

• COMPANY PORTFOLIO • JULY 2026

INSTITUTIONAL DIGITAL GROWTH FOR HIGHER EDUCATION

Website revamp. Higher-education SEO. Organic traffic built for the admissions cycle.

WEBSITE REVAMP

HIGHER-EDUCATION SEO

ORGANIC TRAFFIC

ADMISSIONS STRATEGY

• BY THE NUMBERS



HIGHER-EDUCATION FOCUS

Universities, engineering colleges, and professional institutes

PLANNING

Intake Peak

ADMISSIONS CALENDAR

Timed to each institution's window, deemed university or affiliated

METHOD

Audit First

THEN PROPOSE

Live site checks before a single slide is written

We turn institutional strength into search presence. When the admissions cycle peaks.

• WHAT WE ARE

INSTITUTIONAL DIGITAL GROWTH PARTNERS.

- We bring structured, institutional-grade strategy to digital growth for universities, engineering colleges, and professional institutes across India.
- We rebuild the digital infrastructure students actually search for: admissions, fees, hostel, placements, departments, and FAQ journeys that convert.
- We compound organic visibility around the admissions cycle, when rankings matter most for students and parents.

"We turn institutional strength into search presence that converts when the admissions cycle peaks."

• THE DIGITAL AGENCY LANDSCAPE

WHAT WE ARE NOT.

01

Generic marketers

Agencies that treat a college like an ecommerce brand. Same playbooks, wrong intent, weak conversion.

02

Keyword inserters

SEO bolted onto broken sites, placeholder pages, and missing architecture. Rankings gained and wasted.

03

Flat retainers

Monthly plans that treat April like August. Admissions cycles are not flat. Neither are our programmes.

TYPICAL AGENCY

PROPOSE. POST. HOPE.

Pitch without a live audit

SEO on top of a broken site

Generic content calendar

No admissions-cycle peak plan

SBS CONSULTING

AUDIT. REBUILD. COMPOUND.

Live site checks before the proposal

Developer and SEO as one unit

Student and parent intent pages

Work timed to counselling peaks

• WHERE WE COME FROM

BUILT FOR INSTITUTIONS THAT DESERVE TO BE FOUND.

The gap we close

Colleges with real accreditation, departments, and campus strength, but websites and search presence that fail to put any of it in front of students searching today.

The discipline we bring

Strategy and transformation experience applied to digital growth: diagnosis first, milestone-driven delivery, and accountability against a written baseline.

Headquartered in Chennai

Deep focus on Tamil Nadu higher education, engineering-college admissions cycles, and institutional digital systems across India.

Outcome orientation

More visibility leads to more enquiries and more admissions-cycle conversions. Every workstream serves that loop.

• LEADERSHIP

FOUNDER-LED. INSTITUTIONALLY DISCIPLINED.

FOUNDER • STRATEGIC LEAD

Shreeraam Shankar

Founded SBS Consulting to bring structured, institutional-grade strategy to digital growth. Engineering background from Imperial College London. Professional experience across strategy, transformation, analytics, performance optimisation, and executive reporting.

APPROACH

Data-backed diagnosis, competitive analysis, financial and milestone discipline applied to institutional digital programmes.

FOCUS

Cross-functional advisory that connects website, SEO, content, and admissions outcomes into one accountable plan.

• WHO WE SERVE

BUILT FOR INSTITUTIONS WITH SOMETHING REAL TO PROVE.

01

Universities

Multi-school digital systems, programme discoverability, and enquiry journeys at institutional scale.

02

Engineering Colleges

Department pages, admissions-cycle SEO, placements proof, fees and hostel answers students actually search.

03

Professional Institutes

Programme authority, local discoverability, and conversion systems for specialised admissions.

04

Associations

Structured digital growth for organisations that need clarity, presence, and measurable reach.

LIVE INSTITUTIONAL WEBSITES



01 · HINDUSTAN INSTITUTE

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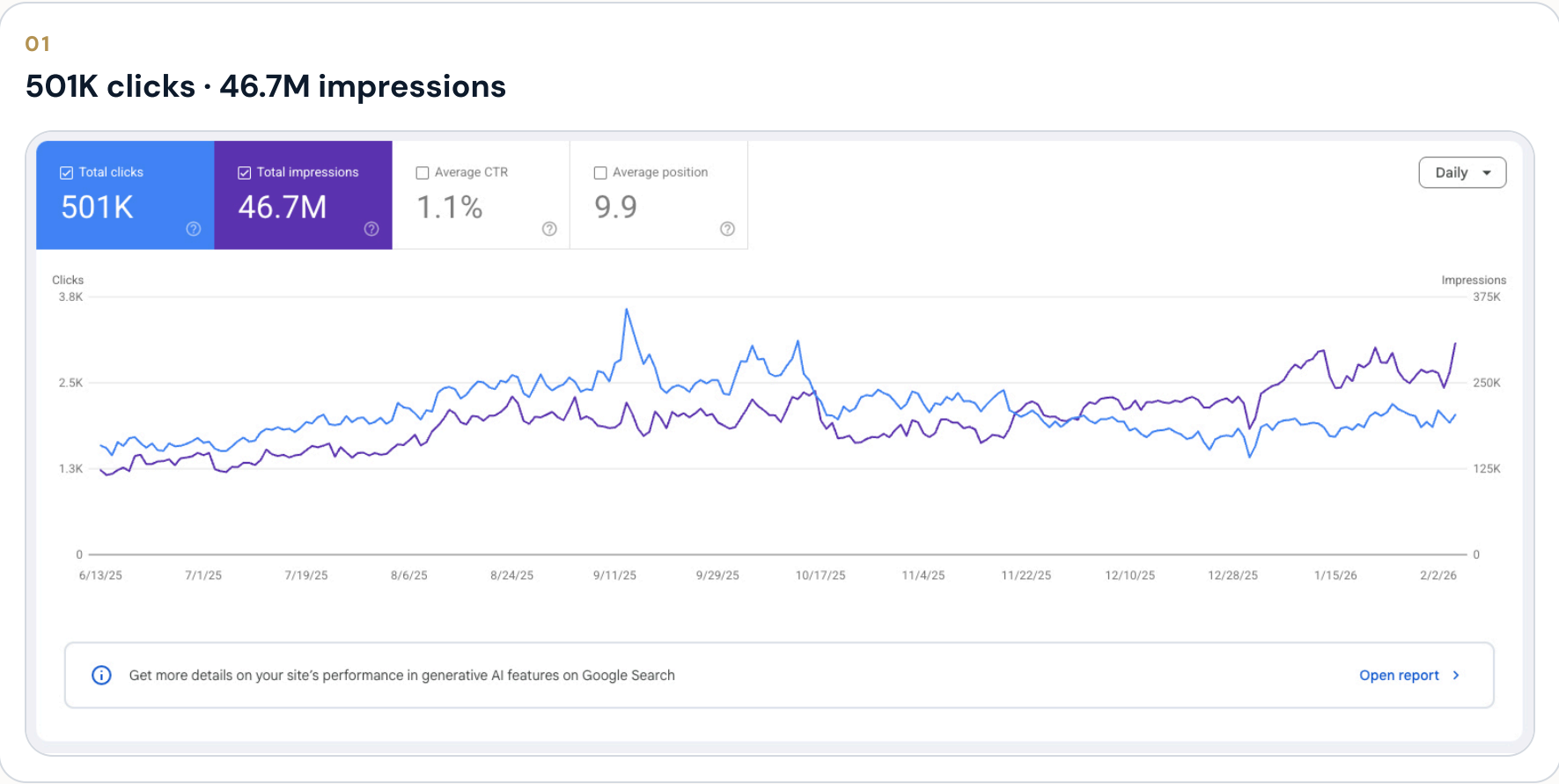


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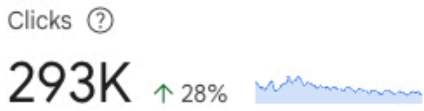
GSC PERFORMANCE GRAPHS



ACHIEVEMENTS & INSIGHTS

01

293K clicks · +28%



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Top Trending up Trending down Clicks

	[Blurred Title]	↑ 65% +26.8K
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	[Blurred Title]	↑ 95% +3.69K

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02

1.51K clicks · +46%



Your content ? [View more >](#)

Top Trending up Trending down Clicks

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	[Blurred Title]	↑ Previously 0 +15
	[Blurred Title]	↑ 1,200% +12

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• SERVICES

WHAT WE DELIVER

01

Website Revamp

Full institutional rebuilds with conversion-ready IA and SEO built in from day one.

02

Higher-Ed SEO

Technical, on-page, schema, and content systems for student and parent intent.

03

Organic Retainer

Month-by-month compounding after go-live with written tracking and baselines.

04

Admissions Cycle

Calendars designed so authority converges before counselling peaks.

05

Local Authority

GBP, local keywords, education backlinks, and regional discoverability.

• METHOD

HOW WE WORK

STEP 01

Audit first

Live sitemap checks, page inspection, competitor gaps, and URL analysis before the proposal.

STEP 02

Build the foundation

Architecture, technical SEO, and conversion pages designed as one system.

STEP 03

Compound to the cycle

Content, local SEO, and authority timed to peak admissions demand.

STEP 04

Account in writing

Baselines, mid-engagement tracking, and year-end audits against the starting line.

• ENGAGEMENT

HOW INSTITUTIONS ENGAGE US

MODEL A

Website revamp

One-time project for institutions with broken or outdated digital infrastructure. Quoted as a project, not a blurry monthly bundle.

MODEL B

Organic traffic retainer

Fixed monthly programme after go-live for compounding content, local SEO, authority, and keyword tracking.

MODEL C · PREFERRED

Phase 1 + Phase 2

Full rebuild, then continuous organic growth. Developer and SEO share one timeline from Month 1 through the admissions peak.

MODEL D

Strategy advisory

For leadership teams that need diagnosis, prioritisation, and a clear digital roadmap before execution begins.

• DIFFERENTIATION

WHY INSTITUTIONS CHOOSE SBS CONSULTING.

● We audit before we propose

Live site checks, page inspection, and competitor analysis before a single recommendation. Confirmed, not estimated.

● Higher-education SEO, not generic marketing

We understand what students and parents search for, when they search, and what converts into enquiries.

● Clear commercial structure

Rebuilds as projects. Organic growth as fixed retainers. Tools included. No opaque per-article billing.

● Developer and SEO as one unit

SEO on a broken site wastes every ranking gained. Both teams share one timeline from Month 1.

● Admissions-cycle calendars

Programmes structured so content, technical fixes, and authority converge before counselling peaks.

● Accountability in the schedule

Baselines, mid-point tracking, and year-end audits. Deliverables named and committed in writing.

• NEXT STEPS

Let's put your institution in front of the students **already searching.**

- 01 Share your current site, admissions priorities, and growth goals
- 02 We run a live audit and map the opportunity against the admissions cycle
- 03 Alignment on scope: revamp, retainer, or combined Phase 1 + Phase 2
- 04 Commercial terms agreed · kickoff and baseline tracking begin



READY TO GROW

**Build the digital presence your institution
*deserves.***

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BOOK A STRATEGY CALL