



# Digital Marketing for International Schools in China



# The Unique Marketing Challenges for International Schools in China

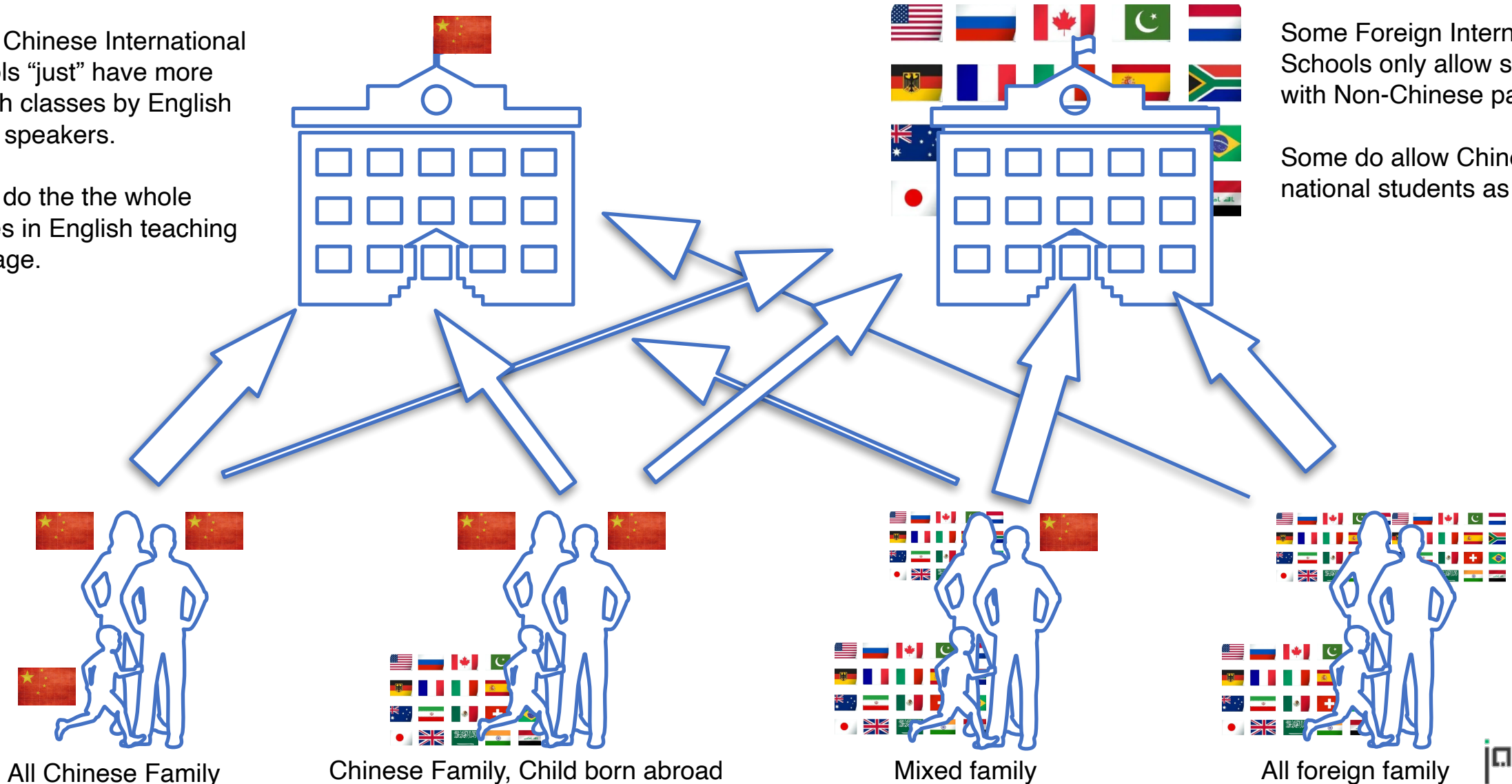
# International Schools in China - and their Target Groups

Some Chinese International Schools “just” have more English classes by English native speakers.

Some do the the whole classes in English teaching language.

Some Foreign International Schools only allow students with Non-Chinese passports.

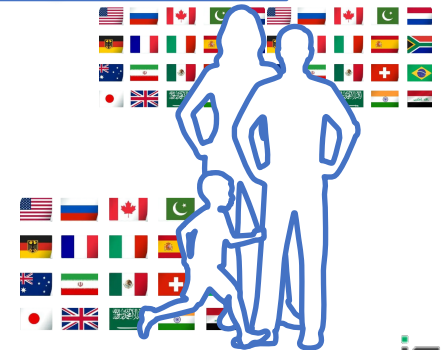
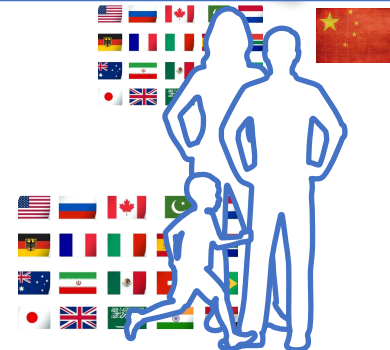
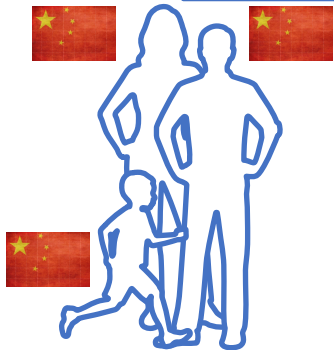
Some do allow Chinese national students as well.



# International Schools in China



Every International School will have their main focus target groups of families they need to attract. That depends on their politics (like if they only allow students with Non-Chinese passports, or if the schools will follow the official Chinese curriculum and have their students take the official Chinese exams) or teaching style (like if main classes are taught in Chinese or English), which parents might base the main reason for their decision on. The school will need to focus their advertising based on where they can find their target groups.







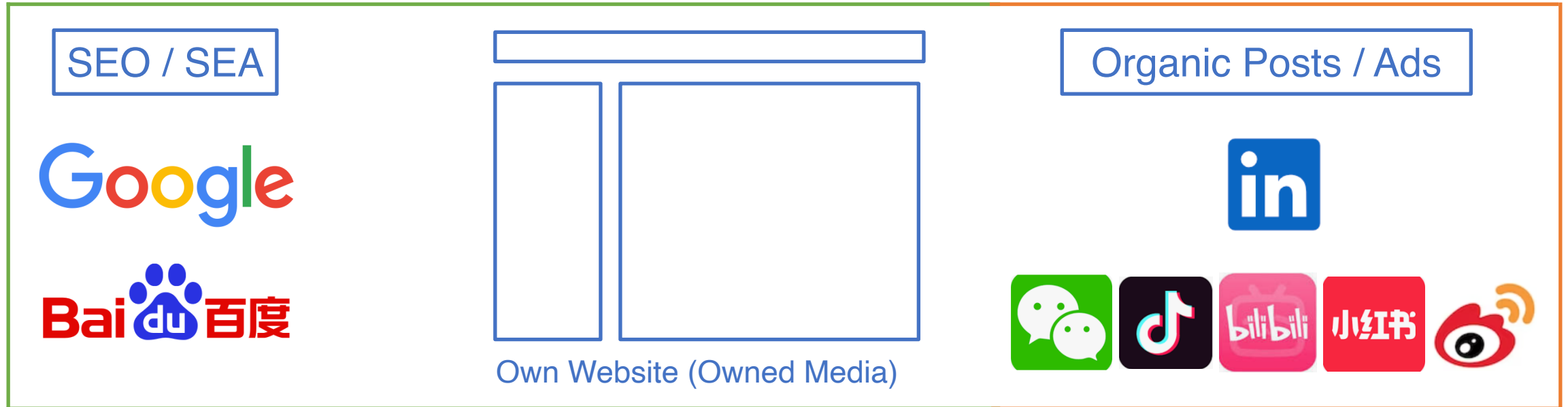
# Marketing Channels for International Schools in China

jademond

# Which Marketing Channels should be used?

Search Engine Marketing

Social Media  
(Not Owned Media)

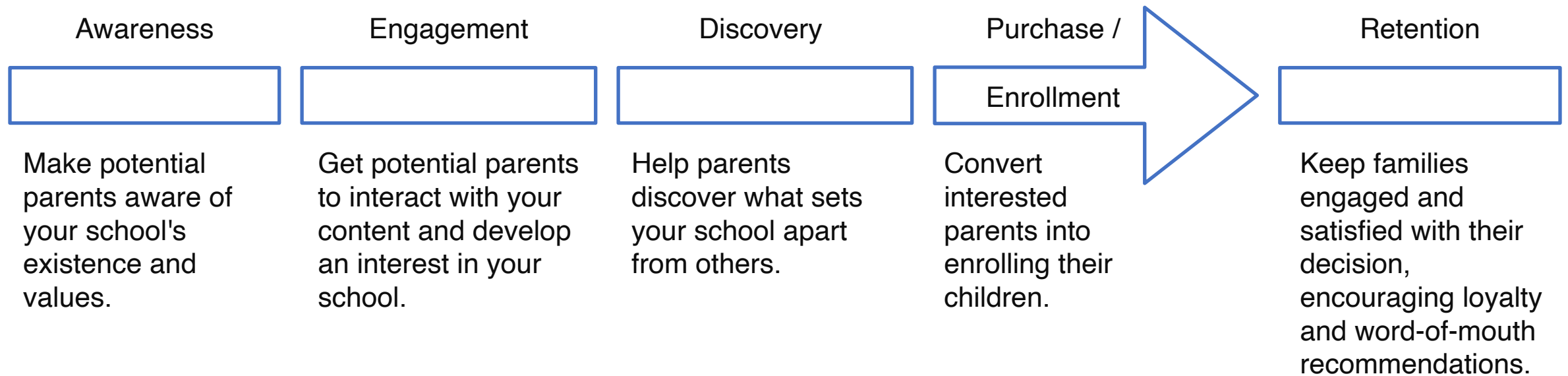




# International School Marketing along the Customer Sales Funnel

indemond

# The Customer Sales Funnel of International Schools in China



# Awareness Phase

**Objective:** Make potential parents aware of your school's existence and values.

- **SEO & Content Marketing:** Publish blog posts or articles about the benefits of international education, cultural diversity at your school, and success stories of former students. Use keywords that expat parents might search for, such as "international schools in Shanghai" or "expat education in Shanghai."
- **LinkedIn:** Share news, achievements, and events of the school to showcase its active and vibrant community. Use LinkedIn articles to discuss broader educational trends.
- **WeChat:** Share similar content as on LinkedIn, but adapted to the local context and in both English and Mandarin to reach a wider audience.



## Real life example of Tianjin International School TIS-Eagles

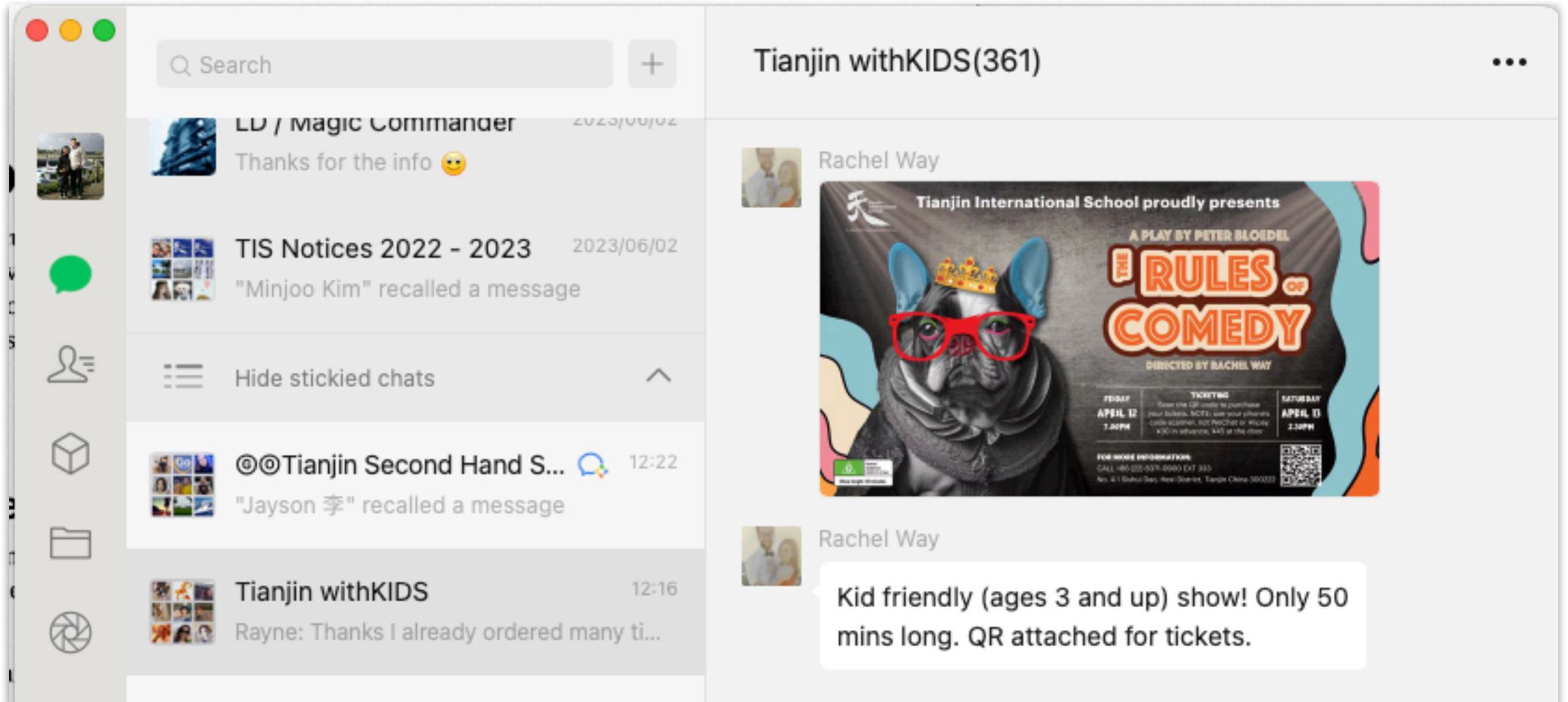
TIS has an active cultural program, that allows people from Tianjin, who are not having children at TIS, to participate.

One of these events is a yearly play of the drama class.

To find an audience for the play, they created a banner with all necessary details and made it available for the parents to share.

It was shared in one of the many WeChat groups for foreigners living in Tianjin. This specific group is targeting foreigners with kids in Tianjin, who are looking for activities to do.

# Real life example of Tianjin International School TIS-Eagles



# Engagement Phase

**Objective:** Get potential parents to interact with your content and develop an interest in your school.

- **SEO & Content Marketing:** Create interactive content such as quizzes ("Find the right international school for your child") or videos of day-to-day school life and special events.
- **LinkedIn:** Encourage discussions by posting questions related to educational philosophies, parenting in Shanghai, or the importance of global education.
- **WeChat:** Host live Q&A sessions with the head of school or teachers to answer parents' questions in real-time.

# Discovery Phase

**Objective:** Help parents discover what sets your school apart from others.

- **SEO & Content Marketing:** Focus on detailed content about your curriculum, extracurricular activities, faculty qualifications, and facilities. Highlight unique selling propositions (USPs) like language immersion programs, IB curriculum, etc.
- **LinkedIn:** Publish testimonials from current parents and alumni. Share insights into the school's academic philosophy and educational approach.
- **WeChat:** Create mini-programs or dedicated sections for parents to explore specific programs, events, or virtual tours of the school.

# Purchase (Enrollment) Phase

**Objective:** Convert interested parents into enrolling their children.

- **SEO & Content Marketing:** Optimize landing pages for admissions information, application processes, and scholarship opportunities. Use clear calls-to-action (CTAs) and make it easy to contact admissions.
- **LinkedIn:** Share stories of successful enrollments and how the school supports new students and families in transitioning.
- **WeChat:** Use WeChat for direct communication with prospective parents, offering personalized consultations or assistance through the application process.



# Retention Phase

**Objective:** Keep families engaged and satisfied with their decision, encouraging loyalty and word-of-mouth recommendations.

- **SEO & Content Marketing:** Create content that helps parents and students get the most out of their school experience, such as tips for settling into Shanghai, educational resources, and parent involvement opportunities.
- **LinkedIn:** Highlight ongoing community engagement initiatives and events that bring together students, parents, and staff.
- **WeChat:** Send regular updates about school life, events, and announcements directly to parents, keeping them involved and informed.



# Let's check on Baidu

## 北京国际学校

(International School in Beijing)

百度为您找到以下结果

🔧 搜索工具

北京市国际学校一览表汇总表-2024国际学校一览表



北京市国际学校一览表,国际教育1对1择校指导,通往世界名校直通车,资深教育专家讲解国际学校和课程+各国际学校面对面交流+择校指南.

学习阶段: 顺义君城学校 房山诺德学校 昌平汇佳学校 更多》

培训校区: 通州中加学校 朝阳立迈学校 海淀中关村外国语 更多》



爱迪国际学校

朝阳区, 幼小初高



青苗国际学校

海淀朝阳顺义



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留学类型: 国际学校 城市: 北京 国家: 美加 日韩 新加坡 德国等...

北京国际学校一览表 志清高中-贝拉-中关村-北y语高中-北京市外国语高中等20余所知名国际学校招生,不限户籍,英美澳加方向,日..

我要留学咨询服务(北京) 2024-02 广告 保障

北京国际学校一览表 [择校攻略] 一看便知

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相关学校

展开



北京市海淀国际学校

第一所寄宿制国际学校



北京市私立汇佳学校

北京市花园式单位



北京四中顺义分校

北京四中唯一的分校



北京市大兴区第一小学

黄村第一小学



北京小学大兴分校

北京市全日制公立小学



北京朝阳外国语学校

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最早成立国际学校之一



北京学校

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1 气象预报又“全黑”了? 多地停课

Ads

Ads

北京国际学校一览表 [选校攻略] 一看便知

北京国际学校一览表,一幼小初高,60+国际学校汇集,招生条件、课程体系,北京国际学校一览表,入学流程通告诉你,咨询预约排队中>>>

格易教育信息咨询 2024-02 广告 保障

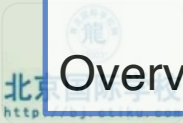
北京国际学校 2024年招生简章

北京国际学校,国际学校招生简章,名额有限,先录取后入学,学位不收取任何费用,点击咨询,免费领取名额,详情咨询入口,远播升学规划中心,国际学校择校指导,校情分析,入学规划

春日AI学季 上海翼考教育科技有限公司 2024-02 广告 保障

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北京国际学校网



<http://bj.ctiku.com/>

Overview over Schools in Beijing

北京国际学校的最新相关信息

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2024年中国国际学校100强榜单新鲜出炉,北京18所学校...  
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育路教育网 2月1日



3月16日北京国际学校咨询会盛大启幕,开启孩子未来的...  
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北京新添一所公立名校国际部,今年首次招生!  
据了解, 该项目是由北京交大附中与加拿大河景中学合作举办的中加高中课程项目。今年首次招生, 每年招生60人。近几年, 选择国际...  
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[e.baidu.com](http://e.baidu.com)

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郑州东仁教育信息咨询 2024-02 广告 保障

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北京蒙台梭利国际学校百科 学费 地址 学校



[https://schoolist.ieduchina.com/...](https://schoolist.ieduchina.com/)  
School Listing

北京德威英国国际学校百科 学费 地址 学校



[https://schoolist.ieduchina.com/...](https://schoolist.ieduchina.com/)  
School Listing

Videos

北京国际学校 - 视频大全 - 高清在线观看



2022北京国际范儿"走进国际学校"了解国际化...  
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有钱也不一定进?北京国际学校盘点。  
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【北京篇】

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- Beijing alevel international school rankings
- Beijing Vocational High School 3+2 School Ranking
- Top 10 Best International Schools in Beijing
- Beijing Huijia Private School
- Good international school in Beijing
- Top 10 international schools in Beijing
- Beijing Xinfuxue Foreign Languages School
- Beijing International School Echelon Ranking

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微信公众平台

Baijiahao

[2022年北京国际学校排名全览\(国际学校、国际部、外籍学校\)](#)



截止2022年,统计北京国际学校数量一共131所,包括双语国际学校、国际部和外国人员子女学校,其中双语国际化学校占75%超过。其中朝阳区以36所国际学校数量位居第一,排名第二是顺义区,一共11所。北京...

畅行国际教育前线

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[北京国际学校](#) [国际教育前线](#)




[https://www.k12zx.com/...](https://www.k12zx.com/) 学校类型:民办  
国际课程:美国、英国、澳大利亚、加拿大、新西兰、新加坡课程体系:IB-PYP、IB-MYP、IB-DIPLOMA、IB-Certificate、IB内初...

School Overview

国际教育前线

Baijiahao

[北京地区106所国际学校课程体系、学费汇总,择校必看!](#)



2022年8月3日 北京地区106所国际学校课程体系、学费汇总,择校必看! 到了8月份,北京国际学校小学、初中招生也基本上快结束,部分学校只剩下少量插班名额。不过8月份是国际幼儿园、国际高中招生旺...

育路教育网

Related Searches

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<a href="#">北京市新府学外国语学校</a>	<a href="#">北京十大贵族国际学校学费</a>
<a href="#">凯文国际学校</a>	<a href="#">鼎石国际学校</a>
<a href="#">北京国际学校费用</a>	<a href="#">北京乐成国际学校</a>

- Beijing alevel international school rankings
- Huijia Private International School
- Beijing Xinfuxue Foreign Languages School
- Tuition fees of top ten aristocratic international schools in Beijing
- Kevin International School
- Keystone International School
- Beijing international school fees
- Beijing Lecheng International School
- Yew Wah International School
- Beijing Shunyi International School official website

## Insights based on this Baidu SERP

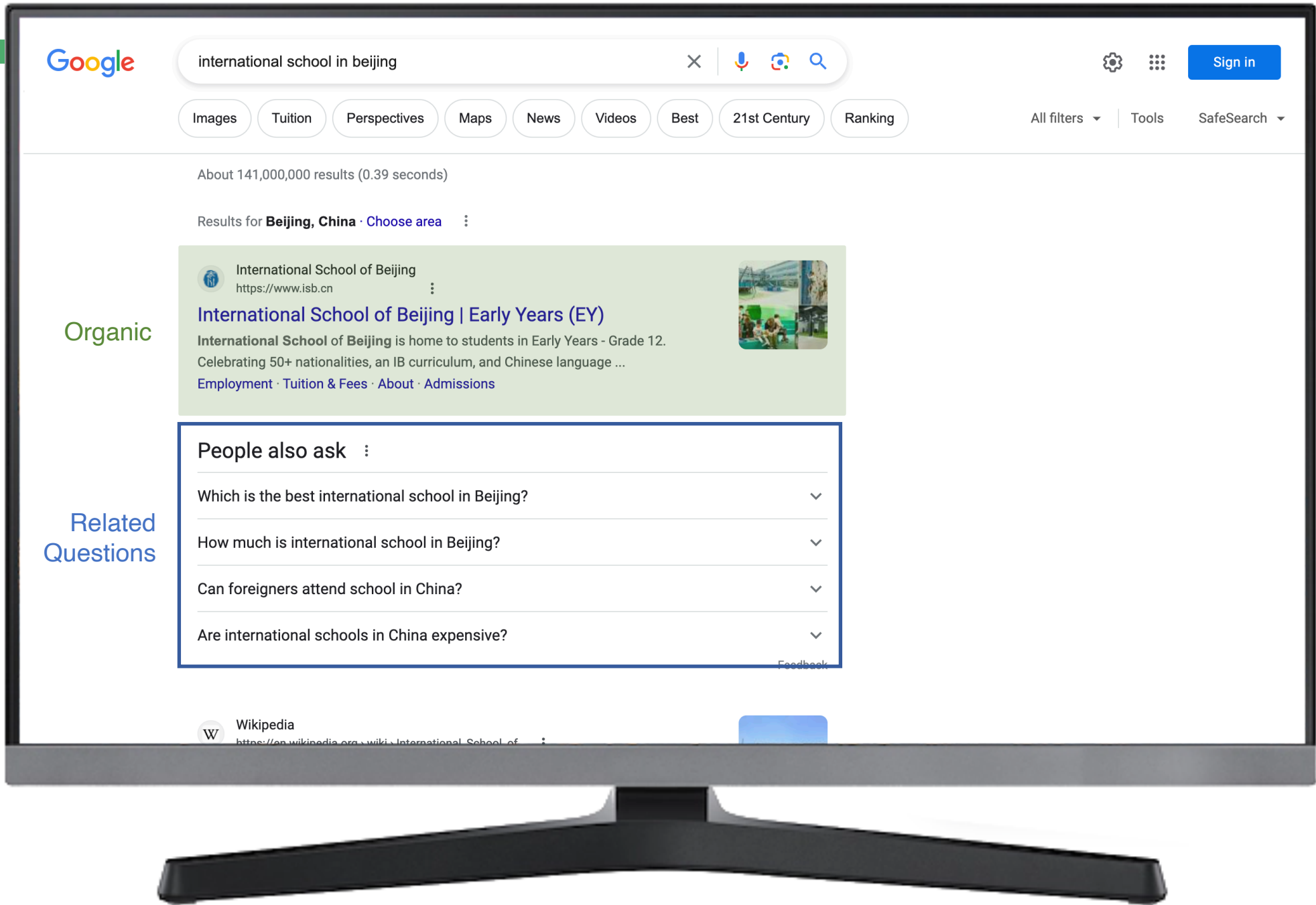
- Baidu is not ranking any individual school's website for “international school in Beijing” (北京国际学校) in the top results on page 1
- There are possibilities to acquire top positions using Baidu Ads
- Some school directories are ranking, so it would make sense to get your school listed there
- News are very fluctuating, so it is not a good strategy ranking for news on the topic
- Videos are getting some good visual exposure in the SERP, creating videos with (local) KOLs, parents, teachers, ... could be a strategy getting ranked in this section
- The local services seem to be rather not International Schools, but services preparing for exams, ...
- From the Baidu's own UGC (User Generated Content) services, it is Baijiahao ranking twice.  
It could make sense investigating these rankings and developing a strategy placing your school either
  - a) in the already ranking posts with a comment or
  - b) creating new posts, that have a chance to rank
- The related search queries provide some hints, what people are interested in.  
That is specific school (names), but also more generic questions like the fees for international schools
- Posting keyword relevant content to WeChat could result in rankings on Baidu



Let's check on Google  
International School in Beijing

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school in  
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Wikipedia

[https://en.wikipedia.org/wiki/International\\_School\\_of\\_Beijing](https://en.wikipedia.org/wiki/International_School_of_Beijing)

International School of Beijing

The school was established in 1985 as the first international program for students from EY to Grade 12. ISB is recognized by the Beijing ...



International Schools Database

<https://www.international-schools-database.com/beijing>

international-schools-database.com/...

Best 10 International Schools in Beijing, China

School Directory

Sanlitun · AISB-Hope International · Western Academy of Beijing · The British School ...

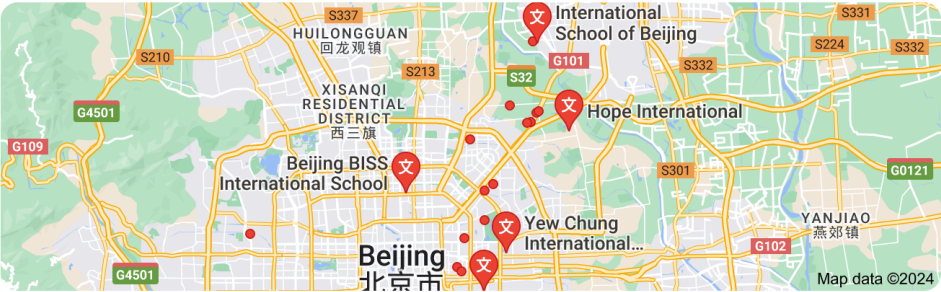
Yew Chung International School of Beijing

<https://www.ycis-bj.com>

individual International School website

YCIS Beijing provides a truly global education to expatriate children aged 2 - 18. With more than 20 years of history, it is recognised as one of the top ...

Places :

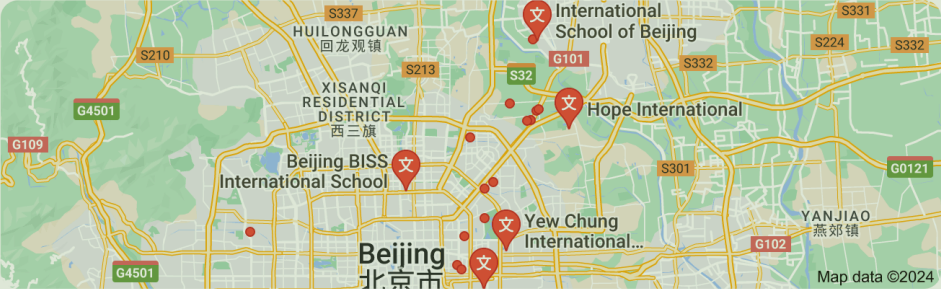


Rating ▾

international  
school in  
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Local  
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Places :



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International School of Beijing

4.1 ★★★★★ (22) · School

Shunyi District, Beijing, China · +86 10 8149 2345

Website

Directions

Yew Chung International School of Beijing

4.2 ★★★★★ (18) · Elementary school

+86 10 8583 3731

Directions

Beijing BISS International School

3.4 ★★★★★ (7) · Middle school

北三环中路安贞西里 · +86 10 6443 3151

Website

Directions

More places →

U.S. Department of State (.gov)  
<https://www.state.gov/international-school-of-beijing-fa...>

International School of Beijing: 2023-2024 Fact Sheet

Google

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international  
school in  
Beijing

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U.S. Department of State (.gov)  
https://www.state.gov

**US government website**  
**introducing an individual Intern. School in BJ**

Wikipedia  
https://en.wikipedia.org/wiki/List\_of\_international\_schools\_in\_Beijing

**Wikipedia**  
**listing International Schools in Beijing**

International Schools Database  
https://www.international-schools-database.com/beijing

**international-schools-database.com/...**  
**School Directory**

International School of Beijing  
https://www.isb.edu.cn

**an individual Int. School in BJ page**  
**on the specific topic of fees**

Western Academy of Beijing  
https://www.wab.edu.cn

**Another individual Int. School in BJ**  
**homepage**

international  
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Related  
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International School of Beijing

<https://www.isb.cn/about/about-isb>

About

With a tradition of excellence in education, the International School of Beijing has a reputation as a leading international school and institution at the heart of Asia.



An individual Int. School in BJ's  
"about us" page

### Related searches :

China best high School



International  
School of  
Beijing



Western  
Academy Of  
Beijing



Beijing City  
International  
School



Shanghai  
Community  
Internationa...

See more →



American schools in China



International schools worldwide



Primary school in China

Feedback

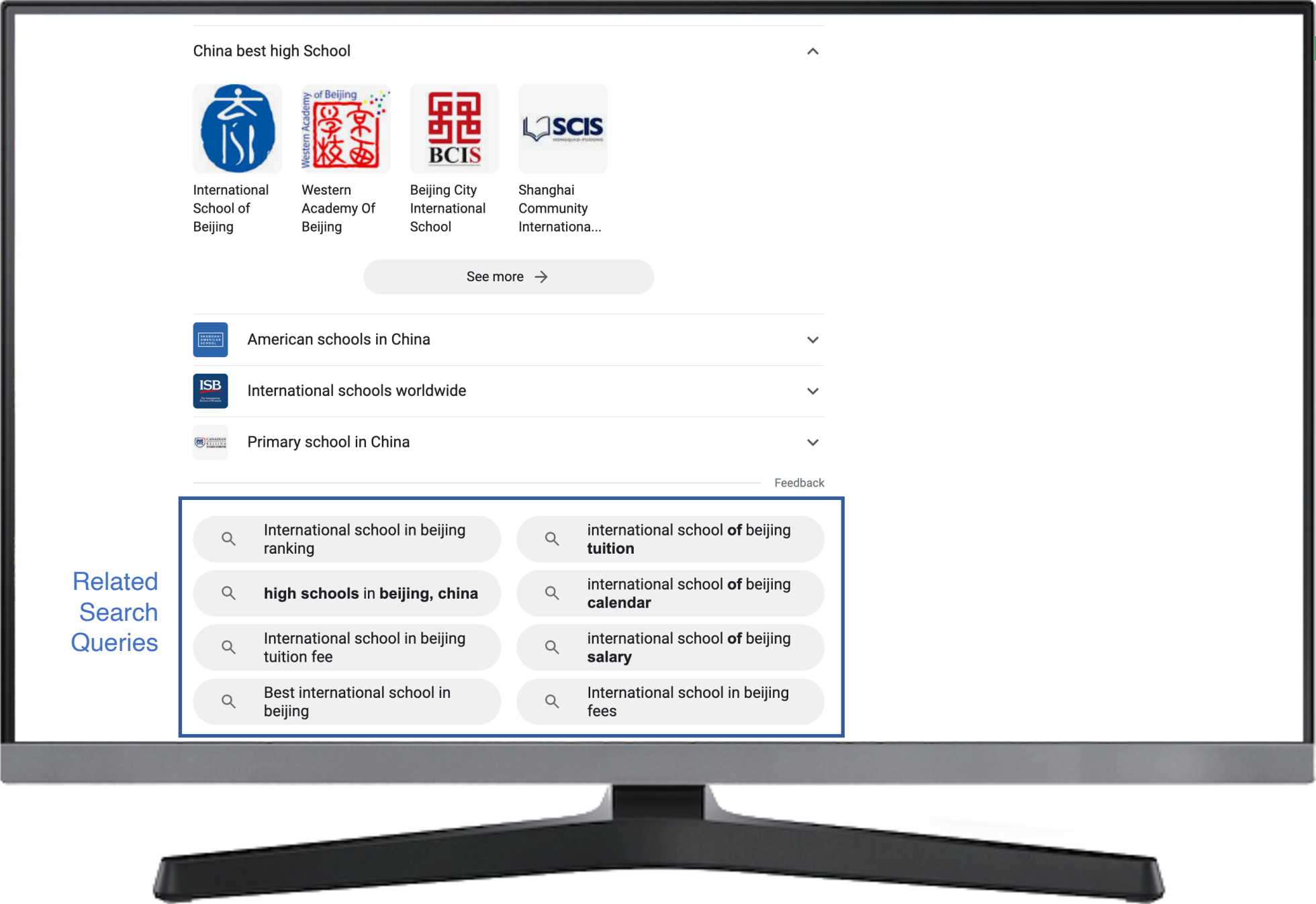


International school in beijing



international school of beijing

international  
school in  
Beijing



Related  
Search  
Queries

## Insights based on this Google SERP

- Google offers possibilities for individual school websites to rank on the first results page
- Google likes to rank brands - especially if their brand name is close to the search query
- Wikipedia is a good place to have your school introduced with an individual page + in the school listing page
- There are International School directory websites, your school should be listed at
- “Google My Business” / Google Maps is a place your school should be listed at (if possible)
- The related questions and related search queries will provide further insights, what people are interested in





# Analysing International School Websites in China

## We researched about 130 domains of International Schools in China

cisgz.com	qiss.org.cn	qibaodwight.org	ycis-sh.com	harrowbeijing.cn	harrowshanghai.cn
smicschool.com	hanova.org	aisgz.org	qsi.org	nasguangzhou.cn	mapleleafschools.com
ssis.asia	bcis.cn	fonshin.org	bibs.com.cn	nasshenzhen.cn	nasningbo.cn
nasnantong.cn	isb.cn	tedaglobal.org	gnischina.com	sibs.com.cn	daystaracademy.cn
tedaglobal.cn	cisb.com.cn	nasfangshan.cn	hczwie.com	wab-edu.cn	ulinkcollege.com
wflms.cn	suis.com.cn	cdischina.com	nasfoshan.cn	tis-sanya.com	xischina.com
nischina.org	mapleleaf.cn	lis-chengdu.com	dwright.edu	edusoo.com.cn	srx2.net.cn
dalianhuamei.cn	qibaodwight.org	biss.com.cn	sjedu.cn	isawuhan.com	tedais.net
bjfles.com	jsszcn.com	jsgcn.com	nacisminhang.cn	britishschool.org.cn	nordangliaeducation.com
laschina.org	chengduoic.com	ycis-bj.com	lfip.net.cn	sis-shekou.org	britannicashanghai.com
daischina.org	jsscn.org	wiss.cn	ykpaoschool.cn	shphschool.com	wellingtoncollege.cn
hdschools.org	hdkwa.com	ywies-gz.com	etonhouse.com.cn	aicib.org	stpaulamerican.org
nassuzhou.cn	utahloy.cn	ywies-sh.com	bsbshunyi.com	naispudong.com	qingdaoamerasia.org
isagz.org	nasshunyi.cn	nbhis.com	msb.edu.cn	srisrego.com	basisinternational-gz.com
mlfmonde.org	brs.edu.cn	ycis-cq.com	dspeking.cn	japanda.cn	suzhouschool.com
aian.org.cn	leh-foshan.cn	fdis.net.cn	cztis.com	bibachina.org	xianinternationalschool.com
wyischina.com	stisedu.org	tiseagles.com	basischina.com	nasjiating.cn	concordiashanghai.org
rbischina.org	scis-china.org	isaieg.com	ycis-qd.com	kisb.net	
iswuxi.com	utahloy.com	isnsz.com	istianjin.org	gks.or.kr	
mxisonline.com	zcedu.com.cn	smic-school.cn	ds-shanghai.de	jsb.org.cn	
saschina.org	hzlcyhcz.cn	yhischina.com	wellington-tianjin.cn	earcos.org	
dulwich.org	isqchina.com	lyceeshanghai.cn	shsid.org	swis.cn	

Disclaimer: Not all these websites still exist, some are group websites, while the individual schools still have their own websites. In the actual SEO analysis we will skip websites, that do not make sense and would lead to false assumptions.





What do these  
websites rank for?

# SEO Tools used for the following Keywords Ranking Data

DRAGON METRICS

Product TourWhy Dragon Metrics?PricingSupportAboutContactGet a Demo

Stop the Busywork.  
Get Results.

Improve Ranking & Automate Reporting  
with the First Truly Global SEO Platform

TAKE THE TOUR

START FREE TRIAL

DRAGON METRICS

SEMRUSH

FeaturesPricingResourcesCompanyApp CenterExtra tools

ENLog InSign Up

Get measurable results  
from online marketing

Do SEO, content marketing, competitor research,  
PPC and social media marketing from just one platform.

Enter domain, keyword or URL

US

Start now

Trusted by the world's leading brands

seoClarity

PLATFORMSERVICESABOUT USSEO RESOURCESPRICING

The only enterprise SEO  
platform with an AI assistant

Powered by ChatGPT, Sia™ accelerates the journey from  
data and insights to actions across all stages of SEO  
with security, control, and customizability.

MEET SIA

Hi, I'm Sia.  
seoClarity's  
AI-Powered  
Assistant

Searchmetrics Suite

now a part of conductor

All ProjectsSupport

Home / Research Cloud / Overview

Domain Overview

CN

Enter a Domain, Subdomain, URL, or Keyword...

Q

## SEO Tools Disclaimer

- Research SEO tools like Semrush, seoClarity, Dragon Metrics or Searchmetrics all have their own keyword set, that they regularly check the rankings for.
- These keyword sets are usually very different across these tools.
- Best ranking observation results are reached with individually created keyword sets ...
- ... and with Baidu Webmaster Tools / Google Search Console

# What do successful (individual school) websites really rank for?



YEW CHUNG INTERNATIONAL  
SCHOOL OF BEIJING



Keyword	Translation	MSV	Position	Traffic Index
国际学校	International School	307,197	13	4,763
国际 学校	international School	58,359	9	1,247
北京哪所国际学校好	Which international schoo...	10,440	2	1,138
国际学校学费	International School Tuition	7,442	2	820
国际学校费用	International school fees	1,783	1	252
国际学校的学费	International School Tuition	1,338	2	149
北京国际学校	Beijing International School	7,634	10	145

# What do successful (individual school) websites really rank for?



YEW CHUNG INTERNATIONAL  
SCHOOL OF BEIJING

Keyword	English	Volume	Estd Traffic	Traffic Value	Rank
耀中国际学校	Yew Chung International School	70	5	\$8.25	3
耀中国际	Yew Chung International	20	4	\$3.96	1
上海耀中国际学校学费	Yew Chung International School Shanghai tuit	10	1	\$0.33	2
北京耀中	Yew Chung Beijing	10	1	\$0.00	3
耀中国际学校学费	Yew Chung International School tuition fees	10	1	\$2.15	2



# What do successful (individual school) websites really rank for?



YEW CHUNG INTERNATIONAL  
SCHOOL OF BEIJING

Keyword	English	Position	Traffic Index	Search Volume	Traffic Value	CPC
耀中國際學校	Yew Chung International School	1	10483	64152	7023.61	0.67
耀中	Yew Chung	3	1222	27610	733.2	0.6
耀中國際學校	Yew Chung International School	8	1001	64152	670.67	0.67
香港國際學校	Hong Kong International School	9	465	38764	395.25	0.85
耀中国际学校	Yew Chung International School	3	395	8932	280.45	0.71
耀中 學費	Yew Chung Tuition Fees	1	349	2134	160.54	0.46
國際學校	international School	15	188	94204	171.08	0.91
美國國際學校 學費	American International School Tuition	2	101	1716	67.67	0.67
耀中國際學校	Yew Chung International School	21	54	64152	36.18	0.67
耀中	Yew Chung	25	11	27610	6.6	0.6
北京biss国际学校	Beijing biss international school	10	0	0	0	0
北京耀中国际学校	Yew Chung International School of Beijing	4	0	0	0	0
北京耀中国际学校	Yew Chung International School of Beijing	1	0	0	0	0
北京耀中国际学校	Yew Chung International School of Beijing	43	0	0	0	0
幼兒教育學教育學士學位	Bachelor of Education in Early Childhood Edu	40	0	286	0	0
幼兒教育高級文憑	Higher Diploma in Early Childhood Education	37	0	18744	0	0.51
美國國際學校 學費	American International School Tuition	41	0	1716	0	0.67
耀中	Yew Chung	47	0	27610	0	0.6
耀中	Yew Chung	47	0	27610	0	0.6
耀中	Yew Chung	45	0	27610	0	0.6
耀中国际学校	Yew Chung International School	44	0	8932	0	0.71



Searchmetrics Suite  
now a part of conductor

# What do successful (individual school) websites really rank for?

Keyword	MSV	Position	Traffic Index
ycis beijing	50	1	15
international schools beijing	110	4	7
ycis summer camp	50	4	3
yew chung summer camp	50	4	3
beijing china schools	90	5	4





# What do successful (individual school) websites really rank for?




Keyword	Volume	Jan 2024 Rank	CPC	Estimated Monthly Traffic	Traffic Value
ycis	590	3	\$ 0	45	\$ 0
ycis beijing	50	1	\$ 1.1	10	\$ 11
ycis bj	10	1	\$ 0	2	\$ 0
yew chung silicon valley	10	27	\$ 0	0	\$ 0
yew chung silicon valley	10	57	\$ 0	0	\$ 0
isb school	0	56	\$ 0	0	\$ 0



# What do successful (individual school) websites really rank for?



YEW CHUNG INTERNATIONAL  
SCHOOL OF BEIJING

Keyword		Position	Traffic Index	Search Volume	Traffic Value	CPC
beijing international schools		4	27	799	€ 64.80	€ 2.40
international school beijing		5	24	814	€ 55.92	€ 2.33
international schools in beijing		6	21	809	€ 38.01	€ 1.81
international school of beijing		7	15	808	€ 38.55	€ 2.57
international school in beijing		7	15	810	€ 37.20	€ 2.48
school in beijing		5	14	467	€ 0	n/a
ycis		7	11	585	€ 0.44	€ 0.04
school bj		4	11	310	€ 0	n/a
bj in school		5	10	331	€ 0	n/a
beijing school		5	9	313	€ 1.71	€ 0.19
beijing international school		10	8	789	€ 20.72	€ 2.59



Searchmetrics Suite  
now a part of conductor



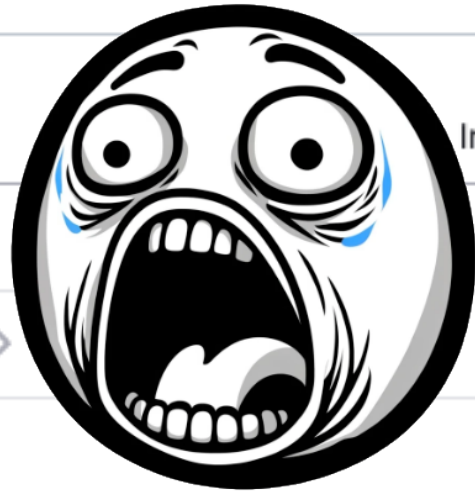
# What do successful (individual school) websites really rank for?



YEW CHUNG INTERNATIONAL  
SCHOOL OF BEIJING



Top Organic Keywords 302						
Keyword	Intent	Pos.	Volume	CPC (USD)	Traffic %	
<a href="#">schoolgirlblowjob &gt;&gt;</a>	I	5	1.3K	0	77.02	
<a href="#">international school of beijing &gt;&gt;</a>	N	7	1.3K	0	8.10	
<a href="#">yew chung pudong &gt;&gt;</a>	I	5	70	0.3	4.05	
<a href="#">北京 国际 学校 &gt;&gt;</a>	C	8	110	4.38	2.70	
<a href="#">highschool bj &gt;&gt;</a>	C I	15	210	0	1.35	



Attention: the ranking of ycis-bj.com for the keyword “sch\*\*lgirlbl\*wj\*b” is not Semrush’s fault, but a misinterpretation of “bj” from Google perspective. While the website uses BJ to express Beijing, Google has another idea what people might think that means. It is very likely, that high bounce rates will tell Google, that this website is not really relevant for such a keyword.

# Baidu SEO Rankings of International Schools in China

- generic "international school" keyword rankings like
  - "international school"
  - "international school tuition"
  - "international school fees"
  - "american international school tuition"
  - ...
- generic keywords related with foreign education
  - "higher diplom in early childhood education"
- school's brand related keywords
  - "yew chung", "yew chung international school", "yew chung tuition fees", ...
  - "beijing royal school", "wangfu school", "royal school", ...
  - "bao yugang", "bao yugang school", ...
- unbranded keywords but targeted keywords like
- "beijing international school"

# Google SEO Rankings (English) of International Schools in China

- school's brand related keywords
  - "ycis beijing"
  - "ycis summer camp"
- generic locally targeted keywords like
  - "beijing international schools", "international school beijing", "school in beijing", "beijing school", "highschool bj", "beijing high schools"
- Generic keywords connected with education and China
  - "chinese high school curriculum", "chinese elementary school curriculum", "primary education in china"
- Generic keywords, that could attract the target group without the explicit "international school" connection
  - "summer camp in shanghai", ...



# Straight forward SEO Keyword Strategy for International School Websites in China

## Too Generic Keywords

Although some schools might have rankings for

- “international school”

or

- “international school in china”

many search engine users will not be satisfied with the results (because they simply do not live in the city the school is in). Many visitors coming through these rankings, might not convert to parents signing up their children with this school.

At some point search engines might decide to “correct” that user-unfriendly ranking.

**better:**

## **“international school” + City**

Better combine those (too) generic keywords with localisation terms that target / trigger visitors in a specific region of China like

- “international school in shanghai”

or

- “international school in pudong shanghai”



## **“international school” + City + USPs**

With many International Schools in the same city, you want to be known (and found) for your USPs

- “korean international school shanghai”
- “english international school shanghai”
- “british international school shanghai”
- “american international school shanghai”
- “international school shanghai aais” (Alberta Accredited International School)
- “international school shanghai ib” (an International Baccalaureate School)
- ...

## **“international school” + City + Student Interests**

Some parents may care about what the personal interests of their children are, and therefor look for a school that can support these interests

- “international school shanghai choir”
- “international school shanghai big band”
- “international school shanghai robotics program”
- “international school shanghai vex”
- “international school shanghai soccer team”
- “international school shanghai american football team”
- ...

## **“international school” + City + University chances**

*“University Chances” representing any other USPs or Qualities parents might be looking for.*

Some students / parents might have specific goals about which university their children should go to after graduating high school. So choosing a school with a “proven track record” of students that managed to be studying there would be the favourite choice:

- "international high schools in shanghai with yale university placements"
- "shanghai international schools yale admissions"
- "top international high schools in shanghai for ivy league admissions"
- "international high school graduates accepted by yale shanghai"
- "shanghai international schools with ivy league success"
- "best international high schools in shanghai for us university admissions"
- "ivy league university placements international schools shanghai"
- "shanghai international high school yale acceptance rate"
- ...



Can International  
Schools in China still  
optimise their  
websites?

# **“Health Status” of International Schools Websites in China**

There are still mistakes found.

Some could be easily fixed, some need some more work.

Some just need to work on their Content Marketing Strategy.

Some might need to build more Authority (win valuable links from relevant websites).

Let's look into the statistics of 130 International Schools in China:

## Number of Schools on one Website (Domain)

16%

of the analysed websites are home not for one school in one city,  
but for multiple schools in multiple cities.

From an SEO perspective that can be an advantage, as there is naturally more content, more people in more cities will find what they are looking for (a school in their city - the probability is just higher, if more cities are covered).

More schools on the same website also means that organisations or businesses recommending these schools will all point to the same domain - making the domain stronger / more authoritative for Google or Baidu.

## Number of Schools on one Website (Domain)

84%

of the analysed websites are home for one school in one city.

That will help form a content perspective to really focus on one target location and inform the potential clients (parents) best about the individual school they send their kids to.



## Mono-Lingual websites

35%

of the analysed websites are in one language only.

53% are English only

27% are Chinese only

11% are Japanese only

Smaller percentages exclusively offer German, French, and Korean.

## Multi-Lingual websites

65%

of the analysed websites cater to more than one language.

Most of them use English and Chinese.

This supports that (these) schools are targeting  
Foreign (English) and Chinese speaking parents alike.

## Multi-Lingual SEO-Setup

59%

of multi-lingual websites make use of sub folders like

[www.internationalschooname.com/en/](http://www.internationalschooname.com/en/)  
[www.internationalschooname.com/zh/](http://www.internationalschooname.com/zh/)

This is a best-practice strategy for Google SEO.  
Not so much for Baidu SEO.

## Multi-Lingual SEO-Setup

18%

of multi-lingual websites make use of sub domains like

en.internationalschooname.com  
cn.internationalschooname.com

This helps a little in Baidu SEO,  
but is not the Best Practice for Google SEO.

## Multi-Lingual SEO-Setup

3%

of multi-lingual websites make use of separate domains for languages like

[www.internationalschooname.cn](http://www.internationalschooname.cn) (for Chinese)

[www.internationalschooname.com](http://www.internationalschooname.com) (for English)

This is Best Practice for Baidu SEO (not so much because of the .cn domain, but more because the whole Chinese website is in Chinese language only).

## SSL / https

6%

do not use SSL / https

SSL is a technical improvement to help protecting the visitors of a website from online threats. Installing an SSL certificate is not complicated and helps making the website more trustworthy.

Both Google and Baidu pay attention to that.

## www vs. non-www

15%

do not forward users visiting the website like this - <https://internationalschoolname.com>  
to the version with www like this - <https://www.internationalschoolname.com>  
but instead not showing a website at all (but an server error message).

It is absolutely fine to use or to not use “www”.  
But visitors of the other version should not receive an error message,  
but should be forwarded to the version that shows the website.

## ICP License

73%

of all International School Websites in China do have an ICP license.

This is not a must have to be crawled and ranked on Baidu, but it helps building trust, and also helps with other parts of (technical) SEO.



## Organic Search visitors (from Baidu and Google)

# 256 visitors a month

is the Median number of theoretically calculated visitors by the SEO tools  
(see the SEO tools disclaimer a few slides before).

That is not a lot and should be worked on with the right SEO strategy.

## Website Size

586 pages

on average are indexed on Google (for websites only hosting an individual school in one city)

364 pages

if we look at the Median instead of the Average.

If that is a lot or not, highly depends on the quality of the content,  
and the topics these pages are showcasing.

## Website Authority

# 285 linking Domains

according to SEO software seoClarity, are linking to an International School in China website on average.

It is not so much about the number but about the quality, strength and relevancy of other websites linking to the website of an international website in China, to help wit rankings on Baidu and Google.

But still the number is a first hint to understand, if the own website might be receiving “enough” links from other websites already, in order to compete with the other schools’ websites in SEO.



# Linkedin Statistics of International Schools in China

## **“Health Status” of International Schools LinkedIn profiles China**

Some International Schools in China understand the importance of LinkedIn for their Marketing Strategy, others seem not to understand that yet.

Let's look into the statistics of 130 International Schools in China:

## LinkedIn account

62%

of the schools seem to have an LinkedIn account.

There might be more - but we could not easily find them.

Accounts that can not be easily found are like not existing.

With expats working in China being a main target group of many International Schools in China, not being active on LinkedIn - the Social Network for Professionals - means missing out a large opportunity to win their children as students.

## Regular postings

45%

of these LinkedIn school accounts post on a regular basis.

Not posting regularly means not taking the chance to be found.

Most accounts on LinkedIn are not found because they are searched for, but because someone sees a post in their stream - either because the account is already being followed - or because a connected user liked or commented on a post.

## Last Post (on Average)

16 days

ago was on average the last post of the active accounts.

The more frequently is posted, the higher the possibility to be seen.



## Last Post (Median)

6 days

ago if we calculate the Median and not the average (which was 16 days).

That means that most of the active, regular posting accounts, are active once every week (eventually).

## Accounts posting in the last 24h

less than 24 hours

ago was the last post of 25% of those active, regular posting accounts.

These 25% of 45% (regular posting) of 62% (having an account) are those schools, that understand that being active on LinkedIn a lot also helps a lot.

That is

6.9%

Of International Schools in China understand that LinkedIn is an important Marketing Channel for them.



# WeChat Statistics of International Schools in China

## **“Health Status” of International Schools in China WeChat profiles**

Some International Schools in China understand the importance of WeChat for their Marketing Strategy, others seem not to understand that yet.

We only searched for those school's WeChat accounts, that already have Chinese language on their websites, assuming that English (or Korean, or Japanese, or...) only website schools might also not pay too much attention to Chinese Social Medias.

## WeChat account

82%

of those schools with Chinese language on their website,  
also have a WeChat account.

## Regular Posts on WeChat

98%

of schools with a WeChat account post on a regular basis.

## Last post (Average)

# 16 days

ago was on average the last time of an organic post on the accounts of schools that are regular active on their WeChat

## Last Post (Median)

7 days

ago was on the last time of an organic post was posted calculating the Median instead of the Average.



## WeChat Views (Average)

774 views

on average a post receives on these accounts.

## WeChat Views (Median)

450 views

if calculated the Median instead of the Average..



# Weibo Statistics of International Schools in China

## **“Health Status” of International Schools in China Weibo profiles**

Some International Schools in China understand the importance of Weibo for their Marketing Strategy, others seem not to understand that yet.

We only searched for those school's Weibo accounts, that already have Chinese language on their websites, assuming that English (or Korean, or Japanese, or...) only website schools might also not pay too much attention to Chinese Social Medias.

## Weibo Account

38%

of those schools with Chinese language on their website,  
also have a Weibo account.

## Posting Frequency

23%

of schools with Weibo account also post on a regular basis.

## Last Post (Average)

12 days

ago was on average the last time of an organic post on the accounts of schools that are regular active on their Weibo

## Last Post (Median)

6 days

ago was on the last time of an organic post was posted calculating the Median instead of the Average.



## **Weibo Account Followers (Average)**

**11,758 followers**

do the Weibo accounts of International Schools in China have on Average

## Weibo Account Followers (Median)

279 followers

if calculated the Median instead of the Average.



# LRB/RED/XHS Statistics of International Schools in China

## **“Health Status” of International Schools in China Little Red Book profiles**

Some International Schools in China understand the importance of Little Red Book for their Marketing Strategy, others seem not to understand that yet.

We only searched for those school's Little Red Book accounts, that already have Chinese language on their websites, assuming that English (or Korean, or Japanese, or...) only website schools might also not pay too much attention to Chinese Social Medias.

## Little Red Book Account

39%

of those schools with Chinese language on their website,  
also have a Little Red Book account.

## Posting Frequency

92%

of schools with Little Red Book account also post on a regular basis.

## Little Red Book Account Followers (Average)

1,038 followers

do the Little Red Book accounts of International Schools in China have on  
Average

## Little Red Book Account Followers (Median)

647 followers

if calculated the Median instead of the Average.



## Little Red Book Account Engagement (Average)

# 3,416 Engagement

do the Little Red Book accounts of International Schools in China have on  
Average

## Little Red Book Account Engagement (Median)

1,000 Engagement

if calculated the Median instead of the Average.



# Douyin Statistics of International Schools in China

## **“Health Status” of International Schools in China Douyin profiles**

Some International Schools in China understand the importance of Douyin for their Marketing Strategy, others seem not to understand that yet.

We only searched for those school's Douyin accounts, that already have Chinese language on their websites, assuming that English (or Korean, or Japanese, or...) only website schools might also not pay too much attention to Chinese Social Medias.

## Douyin Account

46%

of those schools with Chinese language on their website,  
also have a Douyin account.

## Posting Frequency

94%

of schools with Douyin account also post on a regular basis.

## **Douyin Account Followers (Average)**

**6,370 followers**

do the Douyin accounts of International Schools in China have on Average

## Douyin Account Followers (Median)

898 followers

if calculated the Median instead of the Average.



## Douyin Account Engagement (Average)

# 47,904 Engagement

do the Douyin accounts of International Schools in China have on Average

## Douyin Account Engagement (Median)

4,154 Engagement

if calculated the Median instead of the Average.



# Bilibili Statistics of International Schools in China

## **“Health Status” of International Schools in China Bilibili profiles**

Some International Schools in China understand the importance of Bilibili for their Marketing Strategy, others seem not to understand that yet.

We only searched for those school's Bilibili accounts, that already have Chinese language on their websites, assuming that English (or Korean, or Japanese, or...) only website schools might also not pay too much attention to Chinese Social Medias.

## Bilibili Account

14%

of those schools with Chinese language on their website,  
also have a Bilibili account (Chinese version).

## Posting Frequency

60%

of schools with Bilibili account also post on a regular basis.

## Bilibili Account Followers (Average)

200 followers

do the Bilibili accounts of International Schools in China have on Average

## Bilibili Account Followers (Median)

73 followers

if calculated the Median instead of the Average.





What now?

jademond

## What Now?

The previous information about SEO status, Social Media Statistics of International Schools in China is just information - for now.

It may help you to evaluate your current status,  
but in the end you will need to compare your marketing status with those schools that your school is in direct competition with (usually schools within the same city and the same target groups).

**Want to discuss your concrete situation and Marketing Strategy?**

Send us a message: [hello@jademond.com](mailto:hello@jademond.com)



# About Jademond

jademond

# Kun Tang

## Founder and CEO

- Since 2009, The Egg (Guangzhou, China)
- 2012 founded Jademond Digital
- 2014 Shanghai office established
- 2015 business expanded to PPC services & Social Media services
- 2017 business expanded to services for Japan and South Korea
- 2023 Tianjin office established

### Special:

- Book “SEO for China” (2022 available on Amazon)
- Baidu SEO Ranking Factors Correlation Study (2023)





# Marcus Pentzek

## Director SEO

- Since 2001, building websites (self employed)
- Since 2005, Online Marketing (self employed)
- 2007 - 2008 SEO Consultant (at Seoline GmbH, Germany)
- 2008 - 2011 International SEO Consultant (at ABAKUS Internet Marketing GmbH, Hannover, Germany)
- 2012 - 2013 Director Digital Marketing (at Yoybuy Ltd, Beijing, China)
- 2014 - 2018 Teamlead SEO (at UDG United Digital Group, Cologne & Ludwigsburg, Germany)
- 2018 - 2022 Chief SEO Consultant (at Searchmetrics GmbH, Germany)
- Since December 2022, Director SEO at Jademond Digital
- Since July 2023 Leading Tianjin Office

### Special:

- Baidu SEO Ranking Factors Correlation Study (2020 together with Searchmetrics)
- Book “SEO for China” (2022 available on Amazon)
- Baidu SEO Ranking Factors Correlation Study (2023 together with Jademond)



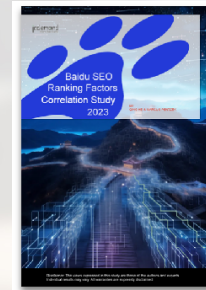
# Qing He

## Head of Search (SEO & PPC)

- Internet Enthusiast
- Since 2014, SEO Consulting (Jademond Digital)
- Since 2015, Head of Search (Jademond Digital)
- Since 2017, Started operating APAC, SEA's projects, responsible for multi-language (En, Ja, Ko, Thai, Viet, etc.) and multi-channel search engines (Google, Yahoo, Naver, etc.)
- Since 2017, Proficient in CRM lead management tools such as Adobe, Salesforce, HubSpot, Marketo

### Specialties:

- Search Ads
- Display Ads
- Web Analytics
- SEO / PPC in Multi-Channel Search Engines
- Baidu SEO Ranking Factors Correlation Study (2023)







# Thank You

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