYWORDS

591

EST MONTHLY PPC CLICKS

873

EST MONTHLY ADWORDS BUDGET: \$3.4k

0

AdWords their top 2 competitors also buy

10 YEARS 5 MOS

of Adwords history: Every test they've run.

JUST MADE IT TO THE FIRST PAGE

837

SEO Keywords

JUST FELL OFF FIRST PAGE

1,038



Top 50 AdWords buy recommendations



Worst performing keywords to negative match out

Monthly Domain Overview - manchester.ac.uk M

EXPORT PDF

Organic Search (SEO)

ORGANIC KEYWORDS

12,306

EST MONTHLY SEO CLICKS

326.6k

EST MONTHLY SEO CLICK VALUE: **\$354k**

113

Keywords their top 2 competitors also rank for

10 YEARS 5 MOS

History of rankings we've collected

Inbound Clicks from Google - Organic vs. Paid

Organic

Paid

100% Organic Clicks

400k

200k

0k

Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov

Paid Search (AdWords)

PAID KEYWORDS

21

EST MONTHLY PPC CLICKS

0

EST MONTHLY ADWORDS BUDGET: **\$0**

0

AdWords their top 2 competitors also buy

10 YEARS 5 MOS

of Adwords history: Every test they've run.

JUST MADE IT TO THE FIRST PAGE

300

SEO Keywords

JUST FELL OFF FIRST PAGE

513



Top 50 AdWords buy recommendations



Worst performing keywords to negative match out



MA Screenwriting- Google Search Keyword Planner

	Impression Share	Average Position	Top of Page rate
You'	22.46	1.9	65.59
vfs.edu	17.62	2.4	63.74
metfilmschoo.co.uk	14.26	2.3	68.54
banta.org	13.13	2.3	56.01
see.edu	<10%	1.3	93.78
centralfilmschool.com	<10%	4.1	43.57
masterclass.com	<10%	2.4	52.01
nfts.co.uk	<10%	2.7	60.98



Key Takeaways

- Work on Organic Rankings on Google
- Look at investing in PPC Campaigns in key markets and areas
- Use Tag Manager to ensure traffic is high quality and of value to faculty
- Imperative to understand how much work and advertising specific markets need (paid, brand awareness building etc.)
- Important to understand how market fluctuations affect your brand in comparison to your peers



Conclusions & Next Steps

- Use as many free tools
- Monthly Updates and progress reports
- Work with other faculties and central team (feedback)
- Allocate time

