Quick snapshot of the data

- File: **international.unicatt.it-organic-20251206.xlsx**
- Rows: **1,192 organic keywords**
- Brand vs non-brand
  - ~**243 brand-ish** queries (contain "cattolica / unicatt / ucsc / sacred heart")
  - ~**949 generic** queries
  - Brand queries = **~43% of total search volume**, but average position is still weak (≈43).
- Topics with most potential search volume (from the file):
  - **Campus / life in Milan/Rome/Brescia**
  - **"Study in Italy" / Italy culture & lifestyle**
  - **Business / economics / management programmes**
  - **Fees, scholarships & housing**

From the public site, your clear strategic focus is: attract **international students** into **English-taught undergrad + grad degrees**, plus **short programmes (summer/semester)** at Milan, Rome, Brescia, Piacenza.

I'll walk through:

1. High-value keywords & gaps
2. How they align with Cattolica's priorities
3. Content **creation** ideas
4. Content **optimization** priorities
5. **Repurposing & distribution**
6. A small **roadmap** + **keyword→content** map

---

1. High-value opportunities & gaps (from your file)

1.1. "Optimize existing" – you're ranking, but not yet #1

Good volume + decent positions (2–20) where a push could move you to the top:

Keyword	Vol	Pos	URL (short)	Notes
cattolica	320	2–3	homepage / facts & figures	Brand – protect & strengthen snippet
universita cattolica	110	2	requirements page (IT)	Brand in Italian – refine intent & UX
luxury brand management	320	17	Master in Luxury Goods Management	Big opportunity for a high-value grad program

Keyword	Vol	Pos	URL (short)	Notes
cattolica italy	260	5	likely institutional/about content	Good for "why Cattolica in Italy" messaging
catholic university of sacred heart	210	3	institutional page	Highly relevant international brand query
milan housing	210	12	Milan accommodation	Very high intent for incoming students
student accommodation milan	110	8	Milan accommodation	Almost there – close to "money keyword"
student housing milan	110	10	Milan accommodation	Same cluster – can be consolidated/strengthened

What this means:
You're *visible* for key brand & accommodation queries, but not fully owning the top spots.
These are **high-confidence optimization targets** because:

- Clear alignment with enrollment and international student needs
- Strong match between keyword and existing page type (program pages, housing pages)
- Search intent is informational + transactional ("I'm thinking of studying / living there")

1.2. "Content gaps / low rankings" – high-volume, poor positions

Here are high-volume **strategic** keywords where you rank **beyond page 1–2**, so visibility is low:

Keyword	Vol	Pos	URL (short)	Audience / Topic
master international marketing	3,600	57	Master in International Marketing Management	Graduate · Business/Econ
university of milan	2,400	42	Undergrad programmes landing	Mixed · Campus/brand confusion
data analytics for business	880	38	Data Analytics for Business (2-year degree)	Graduate · Business/Econ (high value)
1 year masters	720	48	1-year Specialising Masters landing	Graduate · One-year programs
finance and risk management	590	73	Finance & Risk Management PDF	Graduate · Finance (bad content format)
accommodation in milan	480	32	Accommodation (8831.htm general page)	All students · Housing
university of milan italy	480	44	Campus / general	Generic "study in Milan" search

Keyword	Vol	Pos	URL (short)	Audience / Topic
ucsc on campus housing	390	37	Housing page	Housing + "ucsc" brand confusion

High-confidence priorities:

- **"Master international marketing"**, **"data analytics for business"**, **"1 year masters"**, **"finance and risk management"**
  → Directly tied to **recruitment into fee-paying graduate programs**.
- **"Accommodation in Milan" + housing cluster**
  → Critical for conversion & yield for international students comparing cities/campuses.
- **Brand confusion ("university of milan", "university of milan italy", "ucsc …")**
  → You get traffic but users may be unsure if they've landed in the right place.

1.3. Conversational queries (PAA / AI answers)

From your report, some nice **question-style / conversational** keywords:

- *"how to get a codice fiscale online"* – Pos 1, decent volume
- *"when is carnevale in italy"* / *"when is carnival in italy"* – seasonal, Italy life content
- *"how many students at ucsc"* – interest in university size
- *"what is global affairs"* – entry-level explanation that can support IR/Global Affairs programmes
- *"why study in milan"* (vol 50, pos ~69) – high-intent "why this city" content

These are perfect for:

- **Featured snippets / People Also Ask**
- **AI search** (ChatGPT, Gemini, Perplexity) where conversational, explanatory content wins

---

1.4. Long-tail, semantically rich queries

Examples from your long-tail set (4+ words / 30+ characters):

- *"universita cattolica di sacro cuore"* – branded, very qualified
- *"ucsc on campus housing"* – explicit housing interest
- *"masters in international business online"* – degree + mode of study
- *"catholic university of the sacred heart"*, *"catholic international university"* – cross-language brand variants
- *"data analytics for business"*, *"finance and risk management"* – program-level long-tails

These long-tails are **high confidence** fits for:

- Program detail pages
- FAQs and "Is this program right for me?" sections
- Rich FAQ/How-to schema to support AI/featured snippets

---

2. Institutional alignment

From the public site, Cattolica International clearly prioritises:

- **English-taught undergrad programmes** (Business & Finance, Communication Management, Criminology, Economics & Management, Finance, Food Production Management, International Relations & Global Affairs, Psychology)
- **English-taught graduate degrees** (2-year Masters) & 1-year Specialising Masters
- **Short programmes & international curriculum** (semester, summer, clinical electives, volunteering)
- **Multi-campus experience** (Milan, Rome, Brescia, Piacenza; plus Gemelli's hospital prestige in Rome)

Mapping your keywords to these priorities:

By audience

- **Undergraduate**
  - Very few explicitly undergrad keywords in the file – total search volume for "undergraduate/bachelor" style queries is low.
  - Suggests **undergrad recruitment content in English is under-exposed** in search vs your programme offering.
- **Graduate**
  - Strong set of **program-level queries**, often badly ranked:
    - *"master international marketing"*, *"data analytics for business"*, *"finance and risk management"*, *"roma masters"*, *"luxury management"* etc.
  - **High confidence** that improving these will drive enquiries, applications and RFI completions.
- **Study abroad / short programmes**
  - Some queries around "exchange", "Milan exchange", generic "study in Milan/Rome" content.
  - Good scope to make Cattolica appear in broader "study in Italy / semester in Milan" research journeys.
- **General international prospects**
  - Housing & fees: *"accommodation in milan"*, *"student accommodation milan/rome"*, *"ucsc fees and tuition"*
  - Italy life & culture content (Carnevale, Fellini, etc.) which is top-of-funnel but useful in nurturing.

My take on strategic focus based on this export

- **Highest near-term impact (high confidence):**
  - Fix graduate-programme keywords with good volume & poor rankings.
  - Own "accommodation in Milan / Rome" + "student housing" space.
- **Medium-term impact (medium confidence):**
  - Raise visibility of English-taught undergrad programmes for non-brand queries ("bachelor in psychology in Italy", etc.) via new content.
- **Brand & awareness (high confidence):**
  - Tame and clarify "ucsc" / "university of milan" / "catholic university of the sacred heart" confusion with better branding, titles, and on-page clarifications.

---

3. Content creation recommendations (NEW content)

3.1. New pages / guides to create

1. "Study in Milan / Study in Rome" evergreen guides

- Target:
  - *"why study in milan"*, *"colleges in rome"*, *"university in rome"*, general "study in [city]" searches
- Format: Long-form guide + visual content + student quotes
- Audience: Undergrad & grad international students
- Example SEO setup:
  - **Title tag:**
    - *Why Study in Milan? Italy's Global City for International Students | Università Cattolica*
  - **Meta description:**
    - *Discover why Milan is one of Europe's best cities to study in: top-ranked universities, career opportunities, student life, and costs.*
  - **H1:** *Why Study in Milan as an International Student*
  - **Schema:** `Article` + `FAQPage` (with 5–8 FAQs about costs, housing, safety, work opportunities).

2. Programme-cluster landing pages (Graduate)
Instead of only individual program pages + PDFs, create optimized **degree family** hubs, for example:

- **"Business & Management Masters in Italy (English-taught)"**
  - Targets: *"master international marketing"*, *"luxury brand management"*, *"masters in international business online"* (if applicable), "business master Milan Italy (English)" □ cluster.
- **"Data & Finance Masters at Cattolica (Milan, Italy)"**

- Targets: *"data analytics for business"*, *"finance and risk management"*, "finance master in Italy" etc.

Each hub links clearly to single-programme pages (which remain the conversion workhorses).

3. Robust "Tuition fees & scholarships for international students" hub

- Centralized landing with subsections by: undergrad / grad / 1-year master / exchange.
- Targets: "ucsc fees and tuition", tuition-fees variations, and branded scholarship searches.
- Add clear CTAs to **RFI / contact**.

4. Undergrad English-taught programmes – comparison & decision tools

- A comparison page: *"English-taught Bachelor's at Cattolica"* with filters (campus, field, duration).
- Targets low-volume but high-value long-tail queries like *"bachelor in psychology milan english"* (even if not in this export yet – this is a strategic gap).

3.2. Suggested schema markup ideas

- **Programme pages** → `Course` schema (provider = Università Cattolica del Sacro Cuore, location, typical duration, degree type).
- **Fees/housing FAQs** → `FAQPage`.
- **City/campus guides** → `Article` + `BreadcrumbList`.
- **Stories / alumni success** → `Article` with `Person` entities for featured students/alumni.

Confidence on these tactics: **high** (well-aligned with both SEO best practice and your recruitment funnel).

---

4. Content optimization recommendations (EXISTING pages)

4.1. Program pages with strong upside

a) Master in International Marketing Management

- Keyword: *"master international marketing"* (Vol 3,600, Pos 57)
- Actions:
  - Rewrite title tag to start with the exact phrase:
    - *Master in International Marketing Management (MSc) in Milan, Italy | Cattolica*
  - Expand H1 + intro to clearly say "English-taught Master in International Marketing in Milan, Italy".

    - Add a short FAQ block answering: *What is this master about?* / *Who is it for?* / *Career outcomes?*
    - Build internal links from:
        - Business faculty pages
        - "Study in Milan" guide
        - General "graduate programmes" hub

b) Data Analytics for Business (2-year degree)

- Keyword: *"data analytics for business"* (Vol 880, Pos 38)
- Actions: similar pattern: exact-match keyword in `<title>`, `<h1>`, and early body, plus strong internal linking from:
    - Business/Economics faculty content
    - Any content about data science, digital skills, future of work.

c) 1-Year Specialising Masters

- Keyword: *"1 year masters"* (Vol 720, Pos 48)
- Page: 1-year Specialising Masters overview
- Actions:
    - Clarify "1-year Masters in Italy (Specialising Master Programmes)" in H1 + meta.
    - Add comparison table of all 1-year masters (field, campus, language, entry requirements).
    - Internal links from: program pages that are 1-year, plus fees & scholarship hub.

d) Finance & risk management

- Keyword: *"finance and risk management"* (Vol 590, Pos 73) pointing to a PDF
- Problem: PDF is not ideal as primary landing content.
- Actions (high confidence):
    - Create a **proper HTML program page** for this master (if it exists) and move the PDF syllabus behind it.
    - Optimize page using the exact query and align with the 2-year or 1-year masters hub.

4.2. Housing & campus pages

Milan accommodation / housing

- Keywords:
    - *"accommodation in milan"* (Vol 480, Pos 32)
    - *"student accommodation milan"* (Vol 110, Pos 8)
    - *"student housing milan"* (Vol 110, Pos 10)
    - *"student accommodation milan italy"*, *"accommodation milan"*, etc.
- URLs: Milan accommodation & general accommodation page
- Actions:

- Consolidate content so that **one canonical page** clearly targets "Student accommodation in Milan" (title, H1, URL slug if possible).
- Add sections: residence halls, private housing options, approximate monthly costs, transit, safety.
- Implement `FAQPage` schema (e.g., "How much does student accommodation in Milan cost?").
- Add clear CTAs: "Apply for housing", "Talk to current students".

Rome accommodation / campus

- Similar optimization for *"student accommodation rome italy"*, *"colleges in rome"*, *"university in rome"*.
- Emphasise Gemelli Hospital prestige and on-campus accommodation for international students.

4.3. Brand & confusion clean-up

- Keywords like *"ucsc", "ucsc portal", "ucsc login"* clearly show **UC Santa Cruz traffic leakage** landing on your domain.
- Actions (medium confidence, needs careful UX review):
  - Make sure key "ucsc" pages clarify "Università Cattolica del Sacro Cuore (Milan, Italy)" above the fold.
  - Consider adding disambiguation text in meta descriptions.
  - Avoid optimizing titles/headers purely around "ucsc portal" if the user intent is likely the US university.

---

5. Content repurposing & distribution

You already have great raw materials (PDFs, stories, Italy life articles). Some ideas:

5.1. For social media (TikTok, Instagram, YouTube Shorts, LinkedIn)

- **Italy life content** (Carnevale, Fellini, Milan vs Rome, cost of living):
  - Turn into **short vertical video series**:
    - "30 seconds on Carnevale in Italy – what you should know as a student"
    - "A day in the life of a student in Milan / Rome / Brescia"
- **Program explainers** ("What is global affairs?", "What is data analytics for business?"):
  - 60–90s explainer videos for YouTube Shorts & Instagram Reels.
  - Link back to programme pages with strong UTM tracking.
- **LinkedIn**:
  - Deep-dive posts on employability outcomes, rankings, and alumni careers, especially for Business, Data, Finance masters (where your queries are strongest).

5.2. Email campaigns

- **Prospective graduate students**
  - Nurture sequences around "Which master is right for me?"
  - Use the keyword clusters (business/marketing, data/finance, IR/global affairs) to build segmented drip sequences.
- **Prospective undergraduates**
  - Focus on city choice (Milan vs Rome), housing, extra-curriculars, and Italy life content to move them from "dreaming" to "applying".

5.3. Podcasts & longer videos

- **Faculty and alumni interviews** tied to popular discipline queries:
  - International Marketing, Data Analytics, Luxury Brand Management, International Relations.
- Turn PDF-based content (course readers, thematic PDFs like Fellini/Carnevale) into **mini-lectures** or webinars open to prospects.

---

6. Prioritized roadmap (New vs Optimize vs Repurpose)

Phase 1 – 0–3 months (highest impact, high confidence)

Optimize

1. Master in International Marketing page (title, H1, content depth, internal links).
2. Data Analytics for Business page.
3. 1-Year Masters overview page.
4. Milan & Rome accommodation pages (own "student accommodation [city]" cluster).
5. Fix PDF-only programme landings (e.g., Finance & Risk Management).

New

1. "Why Study in Milan as an International Student?" guide.
2. "Why Study in Rome?" (leveraging Gemelli & the campus story).

Repurpose

1. Turn Italy life PDFs (Carnevale, Fellini) into SEO-optimized articles + short video scripts.

Phase 2 – 3–6 months (medium confidence, still strategic)

New

- Comprehensive graduate programme hub pages by theme:
    - Business & Management, Data & Finance, International Relations & Global Affairs, Psychology, etc.

Optimize

- Brand queries around “catholic university of the sacred heart”, “universita cattolica di sacro cuore” – ensure the institutional “About” content is extremely strong.

Repurpose

- Launch recurring “Student Stories” content series tied to programme keywords, then cross-post to social + email.

Phase 3 – 6–12 months (strategic growth)

- Build out English-language content focusing on **undergrad programmes**, which are under-represented in your current keyword set.
- Deepen FAQ hubs (visas, language requirements, B2 English, etc., already mentioned on site).

---

7. Example keyword → content map

Here’s a compact map for some of the strongest opportunities:

Keyword	Audience	Recommended page / topic	Format
master international marketing	Graduate	Master in International Marketing Management	Optimized programme page + FAQ
data analytics for business	Graduate	MSc Data Analytics for Business	Programme page + case studies
1 year masters	Graduate	1-Year Specialising Masters at Cattolica	Hub page + comparison table
finance and risk management	Graduate	MSc / Master in Finance & Risk Management	New HTML page + PDF syllabus
student accommodation milan	All int’l	Student Accommodation in Milan	Housing guide + FAQ + CTAs
accommodation in milan	All int’l	Same as above (canonical)	Same page (section headings)
student accommodation rome italy	All int’l	Student Accommodation in Rome	City-specific housing guide

Keyword	Audience	Recommended page / topic	Format
ucsc fees and tuition	All int'l	Tuition Fees & Scholarships for International Students	Central fees + scholarships hub
why study in milan	UG + Grad	Why Study in Milan as an International Student	Evergreen guide
catholic university of sacred heart	Int'l, general	About Università Cattolica del Sacro Cuore	About page optimized for brand
milan housing	All int'l	Milan accommodation page	Same as housing guide
milan exchange	Study abroad	Exchange & Semester Programmes in Milan	Exchange programmes hub

---

Where you'll need human / SME input

- **Programme positioning & messaging**: which degrees are most strategically important for the next intakes (e.g., Data vs Marketing vs IR)?
- **Scholarship & fees details**: exact figures, eligibility, and compliance.
- **Student/alumni stories**: marketing can't invent these – you'll need faculty & student affairs help.

AEO playbook for Cattolica (being the answer)

1.1. Build "canonical answers" for your most important questions

Take the **top decision questions** from your keywords + admissions team:

- "Why study in Milan as an international student?"
- "Is Università Cattolica del Sacro Cuore good for international students?"
- "What is a 1-year Specialising Master in Italy?"
- "What is data analytics for business?"
- "How does student accommodation in Milan work?"
- "How much does it cost to study at Cattolica as an international student?"

For each, create an **atomic answer block** on the *most relevant page*, with:

- A **question H2**:
  - `## Why study in Milan as an international student?`
- A **30–60 word, super-direct paragraph** immediately below it.
  - Short, factual, neutral-ish tone (not fluffy marketing).

This structure is ideal for AEO: concise, extractable, and directly aligned to conversational queries. CXL+1

Then:

- Mirror these Q&As on:
  - **Study in Milan** guide
  - **Graduate programme hubs**
  - **Fees & scholarships** hub
  - **Accommodation Milan/Rome** pages

1.2. Schema: double down on FAQ + Course + Organization

You're already planning FAQ sections; AEO says **don't skip the markup**:

- Add `FAQPage` schema to:
  - Study in Milan / Rome guides
  - Tuition & scholarships
  - Housing pages
  - Visa / application requirement pages
- Add `Course` schema to:
  - Individual programme pages (International Marketing, Data Analytics for Business, Finance & Risk Management, etc.).
- Ensure **Organization** schema for Cattolica:
  - Clear legal name + brand variations ("Università Cattolica del Sacro Cuore", "Cattolica University", "Catholic University of the Sacred Heart").
  - SameAs links to Wikidata, Wikipedia, official social profiles.

All of this makes it easier for AI systems and Google AI Overviews to **understand who you are and what each page is about**, and to choose you as a source. Google for Developers+2CXL+2

1.3. Tune content for conversational queries, not just keywords

On key pages, weave in **natural language questions**:

- "Is this programme right for me if…?"
- "Can I work while studying in Italy?"
- "What level of English do I need?"

Use them as subheadings and answer briefly in paragraph form.

This helps with:

- Voice assistants
- Chat-style AI queries
- PAA-style question surfaces

…and supports **zero-click visibility** where your brand gets mentioned even if there's no click.

---

2. GEO playbook (being cited by generative engines)

GEO thinks beyond "featured snippet" and asks, "How do I make my content **the one AI likes to quote**?"

2.1. Design pages as "source material"

For your **flagship pages** (Study in Milan, major programme hubs, housing, fees):

- Make them **comprehensive but well structured**:
  - Short intro
  - Clear sections with descriptive H2s/H3s
  - Tables (tuition ranges, cost of living, comparison of 1-year vs 2-year masters)
  - Bullet lists for "pros / reasons / steps"

Why: Generative engines prefer **chunkable, structured content** that's easy to slice into answers. Google for Developers+2SEOZoom+2

2.2. Provide numbers, comparisons, and original angles

LLMs love:

- **Concrete numbers**: average fees, student numbers, number of campuses, scholarship range, contact hours per week, etc.
- **Comparative statements**: "Cattolica is one of the largest private universities in Europe", "Milan is the financial capital of Italy", etc., with sources where possible.
- **Original data or statements** you can own (e.g., % of international students in specific programmes, employment rates).

This kind of specificity makes your content more attractive for AI to pull into its synthesis, versus generic brochure copy. CXL+1

2.3. GEO for brand/entity clarity (fixing UC/USC/"ucsc" confusion)

Right now, AI engines can easily confuse:

- Università Cattolica del Sacro Cuore
- University of California, Santa Cruz (also "UCSC")

GEO steps to reduce that:

- On **all pages drawing "ucsc" or generic "catholic university" traffic**:
  - Add an above-the-fold clarifier like
    - "Università Cattolica del Sacro Cuore — a private Catholic university based in Milan, Italy"
  - Repeat in the first paragraph and in Organization schema.
- Where appropriate, **avoid** focusing titles purely on "UCSC portal / UCSC login" to reduce the signal that you are *the* UCSC everyone is searching for.

This helps generative engines disambiguate the entity so that when users ask:

"Is UCSC in Italy good for international students?"

they're more likely to understand that this may refer to **Cattolica in Milan**, not California, and surface your content appropriately.

2.4. Think "prompt → answer → Cattolica gets named"

For each strategic topic, imagine the **prompt a student might type into ChatGPT/Perplexity** and check if your page:

- Directly answers that prompt
- Uses the same core wording (entities, degrees, city, "English-taught", etc.)
- Mentions your brand *next to* crucial information

Example:

"Best master in international marketing in Milan Italy taught in English"

On your Master in International Marketing page, make sure you literally say:

"The **English-taught Master in International Marketing Management at Università Cattolica del Sacro Cuore in Milan, Italy** prepares graduates…"

That exact phrasing boosts your chance of being the cited suggestion in AI answers.

---

3. Future of discoverability: what's changing and what to plan for

Key trends:

- **AI Overviews / AI summaries are exploding in frequency** – studies show ~400–500% year-on-year growth in their appearance on SERPs. seoClarity

- When AI summaries show, **CTR to websites can drop ~34–46%**, though the remaining clicks are often higher intent. Search Engine Journal+1
- Research suggests AI search could **overtake traditional search by ~2028**, and AI visitors may be **~4.4x more valuable**, because they arrive later in the decision journey with clearer intent. Semrush
- Regulators are starting to notice "Google Zero" risk (Google using publisher content in AI features without sending traffic back). The Verge+2AP News+2

What that means for you:

1. **You're optimizing for two outcomes, not one:**
   - Classic clicks (SEO as we know it).
   - **Brand presence in answers** (AEO/GEO).
2. **The funnel compresses.**
   A prospect may go from "What are the best marketing masters in Italy?" → AI suggests 3 universities (including Cattolica) → they click straight to your programme page ready to enquire. Less browsing, *more decisive* visitors.
3. **Your "north star" becomes "named + linked in answers".**
   For critical queries (marketing/data/finance masters, housing, fees, study in Milan/Rome), your KPI isn't just rank—it's *"Does the AI mention Cattolica and link to us?"*

---

4. Concrete AEO/GEO upgrades to bolt onto your roadmap

Layer these onto the phases we already defined:

Phase 1 (0–3 months)

- Add **Q&A blocks + FAQ schema** to:
  - Study in Milan/Rome guides
  - Accommodation Milan/Rome
  - Tuition & scholarships hub
  - Visa/requirements pages
- Refactor top programme pages (International Marketing, Data Analytics for Business, Finance & Risk Management, 1-year Masters hub) to:
  - Include 1–2 "atomic answer" sections per page
  - Add `Course` schema
  - Use geo + language entities explicitly ("English-taught", "Milan, Italy").

Phase 2 (3–6 months)

- Create **AI-ready "source pages"**:
  - Deep but structured evergreen guides (city, housing, fees, application process).
  - Each with tables, numerical data, and strong internal linking.

- Standardize entity signals:
    - Organization schema + consistent naming across all international pages.
    - Add clarifying copy on pages attracting “ucsc” confusion.

Phase 3 (6–12 months)

- **Monitor AI presence**, not just SERP rankings:
    - Manually test key prompts in Google, ChatGPT, Perplexity, Gemini (in several languages) to see:
        - Are you mentioned?
        - Which competitor is?
    - Use that to refine content topics and phrasing.
- Explore **AI-first content pieces**:
    - E.g., “Complete guide: how to study marketing in Milan as an international student”
    - Designed specifically to be the backbone for AI answers.