



Promoting London to International students

# WHAT WE HAVE TO SAY

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## ABOUT US

World Education Group is a Queensland, Australia based entity that manages and controls the globally recognised domain: world.edu on behalf of registrant World University LLC

## OUR GLOBAL REACH

We reach the audience you want to reach- all around the world

## THE OFFER

Free, managed and self managed options



## WE WALK THE WALK

The statistics for world.edu says it all – we have the international audience to support this proposal



## PROMOTION

The promotion of London as a destination and the education opportunities that exist.

## ADD ON SERVICES

The services our partners can provide to make London an exciting education destination



## SERVICES

The services to be provided to London based education institutions



## MANAGEMENT

Over 26 years experience in the global education sector

## FINANCIALS

The costs for this proposal



## TIME FRAME

How and when we will create and complete the proposal

## WORLD EDUCATION GROUP

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world.edu is managed by World Education Group, Queensland, Australia. This registered sole proprietor business is owned by Kevin Ryall. Kevin is also the sole shareholder in the registrant of world.edu, World University LLC, a company incorporated in Colorado, USA.

Kevin has a Bachelor of Education from Canterbury University, a Master of Science from Auckland University and a PhD from Columbia University, New York. His PhD specialised in Educational Psychology.

Kevin has been directly involved in education publishing and marketing since 1990 in three countries.

He has published a weekly newspaper, a number of education magazines and was the publisher of the very successful australia.edu and england.edu domains.

australia.edu at its peak had 250,000 email users and 96% of Australian Universities advertised themselves and courses to international students.

The australia.edu, england.edu and newzealand.edu domains were sold to a Californian entrepreneur in 2008.

Kevin also funded and managed the development and production of the 34,000 page elementary online interactive maths program, NuMaths.

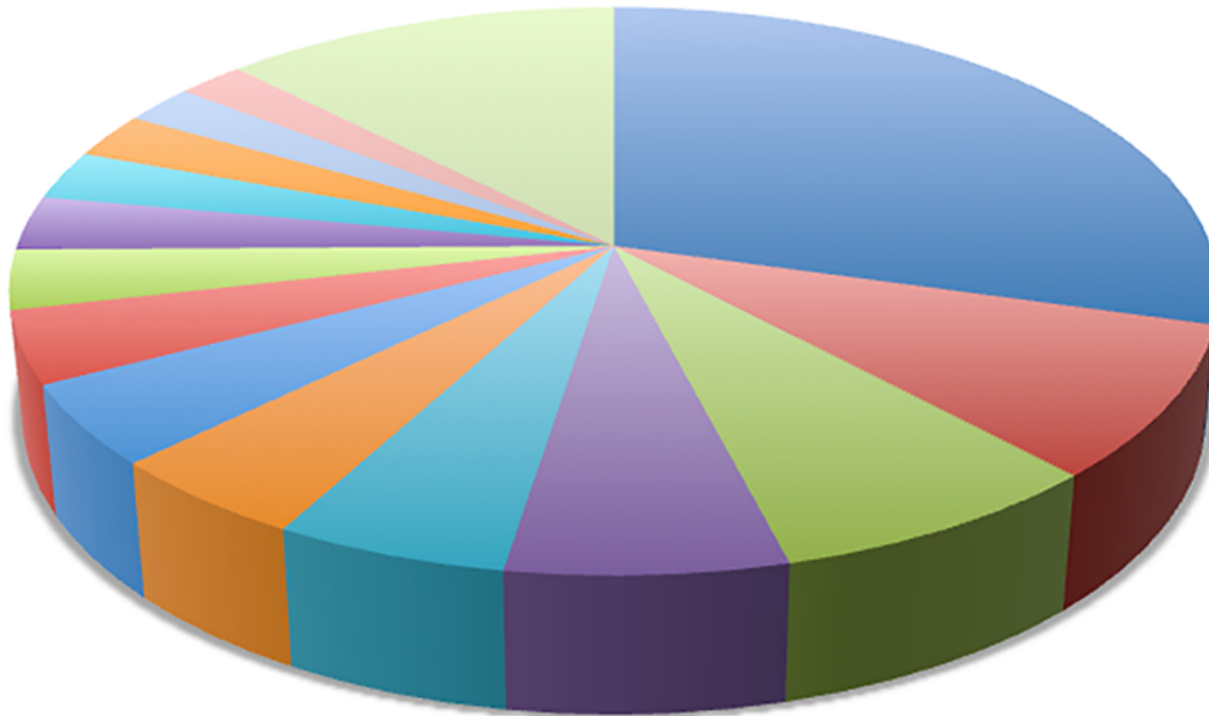
# ABOUT US



# WHERE WE REACH

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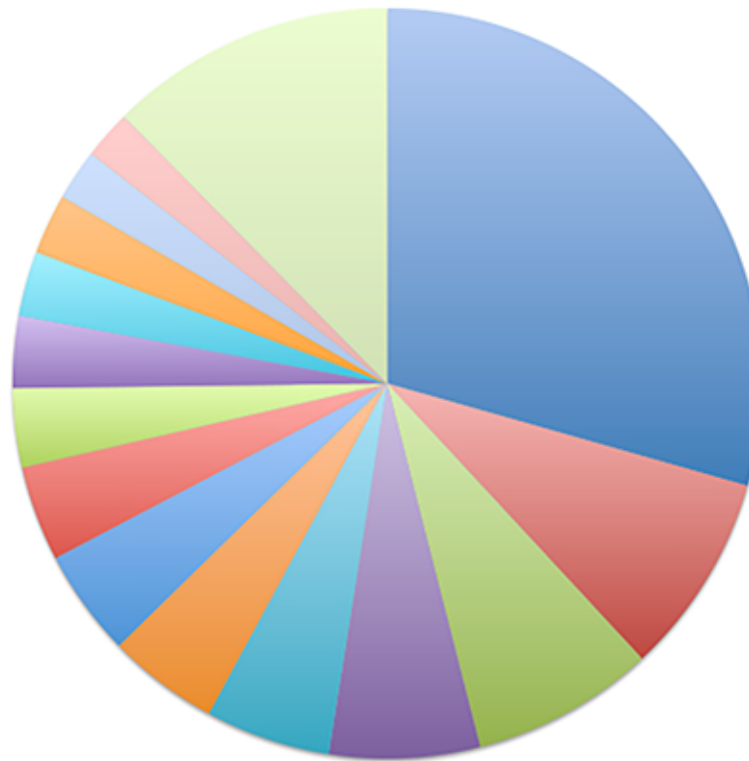
Country of Origin - Unique Visitors



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USA: India : China : Russia : Brazil : Sth Korea : United Kingdom : Vietnam : Canada  
: Australia : Malaysia : Pakistan : Ukraine : Singapore : Other

Monthly visitor numbers per country



USA: 85,369 | India: 25,262 | China: 22,939 | Russia: 18,874 | Brazil: 15,680 | Sth Korea: 13,938  
United Kingdom: 13,357 | Vietnam: 11,905 | Canada: 9,873 | Australia: 9,001 | Malaysia: 8,130  
Pakistan: 7,550 | Ukraine: 6,388 | Singapore: 6,098 | Other: 36,006

# SOME STATISTICS

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Our current Alexa ranking is 99,416.

Daily unique visitors (Cutestat): 9,679; Daily page views (Cutestat/Alexa): 89,046; Time spent on site: 12 minutes 33 seconds; Referring domains: 7,988; Govt backlinks: 73; Domain authority: 54.

Google currently indexes 90,300 pages from world.edu, Yandex (Russia) indexes over 40,000 pages, Baidu indexes 18,450 pages, So.com has 4,477 pages and Yahoo CN has 35,780 pages









# DESTINATION AND EDUCATION OPPORTUNITIES

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London as a destination for international students will be promoted within the london.world.edu sub domain.

Our emphasis will be relevant to potential students and their parents.

- London is home to over 100,000 international students from over 200 different nations – that's more international students studying in London than in any other city in the world.
- International students come from over 200 different nations, making London a global, vibrant and diverse city.
- Travel is easy for students and family
- Education and living costs are affordable



London is the home of internationally recognised education institutions.

Four of the top Forty THE ranked Universities are based in London.

45 Universities ranging from top research institutions to multi-faculty universities.

London universities offer over 30,000 courses from accounting, business, engineering and law to marketing, medicine, politics and zoology.

In addition private secondary schools and language schools provide further options.





Register for free email ▾

Lifestyle of London ▾

Social Media ▾

Education Level ▾

Institution Search ▾

Program Search ▾

English Language (ESL) Programs : Foundation Programs for University Entrance : Baccalaureate Programs : Vocational Programs  
Bachelor Degree : Masters Degree : Doctorate Degree : Graduate School  
Medical Schools : Business Schools : Architecture/Design Schools : Film Schools : Culinary Arts Schools : Hospitality Schools  
On campus : Distance (online) Learning

Visa Requirements : Institution Profiles : Travel Options : Agents

Home | email login | London Blogs | Video Centre | Contact Us | Privacy Policy





Country of Interest ▼

Institution of Interest ▼

Program of Interest ▼

English Language (ESL) Programs : Foundation Programs for University Entrance : Baccalaureate Programs : 2 Year Colleges : Vocational Programs  
Bachelor Degree : Masters Degree : Doctorate Degree : Graduate School  
Medical Schools : Business Schools : Agricultural Schools : Architecture/Design Schools : Film Schools : Culinary Arts Schools : Hospitality Schools  
On campus : Distance (online) Learning

**For International Students:** [Country Profiles](#) : [Visa Requirements](#) : [Institution Profiles](#) : [Travel Options](#) : [Agents](#)

[Home](#) | [About Us](#) | [Privacy Policy](#) | [Get your University Listed](#) | [Video Centre](#) | [Contact Us](#)



# MANAGED AND SELF MANAGED

## Institution Profile

Every institution in London seeking international students will be offered the production of a Free Profile page for their institution which will be databased for london.world.edu and will be searchable by name, location, level of education provided and subject areas.

Institutions will be encouraged to feature video promotions to attract international students. They will also be encouraged to keep these videos current.

Full contact information, links to the institute web site and and other relevant material the institution wishes to promote will be included.

This service will be managed by World Education Group. That is, they will physically produce this page for each institution.

Griffith University- Gold Coast  
<https://www.griffith.edu.au/international/students/campus/gold-coast-campus>

Come to orientation at Griffith  
Make friends

Griffith UNIVERSITY

Location:  
Gold Coast  
Address:  
Parklands Drive, Southport, Queensland, 4222  
Contact Telephone:  
+61 7 3756 6426  
Contact Email:  
[international@griffith.edu.au](mailto:international@griffith.edu.au)  
Website:  
<http://www.griffith.edu.au>

What's next?  
How to apply  
Why choose Griffith  
Study options  
Pathways  
Get an amazing career  
Get ready for studying  
Campuses and what's on  
Have a question?

Browse by ...  
Course Type  
Course Mode  
Course Qualification  
Course Category  
Date posted

Contact us

Lecture Notes in Physics  
Springer

IELTS  
Accepted for work, study and life abroad

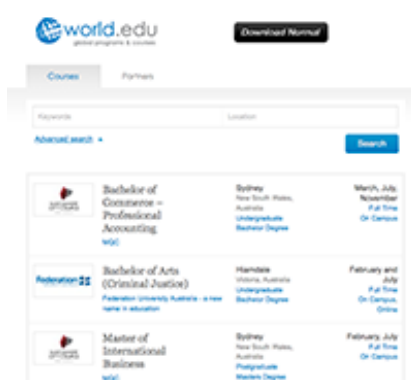
Travel Guard  
Travel Smart. Travel Insurance.

Whitsundays  
Whitsundays  
Whitsundays

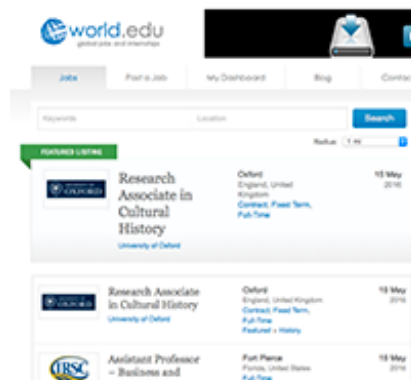
# THE OFFER

# SELF MANAGED SERVICES

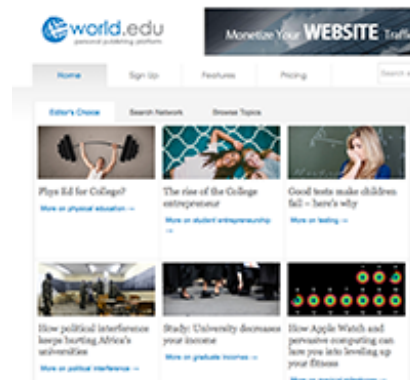
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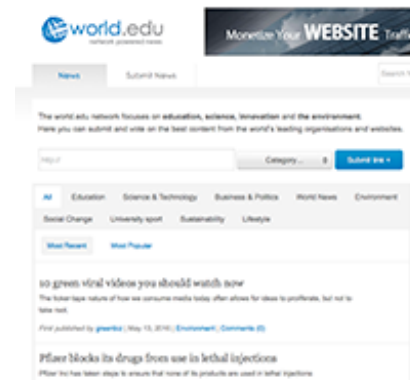
**Course Listings**  
Institutions will have login in rights to post as many courses in as many subject areas as they wish



**Vacancy advertising**  
Institutions can post vacancy advertisements, scholarships, graduate opportunities.



**Blog publishing**  
Faculty, students and marketing staff can create their own blogs and publish as they wish. Selected blogs will be displayed on the blogs homepage.



**Daily News**  
Institutions can submit to the Editor news items as often as they wish. Publishing will be at the discretion of the editor.

# SERVICE DESCRIPTIONS

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## **Course/Program listings**

Institutions can self manage the listing of courses available.

Courses will be searchable by location, institute name, keywords, course type, course mode, course qualification, course category (subject) and date posted.

Direct email enquiry options and direct application options are available.

## **Vacancy/scholarship/research advertising**

Institutions can self manage the listing of these advertisements – at any time.

Jobs are searchable by key words, institution name, job type (full time/part time etc), job salary, job category (over 60 subject areas) and date posted.

## **Blog Publishing**

Faculty, staff and students can apply for their own blog which they can name and self manage. This personal publishing platform allows publishing in 72 languages with a wide number of themes (design) available.

## **News**

Institutions can submit news releases etc for inclusion in the daily news sections for world.edu

## ADD ON SERVICES

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### **@london.world.edu email accounts**

Visitors to the london.world.edu website will be invited to apply for a free london.world.edu email account.

The format for such addresses would be [name.name@london.world.edu](mailto:name.name@london.world.edu).

As well as having access to the Google Higher Education applications suite, users of this prestigious address will have access to free online storage (Amazon), software (Autodesk) and discounts at a wide range of global wholesalers and retailers.

The database will allow direct marketing of specific London destination and institution offers.

### **Financial Services**

Our London based partner UniZest Ltd will provide financial services to international students.

The Financial services offered to international students will include:

- opening of a UK bank account (Aspire) before they leave their country of residence and the receipt by courier of account details and a debit card.
- the linking of a FX account to this personal account allowing direct credits from either their home country bank account or that of their parents. The FX system will provide free transactions and highly competitive spreads.
- options for travel, personal effects and health insurance policies.



## SOCIAL MEDIA

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Specific social media campaigns will be created and promoted to ensure growth of traffic to the site, destination and institution specific promotions and simple generic marketing.

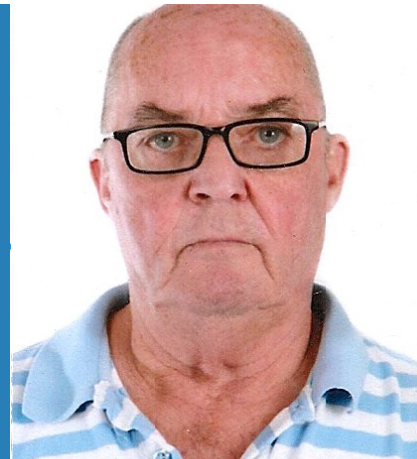
Education specific sites such as Learni.st, instagram, Facebook, Twitter will be used. Social Media campaigns will be developed for Chinese, Spanish, North and South America, Russian markets.



# MANAGING THE PROJECT

World Education Group works out of the Gold Coast, Queensland.

The project will be managed from there during the development stages and through to daily maintenance and site promotion.



Kevin Ryall has over 26 years experience publishing to the education sector globally in both print and digital formats.

He has been directly active in the .edu sector since 1998.

He has a global network of contacts and networks.



## MULTI LANGUAGE PAGES

world.edu can be published in 72 languages.

Destination description pages; education and social advantages pages; student accommodation, travel and financial services pages will all be published in Mandarin and Hindi initially with other languages added by request.

Institutions will be given the option of having their profile page published in another language. There will be a cost associated with this.



## CONTRACT CHARGES

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### Year 1:

Inclusive:

Web site design and development for london.world.edu. Including landing pages in Mandarin and Hindi.  
Contact with each education institution identified as seeking international students and managing the creation of their profile pages  
Establishment of user accounts for institutions wishing to list courses and vacancy advertisements.  
Creating of user accounts and sign-up system for faculty, staff and students wishing to have blogs.  
Creating @london.world.edu email account system with sign up and approval structure

£95,000

### Years 2 and 3

Maintenance of london.world.edu  
Maintenance of all institution profiles  
Management of blog posts – daily  
Management of course and vacancy advertising  
Management of @london.world.edu email system and database with destination and institution promotions  
Management of social media accounts and creation of new campaigns for both destination and institution promotion.

£85,000 per annum payable on each anniversary of agreement.

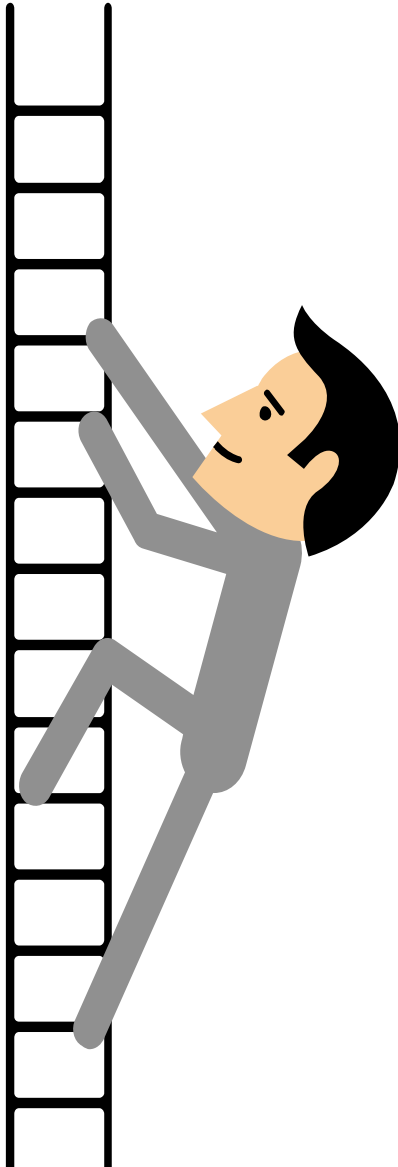
# THE COST



# FOUR MAJOR MANAGEMENT SECTORS

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**01** Design of theme  
Full design of the london.world.edu wordpress theme and implementation of launch of site

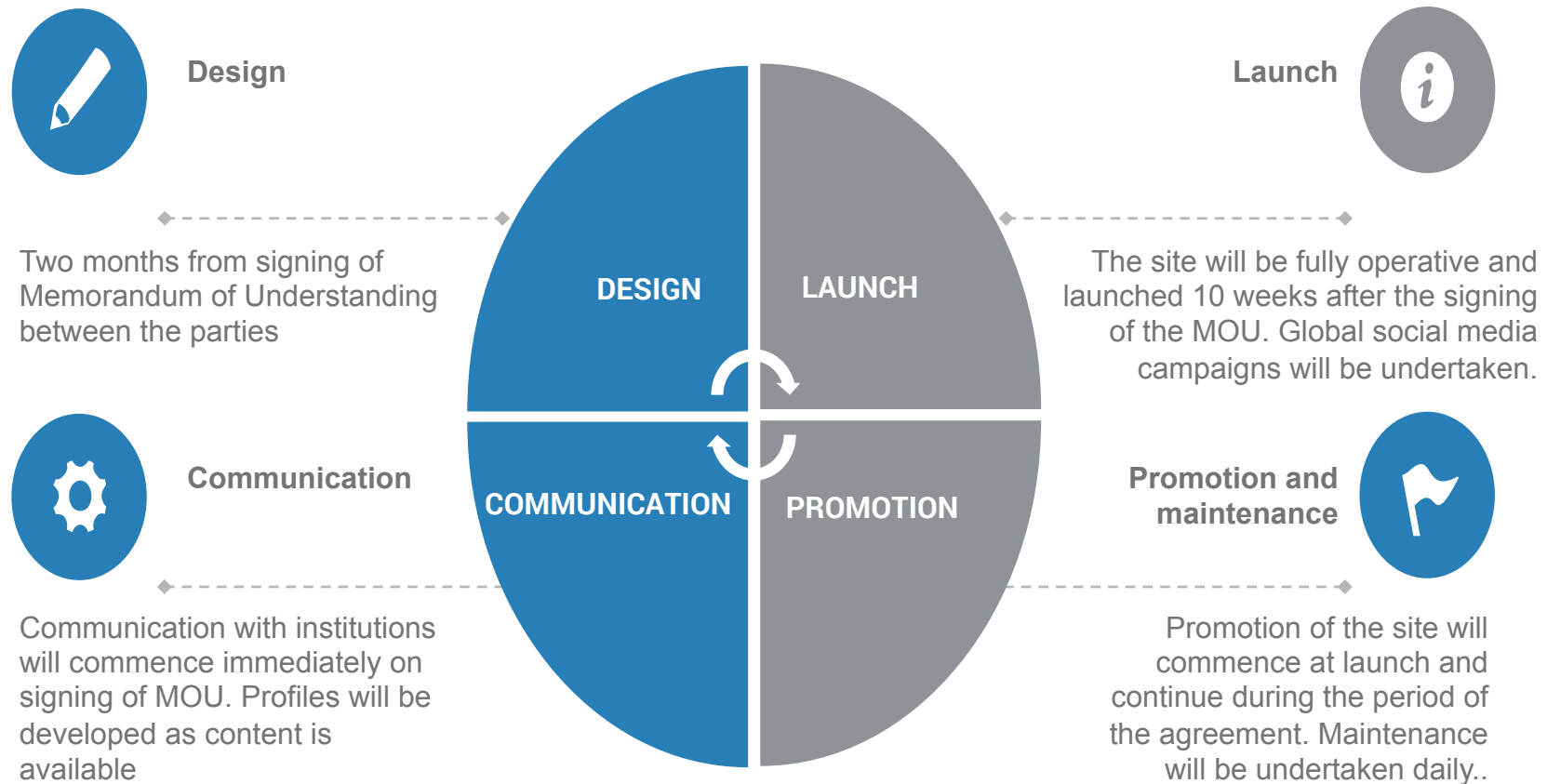
**02** Communication  
Direct communication with each institution identified as seeking international students

**03** Managed & Self Managed  
Implementation of both managed and self managed services for institutions and the ongoing supervision of same

**04** Promotion  
Ongoing promotion of the london.world.edu site and associated destination and institution pages and promotions.

# TIME FRAME

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Dr. Kevin J. Ryall  
CEO



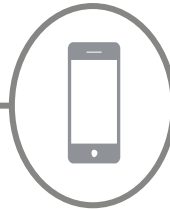
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