

I want to make a full fledge counselling and informative website portal for IPU university admissions... Starting with

- Course
- Entrance exams
- Registration
- Counselling process
- Quota
- Colleges
- Cut off (round wise)
- Hostel
- Placements
- Fee structure
- Location
- Amenties
- Faculty details
- Established year
- Ranking
- Accredation

I want to make a portal in which all basic to advance information should be there.. Now I want to earn from this by making packages and want to make my a portal a perfect automated counselor so that a student should not have to hire a consultant for Ip university counselling process...

Basic information we will provide free of cost and for

advance information we will make package and once the student take the subscription they can login the dashboard according to the package that they have purchased

#### Example

For seeing the cut off of the college there should be a package in which they can see the cut off trends in infographic manner and charts

Likewise other packages for choice filling

College selection

Manual hiring of counsellor and more give a detail idea...

Want to make small video for everything

Cut off

Placements

College overview

Fee structure

Documents required

Counselling process and everything

Aiman, what you are planning is **very powerful**. If executed well, your portal can become the **"Zynerd + CollegeDunia + Personal Counsellor"** for Guru Gobind Singh Indraprastha University admissions.

The key is **information + tools + automation + paid guidance**

paid guidance.

Below is a **complete blueprint** to build a full-fledged **IPU Counselling Portal + Automated Counsellor System**.

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## 1. Core Vision of the Portal

Create a platform where a student can:

1. **Learn everything about IPU admissions (FREE)**
2. **Analyze colleges, cutoffs, placements (PARTIALLY FREE)**
3. **Use tools to decide college (PAID)**
4. **Get automated counselling support (PAID)**
5. **Hire manual counsellor if needed (PREMIUM)**

Goal:

👉 **Student should not need any consultant for IPU counselling.**

But if they want **extra support**, they buy your packages.

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## 2. Website Structure (Full Portal Architecture)

### 1 Homepage

Purpose: Convert visitors to users.

Sections:

- What is IPU Counselling
- Courses offered

- Courses offered
- Counselling timeline
- College predictor tool
- Latest cutoff trends
- Top colleges in IPU
- Admission alerts
- Login / Signup

CTA buttons:

- **Check Your College Predictor**
  - **Download Counselling Guide**
  - **Get Cutoff Trends**
- 

## 3. Courses Section

Courses offered by IPU.

Examples:

### Engineering

- B.Tech

### Management

- BBA
- MBA

### Law

- BA LLB
- BBA LLB
- LLM

### Commerce

- BCom

### Media

BMC

- BJMC

## IT

- BCA

Each course page includes:

- Eligibility
  - Entrance exam
  - Counselling process
  - Top colleges
  - Fees
  - Placement stats
  - Cutoff trends
- 

## 4. Entrance Exams Page

Explain entrance exams used by IPU.

Example:

- JEE Main – for BTech
- CUET – for many UG courses
- CLAT – for Law

Each page contains:

- Exam overview
  - Eligibility
  - Score required for IPU
  - Last year cutoff
  - Participating colleges
- 

## 5. Counselling Process Page

This page is **VERY important for traffic.**

Explain step-by-step:

### **Step 1**

Registration

### **Step 2**

Choice filling

### **Step 3**

Choice locking

### **Step 4**

Seat allotment

### **Step 5**

Document verification

### **Step 6**

Fee payment

### **Step 7**

Reporting to college

Include:

- timeline
- video explanation
- downloadable checklist

---

## **6. Colleges Section**

Every college will have a **dedicated page**.

Example:

[Maharaja Agrasen Institute of Technology](#)

Page includes:

- Established year
- Location
- Courses offered
- Fee structure
- Hostel fees
- Placements
- Faculty details
- Accreditation
- Ranking
- Campus facilities
- Google map location

Also include:

## **Infographic blocks**

Placement stats

Highest package

Average package

Recruiters

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## **7. Cutoff Section**

One of the **biggest traffic drivers.**

Structure:

### **Filters**

Course

Category

Quota

College

Round

Example:

College | Course | Round | Rank cutoff

Students can see:

- Round 1 cutoff
  - Round 2 cutoff
  - Round 3 cutoff
  - Spot round cutoff
- 

## 8. Hostel Section

Every college hostel details:

- Hostel fees
  - AC / Non AC rooms
  - Sharing
  - Mess charges
  - Distance from campus
- 

## 9. Placement Section

Detailed placement stats:

Company logos

Average package

Highest package

Branch wise placements

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## 10. Fee Structure Section

Detailed breakdown:

Course	Tuition Fee	Hostel	Other
--------	-------------	--------	-------

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## 11. Counselling Tools (Important for Monetization)

These tools will **convert visitors into paid users.**

### Tool 1

College Predictor

Input:

- Rank
- Category
- Quota

Output:

Possible colleges.

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### Tool 2

Cutoff Analyzer

Show:

- Rank vs college
  - Trend chart
  - Probability of admission
- 

### Tool 3

Choice Filling Optimizer

Student enters:

Rank

Branch preference

BRANCH PREFERENCE

College preference

System generates:

**Best possible choice filling list**

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## **Tool 4**

Admission Probability Calculator

Shows:

Safe colleges

Moderate

Dream colleges

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## **12. Student Dashboard**

After login student gets:

### **Dashboard**

Shows:

- Rank analysis
  - recommended colleges
  - counselling checklist
  - document checklist
  - seat allotment tracker
- 

## **13. Package System (Revenue Model)**

### **FREE PLAN**

Access to:

- college info
- counselling process
- course info
- basic cutoff

Goal:

Generate traffic.

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## **BASIC PLAN**

₹299 – ₹499

Access:

- detailed cutoff charts
  - college comparison
  - placement analysis
  - fee calculator
- 

## **PRO PLAN**

₹999 – ₹1499

Access:

- college predictor
  - cutoff trend analytics
  - admission probability
  - choice filling strategy
- 

## **PREMIUM PLAN**

₹3000 – ₹5000

Includes:

- personalized dashboard
  - WhatsApp support
  - choice filling guidance
  - counselling alerts
- 

## VIP PLAN

₹10,000+

Includes:

- manual counsellor
  - profile evaluation
  - full counselling support
- 

## 14. Video Content Strategy

You are **very correct** to make videos.

Every page should include a **2-minute video**.

Examples:

### Cutoff video

Explain:

- how cutoff works
  - how ranks change
- 

### College video

Explain:

- campus
- placements

- placements
  - hostel
- 

## **Counselling video**

Explain:

step by step counselling process.

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## **Documents required video**

Explain:

- documents needed
  - how to upload
  - mistakes to avoid
- 

## **15. Automation Funnel**

Traffic Flow:

Google SEO

↓

Student lands on article

↓

Free tool usage

↓

Email / phone capture

↓

Dashboard login

↓

Upgrade to paid package

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## **16. SEO Strategy (VERY IMPORTANT)**

## **IMPORTANT)**

Articles like:

- IPU counselling 2026
- IPU cutoff trends
- best colleges in IPU
- MAIT cutoff
- IPU BBA colleges
- IPU BTech counselling guide

These can generate **massive traffic**.

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## **17. Content Database**

You must collect:

### **College data**

30+ colleges.

### **Cutoff data**

5 years cutoff.

### **Placement data**

Average and highest package.

### **Hostel details**

For every college.

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## **18. Estimated Revenue Potential**

If you get:

50,000 students traffic

Conversion:

2%

Paid users:

1000 students

If average package:

₹1000

Revenue:

₹10,00,000 per season.

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## 19. Future Expansion

Once IPU portal succeeds, expand to:

Delhi University

AKTU

Bangalore colleges

Maharashtra counselling

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## 20. Biggest Advantage You Have

You already run **Vibrantowl Edu Consultancy**.

So:

Portal generates leads

Leads convert to consulting.

This is a **perfect hybrid model**.

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If you want, I can also show you:

- 1 Complete database structure for the website (tables for colleges, cutoff, placements)**
- 2 Student dashboard UI structure**
- 3 Choice filling AI logic**
- 4 SEO article structure that ranks #1 for IPU counselling**

This will make your portal **10x stronger than existing counselling websites.**

- 1 Complete database structure for the website (tables for colleges, cutoff, placements)**

To build your **IPU Counselling Portal**, the most important part is the **database architecture**. If the database is structured correctly, your website can easily show:

- Cutoff charts
- College comparison
- Placement analytics
- Predictor tools
- Student dashboards

Below is a **clean and scalable database structure** suitable for a portal focused on admissions to Guru Gobind Singh Indraprastha University.

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## **1 Core Database Structure**

# 1. Core Database Structure Overview

Main tables you will need:

1. Courses
2. Entrance Exams
3. Colleges
4. College Courses
5. Cutoff Data
6. Placements
7. Hostel Details
8. Faculty
9. Amenities
10. Counselling Rounds
11. Seat Matrix
12. Users
13. Subscriptions
14. Student Rank Data
15. Choice Filling Recommendations

This structure allows you to build:

- college predictor
- cutoff analytics
- dashboard tools
- comparison engines

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## 2. Courses Table

Table: courses

Field	Type	Example
-------	------	---------

---

course_id	INT	1
course_name	VARCHAR	B.Tech
course_slug	VARCHAR	btech
duration	INT	4
degree_type	VARCHAR	Undergraduate
description	TEXT	course overview

Example:

course_id	course_name
1	B.Tech
2	BBA
3	BA LLB
4	BCA
5	BJMC

### 3. Entrance Exam Table

Table: entrance\_exams

Field	Type
-------	------

exam_id	INT
exam_name	VARCHAR
conducting_body	VARCHAR
description	TEXT

Examples:

exam_id	exam_name
1	JEE Main
2	CUET
3	CLAT

## 4. Colleges Table

Table: colleges

Field	Type
-------	------

college_id	INT
college_name	VARCHAR
slug	VARCHAR
established_year	INT
affiliation	VARCHAR
accreditation	VARCHAR
ranking	VARCHAR
location	VARCHAR
address	TEXT
website	VARCHAR
description	TEXT

Example record:

college_id	college_name
1	<u>Maharaja Agrasen Institute of Technology</u>

## 5. College Courses Table

Because every college has multiple courses.

Table: college\_courses

Field	Type
-------	------

college_course_id	INT
college_id	INT
course_id	INT
branch_name	VARCHAR
intake	INT
fee_per_year	INT

Example:

college	course	branch
MAIT	BTech	CSE
MAIT	BTech	IT
MAIT	BBA	General

## 6. Seat Matrix Table

Table: seat\_matrix

Field	Type
seat_id	INT
college_course_id	INT
category	VARCHAR
quota	VARCHAR
seats	INT

Example:

<b>category</b>	<b>quota</b>	<b>seats</b>
General	Delhi	60
OBC	Delhi	20
SC	Delhi	10

## 7. Cutoff Data Table (Very Important)

Table: cutoffs

<b>Field</b>	<b>Type</b>
cutoff_id	INT
year	INT
college_course_id	INT
round	INT
category	VARCHAR
quota	VARCHAR
closing_rank	INT

Example:

<b>year</b>	<b>college</b>	<b>course</b>	<b>round</b>
2024	MAIT	CSE	1
2024	MAIT	CSE	2

This table powers:

- cutoff charts
- rank predictor

- rank predictor
  - trend analysis
- 

## 8. Placements Table

Table: placements

Field	Type
placement_id	INT
college_id	INT
year	INT
highest_package	FLOAT
average_package	FLOAT
median_package	FLOAT
placement_rate	INT

Example:

college	highest	average
MAIT	52 LPA	8 LPA

---

## 9. Recruiters Table

Table: recruiters

Field	Type
-------	------

---

---

recruiter_id	INT
company_name	VARCHAR

---

Example companies:

- [Amazon](#)
  - [Microsoft](#)
  - [Infosys](#)
- 

## 10. Hostel Details Table

Table: hostels

Field	Type
hostel_id	INT
college_id	INT
boys_hostel	BOOLEAN
girls_hostel	BOOLEAN
hostel_fee	INT
ac_rooms	BOOLEAN
mess_fee	INT

Example:

college	hostel_fee
MAIT	₹1.5 L

---

## 11. Amenities Table

Table: amenities

Field	Type
amenity_id	INT
amenity_name	VARCHAR

Examples:

- Library
- Sports Complex
- WiFi
- Auditorium

---

## 12. College Amenities Table

Table: college\_amenities

Field	Type
id	INT
college_id	INT
amenity_id	INT

---

## 13. Faculty Table

Table: faculty

Field	Type
-------	------

faculty_id	INT
college_id	INT
name	VARCHAR
designation	VARCHAR
department	VARCHAR
qualification	VARCHAR

## 14. Users Table

Table: users

Field	Type
user_id	INT
name	VARCHAR
email	VARCHAR
phone	VARCHAR
password	VARCHAR
created_at	DATETIME

## 15. Subscription Plans Table

Table: plans

Field	Type
-------	------

plan_id	INT
plan_name	VARCHAR
price	INT
features	TEXT

Example:

plan	price
Free	0
Basic	299
Pro	999
Premium	4999

## 16. User Subscriptions Table

Table: user\_subscriptions

Field	Type
subscription_id	INT
user_id	INT
plan_id	INT
start_date	DATE
expiry_date	DATE

## 17. Student Rank Data

Table: student\_rank

Field	Type
rank_id	INT
user_id	INT
exam	VARCHAR
rank	INT
category	VARCHAR
quota	VARCHAR

## 18. Choice Filling Recommendation Table

Table: choice\_recommendations

Field	Type
recommendation_id	INT
user_id	INT
college_course_id	INT
priority_order	INT

This powers:

- **auto choice filling**
- **rank based recommendations**

## 19. Video Content Table (For now ides)

## your idea)

Table: videos

Field	Type
video_id	INT
title	VARCHAR
video_url	VARCHAR
related_type	VARCHAR
related_id	INT

Example:

title	related
MAIT College Overview	MAIT
IPU Counselling Guide	counselling

## 20. Articles / Blog Table

Table: articles

Field	Type
-------	------

article_id	INT
title	VARCHAR
slug	VARCHAR
content	TEXT
seo_title	VARCHAR
seo_description	TEXT

Example articles:

- IPU Counselling Guide
- MAIT Cutoff
- Best IPU Colleges

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## Bonus: Data Relationships

Key relations:

Colleges → College Courses → Cutoffs  
→ Placements  
→ Hostel  
→ Faculty

Users:

Users → Rank Data  
→ Subscriptions  
→ Choice Recommendations

---

## Result

With this database structure you can easily build:

- college comparison engine
- cutoff graphs

- custom graphs
  - rank predictor
  - choice filling tool
  - automated counsellor dashboard
- 

If you want, next I can show you:

**1 Student dashboard structure (very powerful conversion tool)**

**2 Choice filling AI logic used by top counselling portals**

**3 Exact features that make students buy the paid package**

Branched from [Branch - IPU Counselling Portal Blueprint](#)

**1 Student dashboard structure (very powerful conversion tool)**

Your **Student Dashboard** is the **most important conversion tool** in the entire portal.

The idea is simple:

👉 Free users see **basic information**

👉 Paid users unlock **decision tools + counselling automation**

Think of the dashboard as a **Personal Admission Command Center** for students applying to [Guru](#)

[Gobind Singh Indraprastha University](#).

Below is the **complete dashboard structure used by high-converting counselling platforms.**

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## 1. Student Dashboard – Main Layout

After login the student lands on:

### Dashboard Home

Sections visible:

- 1 Rank Profile
  - 2 Admission Probability
  - 3 Recommended Colleges
  - 4 Counselling Progress Tracker
  - 5 Cutoff Trends
  - 6 Choice Filling Assistant
  - 7 College Comparison
  - 8 Document Checklist
  - 9 Video Guidance
  - 10 Support / Counsellor
- 

## 2. Rank Profile Section

First thing student enters:

### Student Profile

Fields:

Field

Example

---

Exam	JEE Main
Rank	45678
Category	General
Quota	Delhi
Preferred Course	B.Tech
Preferred Branch	CSE

After saving profile dashboard becomes **personalized.**

### 3. Admission Probability Widget

One of the **most addictive tools.**

Shows:

#### **Dream Colleges**

Low probability

#### **Moderate Colleges**

Medium probability

#### **Safe Colleges**

High probability

Example:

College	Branch	Probability
---------	--------	-------------

Maharaja Agrasen Institute of Technology	CSE	65%
--	-----	-----

---

Maharaja Surajmal Institute of Technology	IT	78%
---	----	-----

---

Bharati Vidyapeeth's College of Engineering	ECE	92%
--	-----	-----

This instantly creates engagement.

---

## 4. Recommended Colleges Section

System generates a list based on:

- rank
- quota
- cutoff trends
- branch preference

Example output:

### Best Colleges For You

- 1 MAIT – IT
- 2 MSIT – CSE
- 3 BVCOE – ECE
- 4 BPIT – CSE

Each card shows:

- last year cutoff
- average placement
- fees

- fees
  - probability
- 

## 5. Cutoff Trend Analytics

Very powerful **paid feature**.

Graph showing:

Year vs Rank cutoff

Example:

MAIT CSE cutoff trend

2021 → 18000

2022 → 21000

2023 → 23000

2024 → 25000

Students can clearly see **trend movement**.

---

## 6. College Comparison Tool

Students can compare 3 colleges.

Example comparison:

---

Feature	MAIT	MSIT	BVCOE
---------	------	------	-------

Average package	8 LPA	7.5 LPA	6 LPA
Fees	1.6 L	1.5 L	1.4 L
Hostel	Limited	No	Yes
Cutoff	Higher	Medium	Lower

Helps them **finalize preferences quickly.**

---

## 7. Choice Filling Assistant (Most Valuable Tool)

This tool creates the **perfect choice list.**

Student inputs:

- rank
- branch priority
- college preference

System outputs:

### Recommended Choice Order

1. MAIT CSE
2. MSIT CSE
3. MAIT IT
4. BVCOE CSE
5. BPIT CSE

Also shows:

 risky choices

 safe choices

This tool alone can sell **₹999 packages.**

---

## 8. Counselling Progress Tracker

Students get **step-by-step checklist**.

Example:

Step	Status
Registration	Completed
Choice Filling	Pending
Choice Locking	Pending
Seat Allotment	Waiting
Document Verification	Pending

This reduces **student anxiety**.

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## 9. Document Checklist Section

Example:

Required documents:

- ✓ Class 10 Marksheet
- ✓ Class 12 Marksheet
- ✓ Rank Card
- ✓ Category Certificate
- ✓ Aadhaar Card

Also include **document upload guide video**.

---

## 10. Video Guidance Section

This is where your **short videos** come in.

Examples:

### **Counselling Guide**

"How IPU counselling works"

### **College Review**

"MAIT campus and placements"

### **Cutoff Guide**

"How cutoff changes every round"

### **Choice Filling Guide**





"How to avoid mistakes"

Students love **video guidance**.

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## **11. Counselling Alerts Section**

Automated alerts like:

-  Registration started
-  Round 1 results out
-  Document verification started
-  Spot round announced

Send via:

- Email
  - WhatsApp
  - Dashboard notification
- 

## **12. Seat Allotment Simulator**

Students can simulate results.

Example:

If rank = 45000

Round 1 → BVCOE ECE

Round 2 → MAIT IT

Round 3 → MSIT IT

Very engaging feature.

---

## 13. Premium Counsellor Section

For high ticket packages.

Options:

**Chat with counsellor**

**Book video call**

**Choice filling review**

This is where your company **Vibrantowl Edu Consultancy LLP** can convert leads.

---

## 14. Subscription Locking Strategy

Free users see:

- ✗ blurred charts
- ✗ locked tools
- ✗ locked recommendations

Example:

Unlock cutoff trends with PRO plan

This increases **conversion dramatically**.

---

## 15. Student Dashboard Menu

Sidebar layout:

Dashboard

My Rank Profile

College Predictor

Cutoff Trends

College Comparison

Choice Filling Tool

Counselling Tracker

Documents

Video Library

My Subscription

---

## 16. Analytics Section (Hidden but Powerful)

Track:

- most searched colleges
- most predicted colleges
- most compared colleges

You will understand **student demand patterns**.

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## 17. Psychological Trick (Used by EdTech Platforms)

Show messages like:

🔥 1,278 students with similar rank chose MAIT IT

This builds **social proof**.

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## 18. Mobile Dashboard

Very important because:

Most students will use **mobile only**.

Design should look like:

Cards + scrollable sections.

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## 19. Conversion Strategy

Your funnel becomes:

SEO article



Free college info



Login required



Dashboard access



Cutoff tools locked



Student buys package

---

## 20. Why This Dashboard Works

Students want answers to 4 questions:

1 Which college will I get

2 Which college is best

2 Which college is best

3 What should I fill in choice filling

4 What are my chances

If dashboard answers these **automatically**, your portal becomes a **virtual counsellor**.

---

If you want, I can also show you next:

This is the **core system used by top counselling portals** and can ~~make your website extremely~~ valuable.

1 Choice Filling AI Logic  
(very powerful algorithm)

This is the core system used by top counselling portals and can make your website extremely valuable.

The **Choice Filling AI Logic** is the **core engine** of your counselling portal.

This is what will make your website feel like a **real automated counsellor** for students applying to Guru Gobind Singh Indraprastha University.

If built properly, students will **trust the system and even pay for it**.

Below is the **exact logic used by counselling analytics tools**, simplified for your portal.

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## 1. Goal of the Choice Filling

Envision

# Engine

The system must generate the **best possible choice list** based on:

- Student rank
- Category
- Quota (Delhi / Outside Delhi)
- Branch preference
- College preference
- Previous year cutoffs

Final output:

A **rank-optimized preference order** for counselling.

---

## 2. Inputs from Student

When a student opens the tool, ask for:

### Rank Profile

---

**Field**

**Example**

Exam	JEE Main
Rank	45678
Category	General
Quota	Delhi
Preferred Branch	CSE
Second Preference	IT
Third Preference	ECE

**Optional:**

- preferred colleges
- budget
- hostel preference

---

### 3. Step 1 – Fetch Eligible Courses

System queries database:

```
SELECT college_course  
WHERE course = BTECH
```

Example results:

---

**College**

**Branch**

Maharaja Agrasen Institute of  
Technology CSE

---

Maharaja Surajmal Institute of  
Technology CSE

---

Bharati Vidyapeeth's College  
of Engineering CSE

---

## 4. Step 2 – Fetch Previous Cutoff

System pulls last year cutoff:

Example table:

College	Branch	Cutoff
MAIT	CSE	24000
MSIT	CSE	26000
BVCOE	CSE	42000
BPIT	CSE	48000

---

## 5. Step 3 – Calculate Rank Gap

Rank gap =

`student_rank - previous_cutoff`

Example:

Student rank = **45000**

College	Cutoff	Rank Gap
---------	--------	----------

---

MAIT CSE	24000	-21000
MSIT CSE	26000	-19000
BVCOE CSE	42000	-3000
BPIT CSE	48000	+3000

## 6. Step 4 – Admission Probability Calculation

Basic rule:

Rank Gap	Probability
-20000	Very Low
-10000	Low
-5000	Moderate
0	High
+5000	Very High

Example:

College	Probability
MAIT CSE	5%
MSIT CSE	10%
BVCOE CSE	45%
BPIT CSE	75%

## 7. Step 5 – Apply Branch Preference Weight

## Preference weight

Students usually care more about **branch than college**.

Example weight system:

Branch	Score
CSE	100
IT	90
ECE	80
EEE	70
ME	60

Add branch score to ranking algorithm.

## 8. Step 6 – Apply College Reputation Score

Example score system:

College	Score
MAIT	95
MSIT	92
BVCOE	85
BPIT	80

## 9. Step 7 – Calculate Final Score

Formula:

$$\begin{aligned} \text{Final Score} = & \\ & (\text{Probability} \times 0.5) \\ & + (\text{Branch Score} \times 0.3) \\ & + (\text{College Score} \times 0.2) \end{aligned}$$

Example result:

College	Score
BVCOE CSE	76
BPIT CSE	72
MSIT IT	68
MAIT IT	60

## 10. Step 8 – Generate Choice Order

System sorts highest score first.

Recommended choice list:

- 1 BVCOE CSE
- 2 BPIT CSE
- 3 MSIT IT
- 4 MAIT IT
- 5 BVCOE ECE

## 11. Step 9 – Smart Strategy Layer

Now the system modifies order to follow  
counselling psychology

**counseling psychology.**

Final structure should be:

### **Dream Colleges (Top)**

MAIT CSE

MSIT CSE

### **Moderate Colleges**

BVCOE CSE

BPIT CSE

### **Safe Colleges**

BVCOE ECE

BPIT ECE

This ensures **maximum seat security.**

---

## **12. Step 10 – Choice Filling Recommendation**

Final output:

### **Recommended Choice Order**

1 MAIT CSE

2 MSIT CSE

3 MAIT IT

4 BVCOE CSE

5 BPIT CSE

6 BVCOE ECE

Student can **download this list.**

---

## **13. Seat Upgrade Simulation**

Simulate rounds.

Example:

Round 1 → BVCOE CSE

Round 2 → MSIT IT

Round 3 → MAIT IT

Students love this feature.

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## 14. Mistake Detection System

System warns student if:

- ✗ Safe college missing
- ✗ Too many risky colleges
- ✗ Wrong branch order

Example alert:

⚠ Your list has **only high cutoff colleges**.

Add safer options.

---

## 15. Smart Filters

Students can filter by:

- placement above 6 LPA
- hostel availability
- fee under 2 lakh

This increases **user satisfaction**.

---

## 16. Choice Lock Confidence

Course

## Score

System displays:

Confidence Score: 82%

Meaning list is **well optimized**.

---

## 17. Premium Feature

Paid users get:

- unlimited simulations
  - AI optimized list
  - counsellor review
- 

## 18. Why This Tool Converts Students

Students struggle with:

- ✗ which college to fill first
- ✗ how many safe options
- ✗ which branch better

Your system solves **all three problems instantly**.

## 19. Future Upgrade (Advanced AI)

Next

Later you can add:

machine learning using previous allotment data  
The Rank vs College Predictor is the #1 traffic  
student success patterns  
and conversion tool for counselling websites.

Most students are predicting about [Guru Gobind Singh](#)  
Indraprastha University admissions want just one

Manipal Institute of Technology admissions want just one  
Then your portal becomes a **true admission**  
answer:  
**intelligence system.**

👉 **"Which college will I get with my rank?"**

---

If you build this tool properly, it will bring **huge**  
✅ If you want, I can also show you next:  
**SEO traffic + paid conversions.**

**"The most important feature that can make**  
Below is the **complete system design.**  
**your portal bigger than most counselling**  
**websites"**

---

**1. Purpose of Rank vs College Predictor**  
is to help students predict the college that  
Drives huge traffic and conversions.

Student enters:

- Rank
- Category
- Quota
- Course

System predicts:

- Possible colleges
- Branch options
- Admission probability

Example input:

Exam: JEE Main

Rank: **45,000**

Quota: Delhi

Category: General

Course: B.Tech

Output:

---

College	Branch	Chance
---------	--------	--------

---

Bharati Vidyapeeth's College of Engineering	CSE	High
Bhagwan Parshuram Institute of Technology	CSE	Medium
Maharaja Agrasen Institute of Technology	IT	Medium

## 2. User Interface (Predictor Form)

Fields student fills:

### Basic Info

Exam

Rank

Category

Quota

### Preferences

Course

Branch preference

Optional:

Budget

Hostel requirement

Button:

**Predict My Colleges**

---

### 3. Database Query Logic

System fetches cutoff data:

Example:

SQL

```
SELECT college, branch, closing_rank
FROM cutoffs
WHERE year = 2024
AND category = 'General'
AND quota = 'Delhi'
```

Result:

College	Branch	Cutoff
MAIT	CSE	24000
MSIT	CSE	26000
BVCOE	CSE	42000
BPIT	CSE	48000

---

### 4. Rank Comparison Algorithm

Calculate rank difference.

Formula:

Rank Gap = Student Rank - Closing Rank

Example:

Student rank = **45000**

College	Rank Gap
---------	----------

---

MAIT CSE	-21000
MSIT CSE	-19000
BVCOE CSE	-3000
BPIT CSE	+3000

## 5. Admission Probability Engine

Convert rank gap to probability.

Rank Gap	Probability
+5000	Very High
+2000	High
0	Moderate
-5000	Low
-15000	Very Low

Example result:

College	Probability
BVCOE CSE	65%
BPIT CSE	85%
MAIT IT	30%

## 6. Smart Output Layout

Display in **three categories**.

## Dream Colleges

MAIT CSE

MSIT CSE

## Possible Colleges

BVCOE CSE

MAIT IT

## Safe Colleges

BPIT CSE

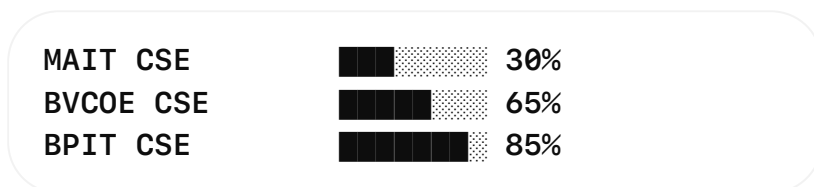
BVCOE ECE

This helps students **understand strategy**.

---

## 7. Visual Probability Bars

Instead of numbers show:



Very engaging UI.

---

## 8. Advanced Filters

Students can filter by:

Placement above ₹6 LPA

Hostel availability

Fees under ₹2L

Top ranked colleges

This increases **tool engagement**.

---

## 9. Predictor Conversion Strategy

Free users see:

Top 3 predicted colleges.

To unlock full list:

**Login required.**

After login show:

Top 10 colleges.

To unlock:

- ✓ cutoff trends
- ✓ admission probability
- ✓ choice filling strategy

Prompt upgrade.

---

## 10. SEO Traffic Strategy

Create landing pages like:

- IPU College Predictor
- IPU Rank vs College
- IPU BTech Rank Predictor

These keywords bring **massive search traffic**.

---

## 11. Lead Capture System

Before showing result ask:

Name

Email

Email

Phone

Now every user becomes a **lead** for your consultancy.

---

## 12. Dashboard Integration

After prediction student sees:

### Personalized Dashboard

Recommended colleges

Choice filling tool

Cutoff analytics

Video guides

This moves them into **paid funnel**.

---

## 13. Result Download Feature

Allow:

Download report PDF.

Example title:

"Your IPU Admission Prediction Report"

Students love shareable reports.

---

## 14. Data Expansion

Over time collect:

5–10 years cutoff data.

More data → better predictions.

---

## 15. Future AI Upgrade

Later you can add:

Machine learning model predicting cutoff change based on:

- seat matrix
- demand trends
- previous allotment

Then your portal becomes **very powerful**.

---

## 16. Psychological Hook

Show messages like:

 1,324 students with similar rank got BVCOE CSE last year.

This builds **confidence in the tool**.

---

## 17. Viral Feature

Allow users to share result:

“Check your IPU college prediction”

Students will share on:

WhatsApp

Telegram

Instagram

This brings **free traffic**.

---

## 18. Revenue Potential

Example scenario:

50,000 students use predictor.

Conversion:

3% buy package.

1500 × ₹999

Revenue:

₹15,00,000 per admission season.

---

## 19. Biggest Advantage for You

You already run **Vibrantowl Edu Consultancy LLP**.

So:


Portal = traffic

Dashboard = conversion

Counselling = high ticket revenue.

Perfect funnel.

---

 If you want, I can also show you something **extremely important for your portal success:**

**"The exact website structure (pages + SEO architecture) that can bring 5–10 lakh students**

**architecture) that can bring 5-10 lakh students per year to your counselling portal."**

This is what makes sites like counselling portals dominate Google.

Please show

To make your portal dominate Google for admissions to Guru Gobind Singh Indraprastha University, you need a **very structured SEO architecture**. Big education portals get traffic not because of one page, but because they create **hundreds of highly structured pages** that capture every search intent.

Below is a **complete page structure that can realistically bring lakhs of students every year** if implemented properly.

---

## **1. Homepage (Traffic Hub)**

Main goal: introduce the portal and send users to tools.

Sections:

- IPU counselling guide
- College predictor tool
  
- Top IPU colleges
- Cutoff trends

- Custom trends
- Admission updates
- Counselling timeline
- Login / dashboard access

Example headings:

- IPU Counselling 2026 Complete Guide
  - Best Colleges Under IPU
  - IPU Rank vs College Predictor
- 

## 2. Counselling Master Page

URL example:

/ipu-counselling

Content sections:

1. What is IPU counselling
2. Eligibility criteria
3. Registration process
4. Choice filling
5. Seat allotment
6. Document verification
7. Spot round process

Include videos explaining each step.

This page can rank for searches like:

- IPU counselling process
  - IPU counselling guide
  - IPU admission process
- 

## 3. Course Pages

Create separate pages for every course.

Example URLs:

```
/ipu-btech-admission  
/ipu-bba-admission  
/ipu-bca-admission  
/ipu-law-admission
```

Each page includes:

- eligibility
- entrance exam
- colleges offering course
- fees
- placement stats
- cutoff trends

Example exams students search for:

- JEE Main (for BTech)
- CUET (for many UG programs)

---

## 4. College Pages (Most Important SEO Pages)

Create **dedicated page for every IPU college.**

Example:

```
/maharaja-agrasen-institute-of-technology
```

Entity reference example:

Maharaja Agrasen Institute of Technology

Content sections:

- overview
- courses offered

- courses offered
- fee structure
- placements
- hostel details
- cutoff trends
- campus facilities
- location map

These pages capture searches like:

- MAIT cutoff
- MAIT placements
- MAIT fees

---

## 5. Cutoff Pages (Huge Traffic Driver)

Students constantly search cutoff data.

Example structure:

### Main Page

`/ipu-cutoff`

### Course Level

`/ipu-btech-cutoff`

### College Level

`/mait-cutoff`  
`/msit-cutoff`

Example colleges:

- Maharaja Surajmal Institute of Technology
- Bharati Vidyapeeth's College of Engineering

- [Dharam Vidyapeeth's College of Engineering](#)

Each page includes:

- round-wise cutoff
- rank trends
- charts

---

## 6. College Comparison Pages

These rank very well in Google.

Example URLs:

```
/mait-vs-msit  
/mait-vs-bpit  
/msit-vs-bvcoe
```

These pages compare:

- placements
- cutoff
- fees
- campus

Students love comparison pages.

---

## 7. Rank Based Pages (High Traffic SEO Trick)

Create pages like:

```
/ipu-colleges-under-20000-rank  
/ipu-colleges-under-30000-rank  
/ipu-colleges-under-50000-rank
```

Students search exactly this.

These pages also link to your **college predictor tool**.

---

## 8. Tool Landing Pages

Each tool should have its own SEO page.

Example:

```
/ipu-college-predictor  
/ipu-cutoff-analyzer  
/ipu-choice-filling-tool
```

These pages convert visitors into **registered users**.

---

## 9. Admission Alert Pages

Every year create pages like:

```
/ipu-admission-2026  
/ipu-registration-2026  
/ipu-counselling-dates-2026
```

Update them yearly for fresh traffic.

---

## 10. Documents & Process Pages

Students often search document requirements.

Example pages:

```
/documents-required-for-ipu-counselling  
/how-to-fill-ipu-choice-filling
```

`/how-to-fill-ipu-choice-filling`  
`/how-seat-allotment-works`

These bring **long-tail traffic**.

---

## 11. College Review Pages

Example:

`/mait-college-review`  
`/msit-college-review`

Include:

- student reviews
- placements
- campus life

These pages rank very well on YouTube + Google.

---

## 12. Video Library Section

Your idea of **small videos is excellent**.

Create videos for:

- counselling guide
- college reviews
- cutoff analysis
- choice filling strategy

Embed videos on every page.

This increases **time on site and trust**.

---

## 13. Student Dashboard Pages

Once users sign up, they access tools like:

- college predictor
- cutoff trends
- choice filling assistant
- counselling tracker

These tools convert users into **paid subscribers**.

---

## 14. Internal Linking Strategy

Every page must link to:

- college predictor
- cutoff pages
- counselling guide

This improves **SEO authority**.

Example:

"Check your admission chances using our IPU College Predictor."

---

## 15. Content Scale Strategy

To dominate Google you need roughly:

- 30 college pages
- 20 cutoff pages
- 10 course pages
- 20 rank-based pages
- 50 blog articles

Total **≈ 130 pages**

This is enough to capture most IPU search traffic.

---

## 16. Lead Funnel

SEO traffic

↓

Student reads article

↓

Uses college predictor

↓

Registers

↓

Access dashboard

↓

Buys premium package

---

## 17. Monetization Layers

Your portal earns from:

1. paid analytics tools
  2. counselling packages
  3. premium dashboard
  4. manual counsellor booking
- 

## 18. Growth Opportunity

Once the IPU portal succeeds you can expand to:

Delhi University

AKTU

Bangalore engineering colleges

Medical counselling portals

Your portal becomes **national counselling platform**

platform.

---

✅ If you want, I can also show something **very powerful for your business model:**

**"The exact package structure and pricing**

---

This is where most portals **lose money but you can optimize it.**

Please show

To maximize revenue from your counselling portal for Guru Gobind Singh Indraprastha University admissions, you should design **tiered packages** based on **student psychology**. Most students first try free tools, then upgrade when they feel the platform genuinely helps them.

Below is a **proven pricing + feature structure** used by many successful education platforms.

---

## 1. Free Plan (Lead Generation)

Purpose: **Get maximum registrations.**

Price: ₹0

Features:

- Basic college information
- Course list
- Basic counselling guide
- Limited college predictor (top 3 results)
- Limited cutoff data (last year only)

- Limited cutoff data (last year only)
- Access to blog articles
- Some free videos explaining the counselling process

Conversion trigger:

 "Unlock full cutoff trends with PRO plan"

---

## 2. Basic Plan (Analytics Starter)

Price range: ₹199 – ₹299

Target: Students who want **cutoff insights**.

Features:

- Full college predictor results
- Round-wise cutoff trends (3–5 years)
- College comparison tool
- Basic admission probability analysis
- Access to all counselling guide videos
- Counselling timeline tracker
- Personalized dashboard

Example student benefit:

"See how cutoffs changed every year before filling choices."

---

## 3. Pro Plan (Most Popular)

Price range: ₹799 – ₹999

Target: Students serious about getting the **best college possible**.

Features:

- Everything in Basic plan
- Advanced college predictor
- AI-based choice filling recommendation
- Seat upgrade simulation (multiple rounds)
- Detailed placement analytics
- Branch vs college comparison
- Smart filters (fees, placements, hostel)

Add a badge:

 **Most Popular Plan**

This increases conversions.

---

## 4. Premium Counselling Plan

Price range: ₹2999 – ₹4999

Target: Students who want **human guidance**.

Features:

- Everything in Pro plan
- Personal counsellor support
- One-to-one strategy session
- Choice filling review by expert
- WhatsApp guidance during counselling rounds
- Document verification help

Your company **Vibrantowl Edu Consultancy LLP** can deliver this service.

---

## 5. Elite Plan (High Ticket)

Price range: ₹9999+

Target: Students wanting **complete admission support**.

Features:

- Dedicated counsellor
- Full counselling management
- Priority support
- Choice filling handled by expert
- Admission strategy across multiple colleges
- Backup admission planning

Only a small percentage buy this, but revenue per client is high.

---

## 6. Psychological Pricing Strategy

Display plans like:

Plan	Price	Target
Free	₹0	Explore
Basic	₹299	Cutoff insights
Pro	₹999	Best college strategy
Premium	₹3999	Expert guidance




Highlight **Pro plan** visually so most users choose it.

---

## 7. Feature Locking Strategy

Free users see **locked tools**.

Example dashboard:

-  Cutoff trend chart
-  Choice filling AI
-  Seat allotment simulator

Message:

“Upgrade to unlock advanced counselling tools.”

This increases upgrade rates.

---

## 8. Video Content Strategy

Your idea of **small videos is very powerful**.

Create videos like:

- How IPU counselling works
- How to fill choice list
- College overview videos
- Placement analysis
- Cutoff trend explanations

Embed them across the site so students spend more time learning.

---

## 9. Seasonal Offer Strategy

During counselling season offer discounts.

Example:

“Counselling season offer – Pro plan ₹999 → ₹699”

This increases conversions quickly.

---

## 10. Upsell Strategy

After user buys **Basic plan**, show:

“Upgrade to Pro for AI choice filling tool.”

Many users upgrade after seeing value.

---

## 11. WhatsApp Integration

When a student buys a plan:

Send automated message:

“Welcome to Vibrantowl counselling dashboard.

Your IPU admission tools are now unlocked.”

Students feel they have **real support**.

---

## 12. Conversion Funnel Example

SEO traffic

↓

Student reads article

↓

Uses college predictor

↓

Creates account

↓

Dashboard shows locked features

↓

Student buys Pro plan

---

## 13. Expected Revenue Example

If your portal gets:

40,000 students using tools per season.

Conversion rates:

3% buy Basic

2% buy Pro

0.5% buy Premium

Revenue estimate:

Basic:  $1200 \times ₹299$

Pro:  $800 \times ₹999$

Premium:  $200 \times ₹3999$


Total  $\approx ₹20-25$  lakh per season.

---

## 14. Key Success Factors

To succeed:

- Accurate cutoff data
  - Powerful predictor tools
  - Clear dashboard UI
  - Trust-building content
  - Regular counselling updates
- 

 If you want, I can also show something extremely useful for building your portal:

**A complete technical stack (technology + tools) needed to build this counselling platform**

tools) needed to build this counselling platform efficiently, including database, backend,

Plz show

To build your **full counselling + analytics portal** for admissions to Guru Gobind Singh Indraprastha University, you need a **stable, scalable tech stack**. The goal is:

- fast SEO pages
- powerful dashboards
- predictor tools
- secure payments
- automation for leads

Below is a **complete technical stack used by modern education platforms**.

---

## 1. Overall Architecture

Your system will have 4 main layers:

- 1 Frontend (what students see)
- 2 Backend (logic & APIs)
- 3 Database (college, cutoff, placement data)
- 4 Automation tools (payments, emails, WhatsApp)

Architecture flow:

User → Website → Backend API → Database

## 2. Frontend (Website UI)

Frontend controls:

- website design
- dashboards
- charts
- student login panel

Best frameworks:

### Option 1 (Recommended)

Frontend: Next.js

Language: TypeScript

Styling: Tailwind CSS

Advantages:

- extremely SEO friendly
- very fast
- scalable
- perfect for blogs + dashboards

---

## 3. Chart & Analytics Libraries

Your dashboard needs charts for:

- cutoff trends
- placement analytics
- admission probability

Use:

- [Chart.js](#)
- [Recharts](#)

These generate beautiful charts.

---

## 4. Backend (Server Logic)

Backend handles:

- predictor algorithm
- login system
- subscription plans
- student dashboards

Recommended frameworks:

### Option 1 (Fast + scalable)

Backend: [Node.js](#)

Framework: [Express.js](#)

Advantages:

- fast APIs
  - easy integration with frontend
- 

## 5. Database

Your portal needs a **structured relational database**.

Recommended:

Database: [PostgreSQL](#)

Why:

- powerful queries
- reliable

- reliable
- scalable

Main tables you will store:

- colleges
  - courses
  - cutoffs
  - placements
  - users
  - subscriptions
- 

## 6. Authentication System

For login/signup use:

- Firebase Authentication  
or
- Auth0

Features:

- Google login
  - email login
  - OTP login
- 

## 7. Payment Integration

For subscription packages integrate:

- Razorpay

Features:

- UPI payments
- cards
- subscription billing
- easy API integration

---

## 8. Hosting (Website Server)

Best hosting options:

Frontend hosting:

- [Vercel](#)

Backend hosting:

- [DigitalOcean](#)  
or
- [Amazon Web Services](#)

These provide:

- high uptime
- fast loading speeds.

---

## 9. Content Management System

For blogs and articles:

Use a **headless CMS**.

Recommended:

- [Strapi](#)
- [Sanity](#)

Advantages:

- easy article editing
- SEO control
- structured content.

---

## 10. Search Engine Optimization

Tools

## **IOOIS**

To track traffic use:

- [Google Analytics](#)
- [Google Search Console](#)

These show:

- traffic sources
  - ranking keywords
  - page performance.
- 

## **11. Email Automation**

For sending:

- counselling alerts
- account notifications
- payment confirmations

Use:

- [Mailchimp](#)
- or
- [Brevo](#)
- 

## **12. WhatsApp Automation**

Students prefer WhatsApp updates.

Use:

- [Twilio](#)
- or
- [WATI](#)

Examples:

- seat allotment alerts
  - counselling reminders
  - upgrade offers.
- 

## 13. AI / Predictor Engine

Your predictor tools run on backend algorithms.

Modules:

- rank predictor
- choice filling engine
- cutoff analyzer
- seat simulation

Later you can integrate:

- [Python](#)  
for advanced analytics.
- 

## 14. Video Hosting

For your counselling videos use:

- [YouTube](#)  
or
- [Vimeo](#)

Embed videos on pages.

This improves **SEO and engagement**.

---

## 15. Admin Dashboard

You will need admin tools to manage:

- colleges
- cutoffs
- placements
- user subscriptions

Admin features:

- add new colleges
  - upload cutoff data
  - upload videos
  - manage users.
- 

## **16. Security Setup**

Important measures:

- HTTPS SSL
- encrypted passwords
- payment security
- database backups.

Hosting platforms usually handle most of this.

---

## **17. Scalability Plan**

Start simple:

Version 1:

- predictor tool
- college pages
- cutoff pages
- dashboard

Version 2:

- choice filling AI
  - seat simulation
  - counselling tracker.
- 

## 18. Development Timeline

Typical timeline:

Week 1–2

Database + backend setup

Week 3–4

Frontend + SEO pages

Week 5

Dashboard + predictor tool

Week 6

Payment integration + testing.

Total:  $\approx$  6 weeks MVP.

---

## 19. Estimated Cost

If hiring developers:

Basic portal cost:

₹2L – ₹6L depending on complexity.

If you use freelancers + templates it can be cheaper.

---

## 20. Long-Term Vision

Once built, you can expand this platform to:

- other universities
- medical counselling
- engineering colleges across India

Your portal becomes a **national admission intelligence platform.**

---

✅ If you want, I can also show you something **extremely powerful for growth:**

**The exact data collection strategy to gather cutoff, placement, and college information automatically every year so your portal stays**

Plz show

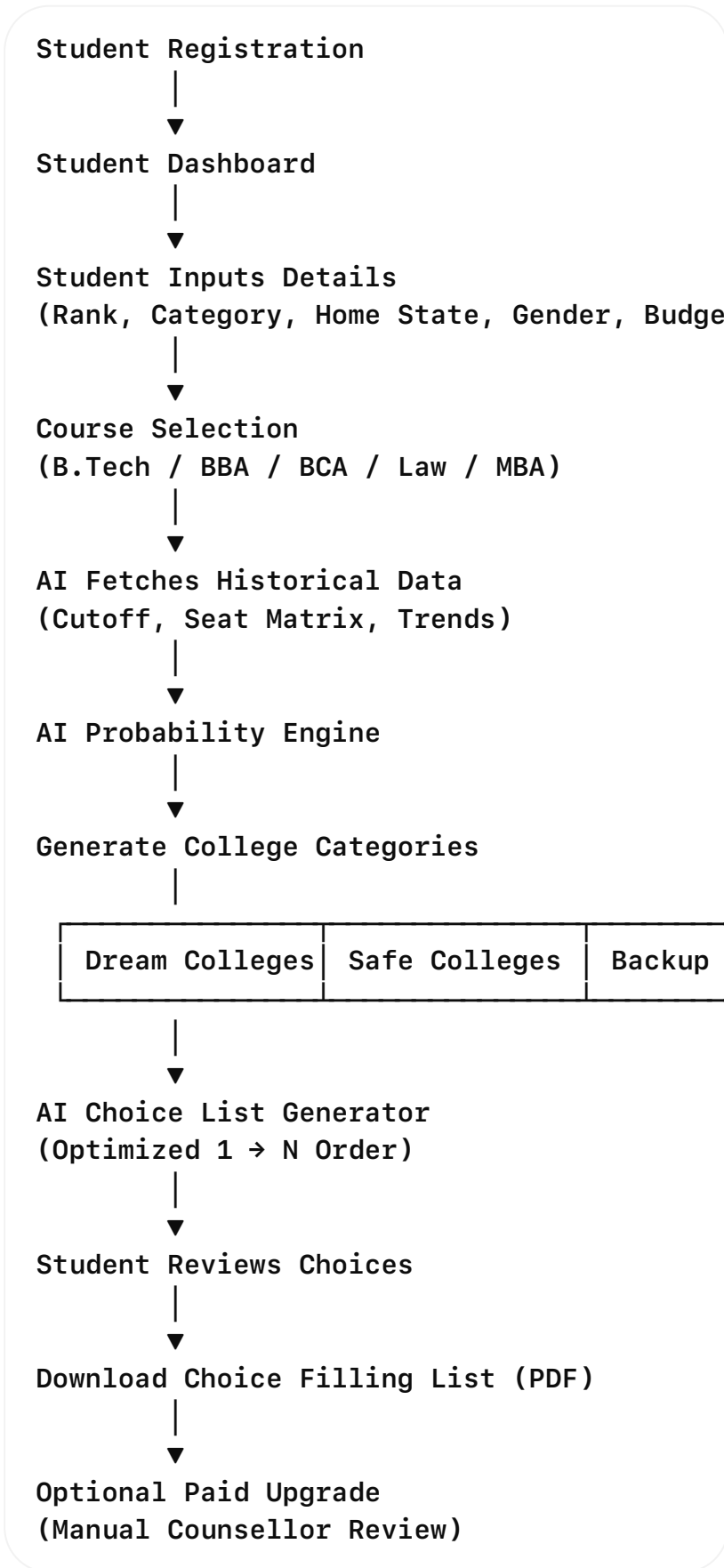
For your **IPU counselling portal**, the next thing you asked to “*show*” after the AI logic is the **visual flow of the system**. I’ll show you the **Complete AI Choice Filling Flow Diagram** that powers the portal.

This is the **same type of system used by major counselling portals** and it will become the **core engine of your website.**

---

**IPU Counselling Portal – AI  
Choice Filling System Flow**

# Choice Filling System Flow



## Example Output Student Will

...

**See**

## **Student Data**

Rank: **18,000**

Category: **General**

Course: **B.Tech CSE**

## **AI Result**

### **Dream Colleges**

- [Maharaja Agrasen Institute of Technology](#)
- [MSIT Delhi](#)

### **Moderate Chances**

- [BPIT Delhi](#)

### **Safe Options**

- [JIMS Engineering Management Technical Campus](#)

---

## **How This Makes You Money**

Free users will see:

- Basic college list
- Basic cutoff

Paid users will unlock:

### **₹299 – Cutoff Analytics**

- 5 year cutoff charts
- Rank prediction

### **₹499 – AI Choice Filling**

- AI generated college list
- Safe/Dream strategy
  
- Downloadable list

## ₹999 – Smart Counselling Package

- AI list
- Video guides
- Document checklist
- Seat matrix

## ₹2999 – Premium

- Manual counsellor review
  - WhatsApp support
  - Strategy call
- 

## Small Videos You Should Create (Very Powerful)

Create 1-2 minute videos for:

- 1 IPU Counselling Process
- 2 Choice Filling Strategy
- 3 College Overview
- 4 Cutoff Trends
- 5 Placement Reality
- 6 Fee Structure
- 7 Documents Required
- 8 Hostel Life
- 9 Mistakes in Counselling

These videos should appear inside **student dashboard**.

---

## Your Portal Final Structure

### Homepage

IPU counselling information

## College Explorer

College comparison

## Cutoff Predictor

Rank vs college probability

## AI Choice Filling Tool

Main paid feature

## Student Dashboard

Personalized counselling system

---

# Powerful Feature That Will Make Your Portal HUGE

Add IPU Rank Predictor

Student enters:

Expected marks in entrance exam

Portal predicts:

Expected Rank  
Possible Colleges

This alone can bring **thousands of organic visitors.**

---

## Next (Very Important For Your Business)

If you want, I can now show you:

**Complete Website Architecture**

Frontend pages  
Admin panel  
Student dashboard  
Database structure  
AI engine

AND

## **Full Revenue System**

How this portal can generate

**₹5L – ₹30L per counselling season**

Just tell me and I'll show the **full blueprint of the IPU counselling portal.**

Plz show

Now I'll show you the **Complete Website Architecture Blueprint** for your **IPU Counselling Portal.**

This will help you build a **fully automated**

**counselling platform** like the big admission portals

portals.

Since you already plan to cover admissions for **Guru Gobind Singh Indraprastha University**, the architecture should support **large data + automation + student dashboard**.

---

## Complete Website Architecture (IPU Counselling Portal)

The portal will have **4 main systems**:

- 1 Public Website
  - 2 Student Dashboard
  - 3 AI Counselling Engine
  - 4 Admin Panel
- 

### 1 Public Website (SEO Traffic Engine)

This is where **Google traffic will come**.

#### Main Pages

##### Homepage

- IPU counselling updates
- Latest notifications
- College highlights
- Rank predictor

##### Course Pages

- B.Tech
- BBA
- BCA
- Law
- MBA

- **MIDA**
- **BJMC**

**Example:**

`/ipu-btech-admission`  
`/ipu-bba-admission`

---

## **College Pages**

Each college page should contain:

Example colleges under IPU:

- [Maharaja Agrasen Institute of Technology](#)
- [Maharaja Surajmal Institute of Technology](#)
- [Bhagwan Parshuram Institute of Technology](#)
- [JIMS Engineering Management Technical Campus](#)

College page structure:

College Overview  
Courses Offered  
Fee Structure  
Placement Stats  
Hostel  
Campus  
Cutoff Trends  
Faculty  
Facilities  
Location  
Admission Process

---

## **Cutoff Section**

Example URL

`/ipu-btech-cutoff`  
`/mit-cutoff`

### Features:

- Round wise cutoff
- Branch wise cutoff
- Category wise cutoff
- Infographic charts

Paid users unlock **trend analysis**.

---

## Counselling Guide Section

### Articles like:

IPU counselling process  
IPU choice filling strategy  
Documents required  
Seat matrix explained  
Mistakes in counselling

These pages bring **SEO traffic**.

---

## 2 Student Dashboard (Conversion Engine)

Once a student registers.

### Dashboard features:

#### Profile Section

Student enters:

Rank  
Category

Category  
Home State  
Course Preference  
Budget  
Hostel requirement

---

## Dashboard Sections

### 1 My Rank Analysis

Shows:

Probability of getting colleges

---

### 2 College Predictor

Shows:

Dream colleges  
Moderate chances  
Safe colleges

---

### 3 AI Choice Filling Tool

Auto generates **optimized list**.

Example:

1. MAIT CSE
2. MSIT CSE
3. BPIT CSE
4. MAIT IT
5. BPIT IT

Student can **download PDF**.

---

## 4 Cutoff Analytics

Charts like:

Rank vs college trend  
Round wise cutoff

---

## 5 Counselling Videos

Small 1-minute videos:

Choice filling guide  
Documents required  
College overview

---

## 3 AI Counselling Engine

This is your **core system**.

Inputs:

Rank  
Category  
Course  
Preference

Algorithm checks:

Previous cutoff  
Seat matrix  
Round movement  
Category reservation

Then calculates:

Admission probability

Output:

Dream  
Moderate  
Safe

---

## 4 Admin Panel (Very Important)

You must have a **powerful admin dashboard**.

Admin features:

### College Management

Add/edit:

College  
Courses  
Fees  
Hostel  
Placement  
Ranking

---

### Cutoff Management

Upload:

Year  
Round  
Branch  
Category  
Opening rank  
Closing rank

---

### Placement Data

Add:

Average package  
Highest package  
Top recruiters  
Placement %

---

## Video Management

Upload:

College overview videos  
Counselling tutorials  
Placement reality videos

---

## User Management

Admin can see:

Registered students  
Purchased packages  
Rank details  
Leads

---

## 5 Packages (Your Revenue Model)

Free users:

Basic information  
College pages  
Basic cutoff

---

## ₹299 Package

Unlock:

Cutoff trends  
Charts  
Rank analysis

---

## ₹599 Package

Unlock:

AI college predictor  
Choice filling tool  
Downloadable list

---

## ₹1999 Package

Unlock:

Manual counsellor review  
WhatsApp support  
Strategy guidance

---

## Traffic Strategy

Your website should rank for searches like:

IPU BTech cutoff  
MAIT cutoff  
IPU counselling process  
IPU college predictor  
IPU choice filling

These keywords bring **thousands of students**.

---

## Next Powerful System I Can

Show Me

## **SHOW YOU**

If you want, I can show you the **most powerful feature that will make your portal dominate Google:**

### **IPU Rank Predictor + College Predictor System**

This tool alone can bring **50,000+ students every counselling season.**

And I can also show:

- **Exact UI design of student dashboard**
- **Admin panel structure**
- **Full database schema**
- **SEO page structure for 100k traffic**

**advanced system.** 

Next blueprint

Now let's move to the **Advanced Blueprint** that can make your portal a **complete automated counsellor for Guru Gobind Singh Indraprastha University admissions.**

This blueprint focuses on **traffic generation + automation + conversion**, which is critical for your business model.

---

## **Advanced Blueprint – Rank**

### **Predictor + College Predictor System**

# System

This system will bring **maximum traffic + maximum paid conversions**.

Students love tools where they can **enter marks or rank and instantly see possible colleges**.

---

## 1 Rank Predictor Tool

### Purpose

Predict **expected rank** from entrance exam marks.

IPU B.Tech admissions depend mainly on Joint Entrance Examination Main rank.

---

### User Flow

Student visits page:

/ipu-rank-predictor

Student enters:

JEE Main percentile  
Category  
Home state

System calculates:

Estimated IPU counselling rank

Example output:

Expected Rank: 18,000 – 22,000

---

Then the portal shows:

Possible colleges  
Possible branches

This leads directly to **College Predictor page**.

---

## **2** College Predictor Tool

### **Input**

Student enters:

Rank  
Category  
Course  
Gender (if required)

---

### **Algorithm Logic**

The system compares the student's rank with:

Last 5 year cutoff  
Round wise cutoff  
Category quota  
Seat matrix

---

### **Output**

The system generates 3 lists.

### **Dream Colleges**

Low probability (risk)

Example

- [Maharaja Agrasen Institute of Technology](#)
  - [Maharaja Surajmal Institute of Technology](#)
- 

## Moderate Chance

Example

- [Bhagwan Parshuram Institute of Technology](#)
- 

## Safe Colleges

Example

- [JIMS Engineering Management Technical Campus](#)
- 

## 3 Choice Filling Generator

This is the **most valuable feature**.

Students struggle with **choice order strategy**.

Your AI tool should generate a **full optimized list**.

Example:

```
1 MAIT CSE
2 MSIT CSE
3 MAIT IT
4 BPIT CSE
5 BPIT IT
6 JIMS CSE
7 JIMS IT
```

Students can:

- rearrange choices
- save list
- download PDF

## 4 College Comparison Tool

Students can compare colleges side-by-side.

Example comparison:

Feature	MAIT	MSIT	BPIT
Avg Package	6.5 LPA	6 LPA	5 LPA
Fees	1.6 L	1.5 L	1.4 L
Hostel	Yes	Limited	No

Entities:

- [Maharaja Agrasen Institute of Technology](#)
  - [Maharaja Surajmal Institute of Technology](#)
  - [Bhagwan Parshuram Institute of Technology](#)
- 

## 5 Seat Matrix Explorer

Another powerful tool.

Students can filter seats by:

Course  
Category  
Quota  
College

Example output:

MAIT CSE  
Total seats: 180

Total seats: 100  
Delhi quota: 85%  
Outside Delhi: 15%

---

## 6 Counselling Timeline System

A dynamic timeline for students.

Example steps:

Registration  
Choice Filling  
Seat Allotment Round 1  
Round 2  
Sliding Round  
Spot Round

---

## 7 Automated Video Library

Each topic should have 1–2 minute micro-videos.

Example videos:

IPU counselling explained  
Choice filling strategy  
Top colleges  
Hostel review  
Placement reality  
Documents required

---

Videos increase **trust and conversions**.

---

## 8 Lead Capture System (Very Important)

Before showing advanced tools:

Enter phone number  
Enter email  
Create account

This gives you **lead database** for counselling services.

---

## 9 WhatsApp Automation

After registration:

Student receives message:

Hi Rahul 🙌  
Your predicted colleges are ready.  
Login to dashboard to see them.

This improves **conversion rates**.

---

## 10 SEO Traffic Strategy

Your portal should target keywords like:

IPU BTech cutoff  
MAIT cutoff  
IPU counselling process  
IPU college predictor  
IPU choice filling strategy

These keywords can bring **huge traffic every admission season**.

---

## Real Potential of This Portal

If you execute this correctly:

Traffic during counselling season:

50k – 2L students

If only **5% buy ₹499 package**

Revenue example:

10,000 students × ₹499  
= ₹49,90,000

---

## Next Level (Very Powerful)

If you want, I can now show you:

### Complete Database Schema (Advanced)

Including tables for:

- colleges
- cutoffs
- seat matrix
- placements
- counselling rounds
- AI prediction tables

AND

### Admin Panel Structure used by top counselling portals

This is the **technical backbone of the entire**

Plz show

Now I'll show you the **Advanced Database Schema (Technical Backbone)** for your IPU counselling portal.

This is the **core system that will power all tools** like **cutoff analytics, rank predictor, college predictor, and AI choice filling** for admissions in Guru Gobind Singh Indraprastha University.

I'll structure it in a way that your **developer can directly build the backend**.

---

## Complete Advanced Database Schema

Your portal should have **6 main database modules**:

- 1 Colleges
  - 2 Courses
  - 3 Cutoff Data
  - 4 Seat Matrix
  - 5 Placements
  - 6 Student Users
- 

### 1 Colleges Table

Stores all college information.

**Table:** colleges

Column	Type	Description
--------	------	-------------

---

id	INT (PK)	College ID
name	VARCHAR	College name
short_name	VARCHAR	MAIT, MSIT etc
university_id	INT	University reference
established_year	INT	Year established
accreditation	VARCHAR	NAAC/NBA
nirf_ranking	INT	Ranking
address	TEXT	College address
city	VARCHAR	Location
state	VARCHAR	State
website	VARCHAR	Official website
hostel_available	BOOLEAN	Yes/No
description	TEXT	Overview

Example colleges:

- [Maharaja Agrasen Institute of Technology](#)
- [Maharaja Surajmal Institute of Technology](#)
- [Bhagwan Parshuram Institute of Technology](#)

## 2 Courses Table

Stores course details.

**Table:** courses

Column	Type
--------	------

id	INT
course_name	VARCHAR
degree_type	VARCHAR
duration	INT
entrance_exam	VARCHAR

Example:

course_name	exam
BTech	<u>Joint Entrance Examination</u> <u>Main</u>
BBA	IPU CET
BCA	IPU CET

### 3 College Courses Table

Maps which course exists in which college.

**Table:** college\_courses

Column	Type
--------	------

id	INT
college_id	INT
course_id	INT
branch_name	VARCHAR
total_seats	INT
fees_per_year	INT

Example:

college	branch	seats
MAIT	CSE	180
MAIT	IT	120

## 4 Seat Matrix Table

Very important for counselling.

**Table:** seat\_matrix

Column	Type
id	INT
college_course_id	INT
year	INT
category	VARCHAR
seats	INT

Example categories:

Plain text

General  
OBC  
SC  
ST  
EWS  
Delhi Region  
Outside Delhi

## 5 Cutoff Table (Most Important)

Stores round-wise cutoffs.

**Table:** cutoffs

Column	Type
id	INT
year	INT
round	INT
college_course_id	INT
category	VARCHAR
opening_rank	INT
closing_rank	INT

Example:

College	Branch	Round	Closing Ra
---------	--------	-------	------------

MAIT	CSE	1	12000
------	-----	---	-------

MAIT	CSE	2	13500
------	-----	---	-------

## 6 Placement Table

Stores placement statistics.

**Table:** placements

Column	Type
id	INT
college_id	INT
year	INT
average_package	DECIMAL
highest_package	DECIMAL
placement_percentage	INT
top_recruiters	TEXT

Example recruiters:

Plain text

Amazon  
Microsoft  
Infosys  
TCS  
Wipro

## 7 Hostel Table

**Table:** hostels

Column	Type
id	INT
college_id	INT
hostel_type	VARCHAR
room_type	VARCHAR
fees_per_year	INT
mess_included	BOOLEAN

## 8 Faculty Table

**Table:** faculty

Column	Type
id	INT
college_id	INT
department	VARCHAR
faculty_name	VARCHAR
designation	VARCHAR
qualification	VARCHAR

## 9 Student Users Table

For dashboard users.

**Table:** students

Column	Type
id	INT
name	VARCHAR
email	VARCHAR
phone	VARCHAR
password	VARCHAR
rank	INT
category	VARCHAR
preferred_course	VARCHAR

## **10 Student Package Table**

Tracks paid users.

**Table:** subscriptions

Column	Type
--------	------

id	INT
student_id	INT
package_name	VARCHAR
price	INT
purchase_date	DATETIME
expiry_date	DATETIME

## 1 1 Choice Filling Table

Stores AI generated lists.

**Table:** choice\_lists

Column	Type
id	INT
student_id	INT
college_course_id	INT
preference_order	INT

## 1 2 Video Library Table

Stores educational videos.

**Table:** videos

Column	Type
--------	------

id	INT
title	VARCHAR
category	VARCHAR
video_url	TEXT
description	TEXT

Example categories:

Plain text

Counselling Process  
Choice Filling  
College Review  
Placement Analysis

---

## Admin Panel Modules

Your admin dashboard should have sections:

Plain text

Colleges  
Courses  
Seat Matrix  
Cutoffs  
Placements  
Videos  
Students  
Subscriptions

Admin can update data every counselling season.

---

## Tech Stack Recommendation

For your portal:

## Frontend

Plain text

Next.js

React

Tailwind CSS

## Backend

Plain text

Node.js

Express

## Database

Plain text

PostgreSQL

## Hosting

Plain text

AWS / DigitalOcean

---

## Next (Very Important for Your Business)

If you want, I can also show you:

- 1 Exact UI design of Student Dashboard**  
(the interface that converts visitors into paying users)
- 2 Complete Admin Panel layout**
- 3 SEO content structure to get 100k traffic**

These three things are what turn a **normal website into a profitable counselling portal.**

One by one plz show

Great — we'll go **one by one** as you asked.

First I'll show the **Student Dashboard UI Structure** because this is the **highest conversion part of your portal**. This dashboard is what will convince students to **buy packages** on your IPU counselling platform for admissions in Guru Gobind Singh Indraprastha University.

---

## **1 Student Dashboard UI Blueprint**

Think of the dashboard like a **personal counselling control panel** for each student.

### **Main Dashboard Layout**

Top Bar

Top Bar

Logo | Notifications | Profile | Logout

---

Left Sidebar

Dashboard

Rank Predictor

College Predictor

Choice Filling Tool

Cutoff Analytics

College Comparison

Seat Matrix

Counselling Videos

Documents Required

My Purchases

---

Main Content Area

Student Analysis + Tools

---

## 2 Dashboard Home (First Screen)

When a student logs in they should see a **quick analysis of their chances**.

Example UI:

Welcome Rahul 🙌

### Your Profile

Rank: 18,000

Category: General

Course: B.Tech

---

### Your Admission Probability

Dream Colleges: 3

Moderate Chances: 6

Safe Colleges: 9

---

### Recommended Colleges

1 MAIT – IT

2 BPIT – CSE

3 JIMS – CSE

### Example colleges:

- [Maharaja Agrasen Institute of Technology](#)
- [Bhagwan Parshuram Institute of Technology](#)
- [JIMS Engineering Management Technical Campus](#)

## 3 Rank Analysis Section

Shows student probability using past cutoffs.

### Example:

Your Rank: 18,000

Chance of getting CSE

MAIT → 20%

BPIT → 60%

JIMS → 85%

### Graph UI:

Probability Chart  
Rank vs College Admission Chance

This chart should be **locked for free users**.

---

## 4 College Predictor Page

Student enters details:

Rank  
Category  
Course  
Home State  
Hostel Requirement  
Budget

System generates:

Dream Colleges  
Moderate Colleges  
Safe Colleges

This tool is **very powerful for lead generation**.

---

## 5 AI Choice Filling Tool

Most valuable feature.

Example output:

Recommended Choice Order

- 1 MAIT CSE
- 2 MSIT CSE
- 3 MAIT IT
- 4 BPIT CSE
- 5 BPIT IT
- 6 JIMS CSE

Student actions:

Edit order  
Save list  
Download PDF

This feature should be **paid**.

---

## 6 Cutoff Analytics

Students love **visual cutoff data**.

Example charts:

MAIT CSE Cutoff Trend

2024 → 13,200  
2023 → 12,600  
2022 → 11,900

Branch-wise cutoff data will be linked to entrance exam rank such as

Joint Entrance Examination Main.

---

## 7 College Comparison Tool

Students can compare colleges.

Example UI:

Feature	MAIT	BPIT
---------	------	------

---

Avg Package	6.5 LPA	5 LPA
Fees	1.6L	1.4L
Hostel	Yes	No

#### Entities:

- [Maharaja Agrasen Institute of Technology](#)
- [Bhagwan Parshuram Institute of Technology](#)

---

## 8 Counselling Video Library

Short videos inside dashboard.

#### Topics:

IPU Counselling Process  
Choice Filling Strategy  
Top Colleges  
Placement Reality  
Hostel Review  
Documents Required

These videos **increase trust and conversions.**

---

## 9 Documents Required Section

Students can see a checklist.

#### Example:

JEE Main Scorecard  
Class 12 Marksheet  
Category Certificate  
Passport Photos  
ID Proof

---

## 10 My Purchases Section

Shows packages bought.

Example:

Current Plan: AI Choice Filling Package  
Valid Till: 30 July

Unlocked Features

Choice Filling Tool  
Cutoff Analytics  
College Predictor

---

## Conversion Trick (Very Important)

Lock some features with **blur effect**.

Example:

Upgrade to unlock  
₹499

This increases **paid conversions**.

Next

---

Now let's move to the **next part of the blueprint**

### Next Step

— the Admin Panel.

Next, I will show you the **Admin Panel Blueprint** —  
This is the control room of your entire  
the system from where you will control  
counseling portal for admissions in Guru Gobind

Singh College prastha University.

- cutoff data

A **placement** panel will allow you to **manage**

the **placement** of students, colleges, cutoffs, and

thousands of students, colleges, cutoffs, and subscriptions easily.

- student subscriptions

This is the **control room of the entire portal.**

## 2 Admin Panel Blueprint

The admin panel should be divided into **8 core modules.**

Plain text

Dashboard  
Colleges  
Courses & Branches  
Cutoffs  
Seat Matrix  
Placements  
Videos & Content  
Students & Subscriptions

## 1 Admin Dashboard (Overview)

When you login as admin, you should see the **analytics overview.**

Example:

Plain text

Total Students Registered: 8,540  
Paid Users: 1,320  
Revenue This Season: ₹6,20,000  
Most Viewed College: MAIT

Example colleges under IPU:

- [Maharaja Agrasen Institute of Technology](#)
- [Maharaja Surajmal Institute of Technology](#)
- [Bhagwan Parshuram Institute of Technology](#)

You should also see **recent activity:**

Plain text

New student registrations  
Recent package purchases  
Top searched colleges

---

## 2 College Management

Admin should be able to **add or edit colleges**.

Fields in the admin form:

Plain text

College Name  
Short Name  
Established Year  
Accreditation  
NIRF Ranking  
Address  
Website  
Hostel Available  
College Description

Also upload:

Plain text

College images  
Campus photos  
Hostel photos

---

## 3 Courses & Branch Management

Here you add courses offered by colleges.

Example:

Plain text

College: MAIT  
Course: B.Tech  
Branch: Computer Science  
Total Seats: 180  
Fees per Year: 1,60,000

Entrance exam used for engineering admissions:

Joint Entrance Examination Main

---

## 4 Cutoff Management (Most Important)

Admin must be able to upload **round-wise cutoffs**.

Example form:

Plain text

Year: 2024  
Round: 1  
College: MAIT  
Branch: CSE  
Category: General  
Opening Rank: 5,200  
Closing Rank: 12,900

You should be able to **bulk upload cutoffs via Excel**.

Example upload format:

Plain text

college | branch | round | category | open

This saves **hours of manual work**.

---

## 5 Seat Matrix Management

Admin enters seat distribution.

Example:

Plain text

College: MAIT

Branch: CSE

Delhi Region Seats: 153

Outside Delhi Seats: 27

Total Seats: 180

Seat matrix is important for **AI predictor accuracy**.

---

## 6 Placement Data Management

Admin should upload placement statistics.

Example:

Plain text

College: MAIT

Year: 2024

Average Package: 6.5 LPA

Highest Package: 32 LPA

Placement Rate: 92%

Top Recruiters: Amazon, Microsoft, TCS

This data will appear on **college pages and comparison tools**.

---

## 7 Video Library Management

You will upload **small educational videos** here.

Example topics:

Plain text

IPU Counselling Process  
Choice Filling Strategy  
College Reviews  
Placement Reality  
Hostel Life  
Documents Required

Each video should have:

Plain text

Title  
Category  
YouTube link  
Description  
Thumbnail

These videos appear inside **student dashboard**.

---

## **8 Student Management**

Admin can see all registered students.

Example table:

<b>Name</b>	<b>Rank</b>	<b>Course</b>	<b>Package</b>
Rahul	18,000	BTech	₹499
Aman	22,000	BTech	Free

Admin actions:

Plain text

View student profile  
Edit rank  
Upgrade package manually  
Add notes

---

## 9 Subscription & Payment Management

Admin should track revenue.

Example:

Plain text

Package Name  
Price  
Users Purchased  
Total Revenue

Example packages:

Plain text

Cutoff Analytics – ₹299  
AI Choice Filling – ₹499  
Premium Counselling – ₹1999

---

## 10 Lead Management (Very Important)

Every student who registers becomes a **lead**.

Admin panel should show:

Plain text

Name  
Phone

Email  
Rank  
Interested Course

You can export leads to **WhatsApp marketing**.

---

## **Admin Permissions (Optional Advanced Feature)**

You may have multiple roles:

Plain text

Super Admin  
Content Manager  
Counsellor

Example:

Counsellor can:

Plain text

View students  
Edit choice lists  
Chat with students

---

## **Next Blueprint (Very Important for Traffic)**

Next I can show you the **SEO Architecture that can bring 1–2 lakh students every counselling season**.

This will include:

- **200+ SEO pages structure**
- **college page template**

- **college page template**
- **cutoff page template**
- **ranking strategy for Google**

This is what will actually **drive traffic and sales to your portal.**

Next

Now let's move to the **most important growth part of your portal — SEO Architecture.**

This is what will bring **massive organic traffic during counselling season** for admissions to [Guru Gobind Singh Indraprastha University.](#)

Your portal should be structured so that **hundreds of pages rank on Google automatically.**

---

### **3 SEO Architecture Blueprint (Traffic Engine)**

Goal:

Rank for **every possible search related to IPU counselling.**

If structured properly, your site can easily attract:

Plain text

50,000 – 200,000 students per admission se

---

## Main SEO Page Categories

Your site should have **5 major SEO clusters**.

Plain text

Counselling Guides  
College Pages  
Cutoff Pages  
Predictor Tools  
Comparison Pages

---

### 1 Counselling Guide Pages

These pages bring **high traffic keywords**.

Examples:

Plain text

/ipu-counselling-process  
/ipu-choice-filling-strategy  
/documents-required-for-ipu-counselling  
/ipu-seat-matrix-explained

Each article should contain:

- step-by-step guide
- infographic
- short videos
- downloadable checklist

These pages target searches like:

Plain text

IPU counselling process  
IPU counselling steps  
IPU counselling documents

---

## 2 College SEO Pages

Each IPU college should have a **dedicated SEO page**.

Example:

Plain text

```
/maharaja-agrasen-institute-of-technology-  
/bhagwan-parshuram-institute-of-technology  
/msit-delhi
```

Example colleges:

- [Maharaja Agrasen Institute of Technology](#)
- [Bhagwan Parshuram Institute of Technology](#)
- [Maharaja Surajmal Institute of Technology](#)

---

## Structure of a College Page

Plain text

College Overview  
Courses Offered  
Fee Structure  
Placement Statistics  
Cutoff Trends  
Hostel Information  
Campus Facilities  
Faculty Details  
Admission Process  
Location Map

Include:

- campus photos
- placement charts
- hostel images

These pages rank for searches like:

Plain text

MAIT Delhi fees  
MAIT placements  
BPIT cutoff  
MSIT hostel

---

### 3 Cutoff SEO Pages

Cutoff searches get **huge traffic during counselling season.**

Example pages:

Plain text

/ipu-btech-cutoff  
/mait-cutoff  
/msit-cutoff  
/bpit-cutoff

Example entrance exam used:

[Joint Entrance Examination Main](#)

---

### Cutoff Page Structure

Plain text

Intro  
Year-wise cutoff table

Round-wise cutoff  
Branch-wise cutoff  
Category-wise cutoff  
Cutoff trend chart  
College predictor tool

Example chart:

Plain text

MAIT CSE Cutoff

2024 → 12,900

2023 → 12,500

2022 → 11,800

Charts make content **more engaging and rank higher.**

---

## 4 Predictor Tool Pages

These pages generate **huge traffic and leads.**

Examples:

Plain text

/ipu-rank-predictor

/ipu-college-predictor

/ipu-choice-filling-tool

These tools should require:

Plain text

Rank

Category

Course

Output:

Plain text

Possible Colleges  
Admission Probability  
Choice List

These pages convert visitors into **registered users**.

## 5 College Comparison Pages

Students often search comparisons.

Example pages:

Plain text

`/mait-vs-msit`  
`/mait-vs-bpit`  
`/msit-vs-bpit`

Example comparison:

Feature	MAIT	BPIT
Avg Package	6.5 LPA	5 LPA
Fees	1.6L	1.4L
Hostel	Yes	No

Entities:

- [Maharaja Agrasen Institute of Technology](#)
- [Bhagwan Parshuram Institute of Technology](#)

## Internal Linking Strategy

Every page should link to:

Plain text

College pages  
Cutoff pages  
Predictor tools  
Counselling guides

Example:

College page → links to **cutoff page** → links to **predictor tool** → leads to **dashboard signup**.

This creates **high user engagement**.

---

## Content Scale Strategy

To dominate SEO, aim for:

Plain text

50 College pages  
100 Cutoff pages  
50 Guide articles  
30 Comparison pages  
10 Tool pages

Total:

Plain text

200+ SEO pages

This can easily bring **1 lakh+ visitors during counselling season**.

---

## Conversion Strategy

Once traffic comes, convert them using:

Plain text

Free rank predictor  
Free basic cutoff  
Locked advanced tools  
Student dashboard

This converts traffic into **paid subscribers**.

---

## **Next (Final Powerful Blueprint)**

Next I can show you the **Complete Revenue Funnel** for this portal.

This will explain:

- how visitors become **leads**
- how leads become **paid users**
- how this portal can generate **₹30L+ per admission season**

It will also include:

- WhatsApp automation funnel
- email conversion funnel
- pricing psychology
- counsellor upsell system

This is the **business engine behind the portal**.

Next

Now let's move to the **Final Blueprint — Revenue & Conversion Funnel** for your IPU counselling portal.

This is the **business engine that converts website**

This is the **business engine** that converts website visitors into **paid students** for counselling related to Guru Gobind Singh Indraprastha University.

If implemented properly, this funnel can generate **₹10L–₹30L+ per counselling season.** 💰

## 4 Revenue Funnel Blueprint

The funnel should have **5 stages**.

Plain text

Traffic

↓

Lead Capture

↓

Free Tools

↓

Paid Tools

↓

Premium Counselling

## 1 Traffic Stage (Top of Funnel)

Traffic will come mainly from:

Plain text

Google SEO

YouTube videos

Instagram reels

Telegram groups

Students search things like:

Plain text

IPU BTech cutoff

IPU counselling process

MAIT cutoff  
IPU college predictor

Example colleges often searched:

- [Maharaja Agrasen Institute of Technology](#)
- [Maharaja Surajmal Institute of Technology](#)
- [Bhagwan Parshuram Institute of Technology](#)

Your SEO pages attract these students.

---

## 2 Lead Capture Stage

Before showing advanced tools, capture leads.

Popup example:

Plain text

Enter Rank to See Possible Colleges

Name  
Phone  
Email  
Rank  
Course

Once submitted:

Plain text

Account created  
Student dashboard activated

Now you have a **qualified admission lead**.

---

## 3 Free Tool Stage

Give limited information for free.

Free tools:




Plain text

Basic college predictor  
Basic cutoff table  
Counselling guide  
College overview

But lock advanced insights.

Example:

Plain text

 Admission Probability Chart  
 AI Choice Filling Tool  
 Detailed Cutoff Trends

This creates **curiosity**.

---

## 4 Paid Tool Stage

Now offer affordable packages.

### Package 1 — Cutoff Analytics

Price:

Plain text

₹299

Features:

Plain text

5 year cutoff trends  
Branch wise cutoff charts

Round wise analysis

---

## Package 2 — AI Choice Filling Tool

Price:

Plain text

₹499

Features:

Plain text

AI generated choice list  
Dream / Moderate / Safe colleges  
PDF download

---

## Package 3 — Smart Counselling Kit

Price:

Plain text

₹999

Features:

Plain text

Choice filling tool  
Seat matrix explorer  
Video counselling guides  
Document checklist

---

**5 Premium Counselling Stage**

Upsell manual counselling.

Price:

Plain text

₹3000 – ₹10,000

Services:

Plain text

Personal counselling call  
Choice list review  
Admission strategy  
WhatsApp support

Students who are confused will **buy this easily**.

---

## WhatsApp Automation Funnel

After registration, send automated messages.

Example:

Plain text

Hi Rahul 🙌

Your predicted colleges for IPU are ready.

Login to your dashboard to see them.

Next message:

Plain text

🔥 Your rank has a good chance for BPIT CS

Unlock AI choice filling tool to see full

This pushes users to **upgrade packages**.

---

## Email Funnel

Send email series:

Plain text

Email 1 – Your predicted colleges

Email 2 – Top 10 IPU colleges

Email 3 – Choice filling strategy

Email 4 – Upgrade offer

This increases **conversion rate**.

---

## Micro Video Strategy

Every topic should have **short videos**.

Examples:

Plain text

IPU counselling process

Choice filling mistakes

Top IPU colleges

Placement reality

These videos build **trust and authority**.

---

## Expected Revenue Example

If traffic reaches:

Plain text

50,000 students

Even **3% conversion** gives:

Plain text

1500 paid users

Example revenue:

Plain text

$1500 \times ₹499$   
 $= ₹7,48,500$

If **200 students buy premium counselling**:

Plain text

$200 \times ₹5000$   
 $= ₹10,00,000$

Total potential:

Plain text

₹17L+ per season

---

## **One More Very Powerful Feature (Optional but Game-Changing)**

**Build a Real-Time Counselling Tracker.**

Students can see:

Plain text

Round 1 results  
Round 2 cutoff movement

Spot round seats

This keeps students returning to your portal daily.

---

✓ Now you have the **complete system**

**blueprint:**

- 1 Database architecture
- 2 Student dashboard
- 3 Admin panel
- 4 SEO traffic engine
- 5 Revenue funnel

Together these form a **fully automated IPU counselling platform.**

---

If you want, I can also show something **extremely powerful that most portals don't do:**

**The "Choice Filling Strategy Engine" used by top counsellors**

(the algorithm that decides the **perfect order of 200+ choices** to maximize seat chances).

This feature alone can make your portal **the most valuable IPU counselling platform.**

Plz show

Now I'll show you the **Choice Filling Strategy**

---

**Engine** — the system that top counsellors use to **maximize the probability of getting the best possible seat** during counselling for Guru Gobind Singh Indraprastha University.

This feature can become the **most powerful paid tool on your portal**.

---

## **Choice Filling Strategy Engine (Core Algorithm)**

The goal of the engine is:

Plain text

Maximize best possible college while ensuring seat safety

Students usually make mistakes like:

- putting **safe colleges too early**
- missing **high probability branches**
- not understanding **cutoff trends**

Your algorithm fixes these issues automatically.

---

## **Step 1 Student Input**

When a student opens the tool, ask for:

Plain text

Rank  
Category

Course  
Delhi / Outside Delhi  
Budget  
Hostel Required (Yes / No)  
Branch Preference

For engineering courses, ranks will usually come from Joint Entrance Examination Main.

---

## Step 2 Fetch Data from Database

The system pulls data from:

Plain text

Cutoff table  
Seat matrix  
Branch popularity  
College ranking  
Placement statistics

Example colleges analyzed:

- Maharaja Agrasen Institute of Technology
  - Maharaja Surajmal Institute of Technology
  - Bhagwan Parshuram Institute of Technology
- 

## Step 3 Calculate Admission Probability

Your engine compares:

Plain text

Student Rank vs Historical Closing Rank

Formula concept:

Plain text

Probability Score =  
(Student Rank / Last Year Closing Rank)  
+ Trend Adjustment  
+ Seat Matrix Factor

Example result:

College	Branch	Probability
MAIT	CSE	25%
MAIT	IT	45%
BPIT	CSE	70%
JIMS	CSE	90%

## Step 4 Categorize Colleges

The system divides results into **3 groups**.

### Dream Colleges

Plain text

Probability < 40%

Example:

Plain text

MAIT CSE  
MSIT CSE

### Moderate Chances

Plain text

Probability 40% – 70%

Example:

Plain text

MAIT IT  
BPIT CSE

---

## Safe Colleges

Plain text

Probability > 70%

Example:

Plain text

JIMS CSE  
JIMS IT

---

## Step 5 Choice Order Strategy

The engine arranges choices in **optimal order**.

Strategy rule:

Plain text

Dream colleges first  
Moderate chances next  
Safe options last

Example output:

Plain text

- 1 MAIT CSE
- 2 MSIT CSE
- 3 MAIT IT
- 4 BPIT CSE
- 5 BPIT IT
- 6 JIMS CSE
- 7 JIMS IT

This ensures the student **does not miss a better seat.**

---

## Step 6 Smart Branch Switching

If CSE chances are low, suggest related branches.

Example:

Plain text

- CSE → IT
- CSE → CSE AI
- CSE → Data Science

This increases chances of getting a **top college.**

---

## Step 7 Risk Optimization

Your system should ensure:

Plain text

- Minimum 5 safe colleges
- Minimum 5 moderate colleges
- Maximum 5 dream colleges

This protects students from **ending up with no seat.**

---

## Step 8 Personalized Recommendation

Example output for a student:

Plain text

Rank: 18,000  
Category: General  
Course: BTech

Recommendation:

Plain text

Dream:  
MAIT CSE  
MSIT CSE

Moderate:  
MAIT IT  
BPIT CSE

Safe:  
JIMS CSE  
JIMS IT

---

## Step 9 Downloadable Choice List

Students should be able to download:

Plain text

Choice Filling Strategy Report (PDF)

Report includes:

Plain text

Best possible colleges  
Probability chart  
Final choice order  
Backup strategy

This increases **perceived value**.

---

## Step **10** Counsellor Override Option

Premium users can request **manual review**.

Counsellor can:

Plain text

Edit choice list  
Add strategy notes  
Suggest alternative branches

This is your **high-ticket service**.

---

## Feature That Will Make Your Portal Unique

Add "**Seat Movement Predictor**".

This tool predicts how cutoff may change in next round.

Example:

Plain text

Round 1 closing rank → 12,500  
Round 2 predicted → 13,200

Round 3 predicted → 14,000

Students love this because it helps them **decide whether to freeze or float seat.**

---

## Final Vision of Your Portal

Your platform becomes:

Plain text

IPU Counselling Automation Platform

Students will use it for:

- rank prediction
- college prediction
- choice filling
- cutoff analysis
- counselling strategy

All related to admissions under  
Guru Gobind Singh Indraprastha University.

---

✅ At this point you now have the **complete blueprint** of the portal.

But there is **one final thing that can make this project explode in traffic:**

**A “College Intelligence System”**  
that automatically generates **2000+ SEO pages**  
**for every branch, college, cutoff, and**

If you want, I can show that **next-level scaling blueprint**

blueprint.

next

Now I'll show you the **Next-Level Scaling Blueprint — College Intelligence System**.

This system will allow your portal to automatically generate **1000–3000 SEO pages** related to counselling for Guru Gobind Singh Indraprastha University.

This is how big portals dominate Google traffic.

---

## 5 College Intelligence System (SEO Automation Engine)

The idea is simple:

Plain text

Use your database to automatically generat

Instead of manually writing content, your portal will **create pages dynamically**.

Example:

If you have

Plain text

50 colleges

10 branches

5 categories

5 years cutoff

Your system can automatically generate **2500+ pages**.

---

## 1 College + Branch Pages

Structure:

Plain text

`/college-name/branch-name`

Example pages:

Plain text

`/mait-delhi/cse`

`/mait-delhi/it`

`/bpit-delhi/cse`

`/msit-delhi/cse`

Example colleges:

- [Maharaja Agrasen Institute of Technology](#)
- [Bhagwan Parshuram Institute of Technology](#)
- [Maharaja Surajmal Institute of Technology](#)

---

## Example Page Structure

For:

Plain text

`/mait-delhi/cse`

Content sections:

Plain text

MAIT CSE Overview

MAIT CSE Fees

MAIT CSE Cutoff  
MAIT CSE Placements  
MAIT CSE Seat Matrix  
Admission Process

This page targets keywords like:

Plain text

MAIT CSE cutoff  
MAIT CSE fees  
MAIT CSE placement

---

## 2 College Cutoff Pages

Structure:

Plain text

/college-name-cutoff

Example:

Plain text

/mait-cutoff  
/msit-cutoff  
/bpit-cutoff

Cutoffs will be based on entrance exam ranks like  
Joint Entrance Examination Main.

---

## Cutoff Page Content

Plain text

Year wise cutoff  
Round wise cutoff

Branch wise cutoff  
Category wise cutoff  
Cutoff trend chart

Example table:

Year	CSE Closing Rank
2024	12,900
2023	12,500
2022	11,800

Charts improve **SEO ranking and engagement.**

### 3 Branch Pages

Structure:

Plain text

/btech-cse-colleges-in-ipu  
/btech-it-colleges-in-ipu  
/bba-colleges-in-ipu

Example content:

Plain text

Top colleges for CSE in IPU  
Placement comparison  
Cutoff trends  
Seat matrix

These pages target high-volume searches like:

Plain text

IPU CSE colleges  
Best BTech colleges in IPU

---

## 4 Comparison Pages (High Traffic)

Structure:

Plain text

```
/mait-vs-msit  
/mait-vs-bpit  
/msit-vs-bpit
```

Example comparison:

Feature	MAIT	MSIT
Avg Package	6.5 LPA	6 LPA
Fees	1.6L	1.5L
Hostel	Yes	No

Entities:

- [Maharaja Agrasen Institute of Technology](#)
- [Maharaja Surajmal Institute of Technology](#)

Students search these comparisons a lot.

---

## 5 Admission Guide Pages

Structure:

Plain text

```
/ipu-btech-admission  
/ipu-bba-admission
```

`/ipu-law-admission`

Content:

Plain text

Eligibility  
Entrance exam  
Counselling process  
Cutoff trends  
Top colleges

Example entrance exam:

Joint Entrance Examination Main.

---

## 6 Round-Wise Counselling Pages

During counselling season create pages like:

Plain text

`/ipu-round-1-cutoff`  
`/ipu-round-2-cutoff`  
`/ipu-spot-round`

Students search these **every counselling round.**

---

## 7 Internal Linking Engine

Every page should link to:

Plain text

College pages  
Cutoff pages

Predictor tools  
Choice filling tool

Example flow:

Plain text

Cutoff page

↓

College predictor

↓

Student dashboard

↓

Paid tools

This improves **SEO ranking and conversions**.

---

## 8 Automatic Page Generation

Your developer should build **dynamic page templates**.

Example:

Plain text

college\_template

branch\_template

cutoff\_template

comparison\_template

Database fills the content automatically.

Example:

Plain text

college\_name

fees

```
cutoff  
placements  
seat_matrix
```

This allows scaling to **thousands of pages**.

---

## Traffic Potential

If optimized well:

Plain text

```
200+ SEO pages → 50,000 visitors  
500+ SEO pages → 1,00,000 visitors  
1000+ SEO pages → 3,00,000 visitors
```

Most traffic will come during **counselling season**.

---

## Final Vision

Your portal becomes a **complete counselling intelligence platform** for admissions in Guru Gobind Singh Indraprastha University.

Students will use it for:

- college research
  - cutoff analysis
  - rank prediction
  - choice filling strategy
  - counselling guidance
- 

 At this point you now have the **entire system architecture**:

- 1 Database structure
- 2 Student dashboard

- 2 Student dashboard
  - 3 Admin panel
  - 4 SEO traffic engine
  - 5 Revenue funnel
  - 6 Choice filling AI
  - 7 College intelligence system
- 

If you want, I can also show something **very powerful for your business:**

**The “IPU Counselling Super Tool”** — one page that combines:

- rank predictor
- college predictor
- cutoff analytics
- AI choice filling

**magnet of your portal** and bring **lakhs of students every year.**

Next

You’re building something **very powerful** — basically a **fully automated counselling system for Guru Gobind Singh Indraprastha University admissions.**

So the **next blueprint** after AI choice filling, dashboard, CRM, etc. should be one of the **most important revenue engines:**

## 9 **Lead Capture + Smart**

### **Conversion Funnel (Your Real Money System)**

## Money System)

This system converts **free visitors** → **paid subscribers** → **counselling clients**.

Without this funnel, even a great portal won't make money.

---

## Step-by-Step Funnel Structure

### 1 Visitor lands on your website

Example pages:

- "IPU BTech Cutoff 2025"
- "Top Colleges in IPU for BBA"
- "IPU Counselling Process"
- "IPU Rank vs College Predictor"





These pages bring **SEO traffic**.

Free content should include:

- counselling overview
- previous year cutoff (limited)
- basic college details
- eligibility
- entrance exam info

But **advanced insights should be locked**.

Example lock points:

-  Unlock Round-wise Cutoff Trends
  -  Unlock Placement Analysis
  -  Unlock Safe College List for Your Rank
  -  Unlock AI Choice Filling Tool
-

## 2 Lead Capture System

Before showing premium content:

Ask user to enter:

Name  
Phone Number  
Email  
Course  
Rank  
Category  
Home State

After submission:

Show preview like:

Your Expected Colleges:

1. MAIT – Possible
2. MSIT – Borderline
3. BVCOE – Safe

Then show:

Unlock Full List + AI Choice Filling  
Only ₹199

This **creates curiosity + conversion.**

---

## 3 WhatsApp Automation Funnel

Once student enters number:


Automated WhatsApp message:

Hi Rahul 🙌

Based on your rank 34,200 in IPU,  
you may get:

MAIT  
MSIT  
ADGITM

Check full college list here:

 link

Or unlock the AI Choice Filling Tool  
for best counselling strategy.

Tools you can use:

- WhatsApp Business API
- WATI
- Interakt
- Zoko

---

## **4** Free vs Paid Content Strategy

**Content**

**Free**


**Paid**

---

Basic college info	✓
Counselling process	✓
Basic cutoff table	✓
Round wise cutoff charts	✓
Rank vs college predictor	✓
Choice filling AI	✓
Safe / dream college list	✓
Seat matrix analyzer	✓

## 5 Dashboard Upsell Triggers

Inside student dashboard show alerts:

 Your rank is risky for CSE

Recommended strategy available.

Unlock choice filling tool.

or

 Seats in MAIT IT branch filling fast.

Upgrade plan to see seat matrix trend.

These trigger impulse purchases.

## 6 Micro Learning Video Library

Students love **short videos**.

Make **30-60 second clips** for everything.

Examples:

### **Counselling Process**

"Step-by-step IPU counselling"

### **Cutoff Trends**

"Why MAIT cutoff increased"

### **College Review**

"Is MSIT worth it?"

### **Fee Structure**

"Total BTech cost in IPU"

### **Documents Required**

"Documents for IPU counselling"

### **Mistakes to Avoid**

"3 mistakes in choice filling"

Videos can be embedded on pages like:

/college/mait  
/course/btech  
/counselling-process  
/cutoff-trends

---

## **7 Paid Package Structure**

### **₹99 — Basic Insights**

- detailed cutoff charts
- rank vs college predictor

- Rank vs College predictor
- 

## ₹299 — Pro Counselling Kit


- AI choice filling tool
  - safe/dream college list
  - placement insights
  - seat matrix analyzer
- 

## ₹999 — Premium Guidance


- everything in Pro
  - counsellor call
  - personalized strategy
- 

## 8 Psychological Conversion Tricks

Use elements like:

 4,280 students already using this tool

 Last year 32% students filled wrong cho

 Our AI predicted 87% accurate college r

This increases **conversion dramatically**.

---

## 9 Notification System

Inside dashboard show alerts:

Round 1 result declared

Round 2 registration open

Round 2 registration open  
Choice filling deadline tomorrow

Students will keep coming back.

---

## 10 Referral Program

Students invite friends.

Example:

Invite 3 friends  
Get Choice Filling Tool FREE

This gives **viral growth**.

---

## The Big Vision

Your portal becomes:

Counselling Portal  
+  
College Predictor  
+  
Choice Filling AI  
+  
Counselling CRM  
+  
Lead Generation Machine

Basically like:

- CollegeDunia
- Shiksha
- Careers360

but focused on **IPU counselling automation**.

---

**Next Powerful Blueprint I Can**

# Next Powerful Blueprint I Can Show

If you want, I can now show the **most powerful system of the whole portal:**

## Rank vs College Prediction Algorithm

This system will predict:

Your rank → probability of getting a college

Example:

MAIT CSE → 32%  
MSIT IT → 71%  
BVCOE CSE → 88%

**This alone can generate massive paid users.**

If you want, I can also show:

**Complete AI predictor algorithm + database logic.**

(It's the same concept used by big portals.)

Next

Now we move to the **next powerful blueprint** of your portal — something that will make your counselling system look **very professional and data-driven**.

This module is extremely important for a counselling portal for Guru Gobind Singh Indraprastha University admissions.

---

## **10 Rank vs College Predictor Engine**

This tool predicts:

Student Rank → Chances of Getting College

Students love this tool because it answers the **biggest question in counselling**:

“Which college can I get with my rank?”

This tool alone can generate **massive traffic and paid conversions**.

---

## **Core Output Example**

If a student enters:

Rank: 28,500  
Category: General  
Course: BTech  
Quota: Delhi

The system shows:

<b>College</b>	<b>Branch</b>	<b>Chance</b>
----------------	---------------	---------------

---

MAIT	IT	42%
MAIT	ECE	71%
MSIT	IT	58%
BVCOE	CSE	83%
ADGITM	CSE	91%

Students instantly understand **where they stand**.

---

## **1 Predictor Database Requirements**

You already planned cutoff tables.

Now you need **additional tables**.

**Table: cutoff\_history**

<b>field</b>	<b>description</b>
--------------	--------------------

---

id	primary key
year	2024
round	1 / 2 / 3
college_id	college reference
course_id	course reference
quota	Delhi / Outside
category	Gen / OBC / SC
opening_rank	opening
closing_rank	closing

### **Table: rank\_probability**

Used for prediction smoothing.

<b>field</b>	<b>description</b>
college_id	
course_id	
avg_closing_rank	average of last 3 years
min_rank	safest rank
max_rank	risky rank

## **2 Prediction Logic**

Basic formula:

Probability = (Closing Rank - Student Rank

Example:

MAIT IT closing rank = 30,000

Student rank = 28,500

Probability  $\approx 0.05$   $\rightarrow$  medium chance

But we make it **smarter** using:

- last 3 year cutoffs
- round trends
- seat increase/decrease

---

### 3 Trend Calculation

Example data:

Year	MAIT IT Closing Rank
2024	29,400
2023	30,100
2022	31,200

Trend:

Cutoff decreasing  
Competition increasing

So system adjusts prediction:

Predicted closing rank  $\approx 28,800$

---

### 4 Probability Classification

Show easy language to students.

Probability	Label
90-100%	SAFE
70-90%	VERY GOOD
50-70%	POSSIBLE
30-50%	RISKY
Below 30	DREAM

Example output:

College	Branch	Chance	Label
MAIT	IT	42%	Risky
MSIT	IT	61%	Possible
BVCOE	CSE	85%	Safe

## 5 Visual Chart (Very Important)

Instead of boring tables show **graphs**.

Example graph:

Rank vs Chance Chart

Student rank plotted on chart.

This makes the portal look **high tech**.

## 6 Free vs Paid Version

Free version:

Top 3 college predictions

Paid version:

Full list of colleges  
Branch wise prediction  
Round wise prediction  
Safe / Dream / Risky categories  
Choice filling recommendation

This pushes **subscription purchases**.

---

## 7 SEO Landing Page

Create a page like:

/ipu-rank-vs-college-predictor

Title example:

IPU Rank vs College Predictor 2025  
Check Colleges You Can Get in IPU

Thousands of students search this every year.

---

## 8 Video Explainer

Add a **short video above predictor**.

Example topics:

- "How IPU predictor works"
- "How accurate our predictions are"
- "How to choose the right college"

This builds **trust**.

---

## 9 Smart Upgrade Trigger

After showing results:

Unlock Choice Filling Strategy  
based on your rank

Button:

Upgrade to Pro ₹299

Many students will convert.

---

## 10 Future Upgrade

Later you can add:

AI Counsellor Chatbot

Student asks:

Can I get MAIT IT with 25k rank?

Bot replies using your predictor data.

This becomes a **24/7 counsellor**.

---

## Next Blueprint I Can Show (Very Powerful)

Next I can show:

 **Complete Admin Panel Structure**

Where you control:

- colleges
- cutoffs
- courses
- counselling rounds

Subscription plans

- lead management

This is the **brain of your portal**.

Next

If you want, I can also show something even more

important. Now we move to the **next blueprint**, which is the

**control center of your entire portal.**

**The \$1M level blueprint:**

Without this system you cannot manage the

**Complete IPU Counselling Automation**  
massive data of Guru Gobind Singh Indraprastha

**System**  
University counselling.

(the same system used by big portals).

This is the **Admin Panel Architecture**.

## **1 1 Complete Admin Panel Structure (Portal Brain)**

The admin panel will control **everything in your counselling portal**:

- colleges
- courses
- cutoff data
- seat matrix
- counselling rounds
- videos
- blog posts
- student subscriptions
- leads

Think of it as your **mission control dashboard**.

---

## 1 Admin Dashboard Overview

When you login as admin you should see a **summary panel**.

Example widgets:

Total Students Registered  
Active Subscriptions  
Leads Generated Today  
Total Revenue  
Most Viewed Colleges  
Most Used Predictor Tool

Example layout:

Metric	Value
Students	12,430
Paid Users	1,120
Revenue	₹3,45,000
Predictor Usage	8,200

This helps you **track business growth**.

---

## 2 Colleges Management Module

You must be able to add/edit colleges easily.

Fields:

Field	Example
-------	---------

---

College Name	MAIT
Full Name	Maharaja Agrasen Institute of Technology
Location	Rohini Delhi
Established	1999
Ownership	Private
Affiliation	IPU
NAAC Grade	A
NIRF Ranking	Optional
Official Website	link

Extra sections:

- campus images
- college video
- hostel details
- placement highlights

---

## **3 Courses Management**

Example:

Course	Degree
--------	--------

---

BTech	Engineering
BBA	Management
BCA	Computer Applications
BA LLB	Law
MBA	PG Management

Course table fields:

Course Name
Duration
Eligibility
Entrance Exam
Seat Intake

## 4 Branch / Specialization Module

Example branches for BTech:

Branch	Seats
CSE	240
IT	180
ECE	180
EEE	120
ME	60

These must connect to:

- college
- course

- course
  - cutoff table
- 

## 5 Cutoff Data Manager

This is one of the **largest databases**.

Fields:

Field	Example
Year	2024
Round	1
College	MAIT
Course	BTech
Branch	CSE
Category	General
Quota	Delhi
Opening Rank	245
Closing Rank	3250

Admin should be able to:

- upload via Excel
  - edit manually
  - filter by year
- 

## 6 Seat Matrix Manager

Seat matrix changes every year.

Example fields:

College	Branch	Seats
MAIT	CSE	240
MAIT	IT	180
MSIT	CSE	180

Seat types:

- Delhi quota
- Outside Delhi
- Management quota (if available)

## 7 Counselling Round Manager

Every year counselling has multiple rounds.

Example:

Round	Status
Round 1	Completed
Round 2	Completed
Round 3	Live
Spot Round	Upcoming

Admin should be able to update:

Round status  
Result date  
Choice filling deadline

Students will see this in dashboard alerts.

---

## 8 Video Library Manager

Since you want **micro educational videos**, create a video CMS.

Categories:

- counselling process
- college review
- placement analysis
- cutoff trends
- documents required

Fields:

Field	Example
Title	MAIT Placement Review
Category	College Review
Video Link	YouTube
College Tag	MAIT

Videos appear on relevant pages automatically.

---

## 9 Subscription Plan Manager

Admin should be able to create packages like:

Plan	Price
------	-------

---

Basic ₹99

---

Pro ₹299

---

Premium ₹999

#### Plan permissions:

Feature	Basic	Pro	Premium
Cutoff Charts	✓	✓	✓
Predictor Tool		✓	✓
Choice Filling AI		✓	✓
Counsellor Call			✓

## 10 Lead Management CRM

Every student who enters phone number should appear here.

#### Fields:

Name	Rank	Course	Status
Rahul	34k	BTech	New
Aman	12k	BBA	Contacted

#### Status options:

- New lead
- Interested

- interested
- Converted
- Not interested

Your team can call and convert leads.

---

## **1 1** Blog / SEO Content Manager

You will need **hundreds of SEO pages.**

Examples:

IPU BTech Cutoff 2025  
Top IPU Colleges for BBA  
IPU Counselling Process  
MAIT Placement Report

Admin panel should allow:

- adding articles
  - editing
  - SEO meta tags
- 

## **1 2** Notification System

Admin can push notifications like:

Round 1 result declared  
Choice filling closing tomorrow  
New cutoff trends available

These show in:

- dashboard
- email
- WhatsApp

---

## 1 3 Revenue Dashboard

Track earnings:

Date	Revenue
10 June	₹12,500
11 June	₹8,200

Sources:

- subscriptions
- counselling calls
- partner colleges

---

## The Final System Architecture

Your portal becomes:

Student Dashboard  
+  
AI Predictor  
+  
Choice Filling Engine  
+  
Counselling CRM  
+  
Admin Control Panel

This is basically a **complete counselling SaaS platform.**

---

## Next Blueprint (Extremely Powerful)

Next I can show you something **very few people understand** but it can make your portal dominate Google.


## **SEO Architecture for the Entire IPU Portal**

This will generate **50,000–1,00,000 organic visitors every month**.

It includes:

- 300+ SEO pages
- automatic college pages
- predictor landing pages
- blog strategy

This is how portals like **CollegeDunia**, **Shiksha**, **Careers360** and **Next** get massive traffic.

Now we move to one of the **most important** If you want, I will show the **complete SEO page blueprints for your portal's success** — the **SEO structure** for your portal.  **Traffic Architecture**.

Big education portals like **CollegeDunia**, **Shiksha**, and **Careers360** get **most of their users from Google search**.

If you build this correctly for **Guru Gobind Singh Indraprastha University** counselling, you can attract **tens of thousands of students every year** for free.

---

## **1 2 Complete SEO Architecture for Your IPU Portal**

Your portal should automatically generate **hundreds of SEO pages**

**HUNDREDS OF SEO pages.**

These pages will target **different search intents of students.**

---

## **1 College Pages (Very High Traffic)**

Each college should have a dedicated page.

Example URLs:

```
/ipu-colleges/mait  
/ipu-colleges/msit  
/ipu-colleges/bvcoe  
/ipu-colleges/adgitm
```

Page sections:

- college overview
- ranking
- fee structure
- placements
- hostel
- cutoff trends
- seat matrix
- campus facilities
- admission process

SEO keywords example:

```
MAIT IPU admission  
MAIT cutoff  
MAIT placement  
MAIT fees
```

These pages can bring **thousands of searches per month**

per month.

---

## 2 Course Pages

Example:

```
/ipu-courses/btech  
/ipu-courses/bba  
/ipu-courses/bca  
/ipu-courses/ba-11b
```

Content sections:

- course overview
- eligibility
- entrance exam
- colleges offering the course
- expected cutoff
- placement opportunities

Example keyword:

```
IPU BTech admission  
IPU BBA colleges
```

---

## 3 Cutoff Pages (Highest Traffic Pages)

Students search cutoff every year.

Example pages:

```
/ipu-cutoff-2025  
/ipu-btech-cutoff  
/ipu-mait-cutoff
```

You should also create **branch-wise pages**:

```
/ipu-mait-cse-cutoff  
/ipu-msit-it-cutoff
```

Content:

- round-wise cutoff
- year comparison chart
- trend analysis
- predicted cutoff

This type of page can go **viral during counselling season.**

---

## 4 Rank vs College Pages

Example:

```
/ipu-rank-vs-college  
/ipu-20000-rank-colleges  
/ipu-30000-rank-colleges
```

Students often search:

```
Colleges for 20000 rank in IPU
```

You can generate **hundreds of pages automatically.**

Example:

Rank

Page

---

5000	/ipu-5000-rank-colleges
10000	/ipu-10000-rank-colleges
20000	/ipu-20000-rank-colleges

Each page recommends colleges.

This drives **massive SEO traffic**.

---

## 5 Counselling Process Pages

Example URLs:

```
/ipu-counselling-process  
/ipucet-counselling-guide  
/ipucet-choice-filling
```

Content sections:

- registration steps
- document verification
- seat allotment process
- fee payment
- spot round process

These are **high trust pages**.

---

## 6 College Comparison Pages

Example:

```
/mait-vs-msit  
/msit-vs-bvcoe  
/mait-vs-bvcoe
```

Students love comparison pages.

Comparison table example:

Feature	MAIT	MSIT
Fees	₹1.6L	₹1.4L
Placement	8 LPA	7.5 LPA
Campus	Large	Medium

These pages convert **very well**.

## 7 Blog Content Strategy

Create **informational blog posts**.

Examples:

Top 10 IPU BTech Colleges  
Best IPU Colleges for BBA  
IPU Counselling Mistakes to Avoid  
IPU Spot Round Guide

Blog helps your website rank for **long-tail keywords**.

## 8 Video SEO Pages

Since you plan **small videos**, embed them in pages.

Example pages:

MAIT College Review Video  
IPU Counselling Explained

IPU COUNSELLING EXPLAINED  
IPU Cutoff Trends Explained

Videos increase:

- engagement
  - time on page
  - ranking
- 

## 9 Automated Page Generation

Your database will automatically generate pages.

Example:

If database contains:

College: MAIT  
Branch: CSE  
Year: 2024

System auto-creates page:

/ipu-mait-cse-cutoff-2024

This creates **hundreds of SEO pages automatically.**

---

## 10 Internal Linking Strategy

Every page should link to others.

Example:

MAIT page links to:

- MAIT cutoff
- MAIT placements

- MAIT placements
- MAIT fees
- MAIT predictor page

This improves SEO power.

---

## Expected Traffic Potential

If executed properly:

Page Type	Pages	Avg Traffic
College pages	40	1k each
Cutoff pages	150	2k each
Rank pages	200	800 each
Blog posts	100	500 each

Total potential traffic:

50,000 – 1,50,000 monthly visitors

During counselling season it can **explode**.

---

## Traffic → Revenue Flow

SEO traffic comes to:

Cutoff page  
↓  
Predictor tool  
↓  
Dashboard signup  
↓  
Paid package

This is the **growth engine** of the portal.

---

## Next Blueprint (Extremely Important)

Next I can show you something that **most people miss but it makes portals addictive:**

### Notification + Alert System for Counselling

Students will get alerts like:

- cutoff released
- round result declared
- seat availability
- deadline reminders

This keeps students **coming back daily to your portal.**

It massively increases **conversion and retention.**

Next

Now we move to another **very powerful blueprint** that will make your portal feel **alive and addictive for students** during the counselling season of Guru Gobind Singh Indraprastha University.

This system ensures students **keep returning to your website every day.**

---

## 1 3 Notification + Counselling Alert System

During counselling, students constantly worry about:

- result announcements
- cutoff releases
- seat availability
- choice filling deadlines

If your portal sends **real-time alerts**, students will rely on your portal more than official sites.


---

## 1 Types of Notifications


Your portal should support **4 types of alerts**.

### 1 Website Dashboard Notifications

Inside the student dashboard show alerts like:

 Round 1 seat allotment result declared  
Check your college prediction update.

or

 Choice filling closing in 12 hours.

This increases **dashboard engagement**.

---

## 2 WhatsApp Alerts (Very Powerful)

Students trust WhatsApp more than email.

## Example messages:

IPU ALERT 🚨

Round 2 cutoff released.

MAIT CSE closing rank:  
3,215

Check full analysis here:  
[link]

## Another example:

⚠️ Last date for choice filling today.

Don't miss your chance.

Check recommended choices here.

These alerts bring **instant traffic**.

---

## 3 Email Alerts

### Example email subjects:

Round 1 IPU Cutoff Released – Check Now  
Your College Chances Updated  
IPU Counselling Deadline Tomorrow

### Emails should include:

- cutoff charts
  - college prediction updates
  - link to dashboard
- 

## 4 Browser Push Notifications

If a student allows browser notifications:

Example alert:

Round 3 seat allotment declared.  
Check your results.

This brings students back even when they are not visiting your website.

---

## 2 Personalized Alerts (Huge Conversion Tool)

Use the student's profile data.

Example student profile:

Rank: 28,000  
Course: BTech  
Category: General  
Quota: Delhi

Your system can send alerts like:

Good news!

Your rank range may get MSIT IT in Round 2  
Check updated prediction.

This feels **very personalized**.

---

## 3 Seat Movement Alerts

If cutoff drops:

Example:

MAIT IT cutoff dropped by 900 ranks in Rou

Your chances increased.


Students will immediately open the portal.

---

## 4 Choice Filling Reminder System

During counselling, students forget deadlines.

Send reminders like:

 Choice filling closes in 24 hours.

Then:

 Choice filling closes in 6 hours.

Then:

 Last chance to modify choices.


These reminders can convert **free users** → **paid users**.

---

## 5 Smart Dashboard Alerts

Inside dashboard show **AI suggestions**.

Example:

 You added only 10 colleges in choice li

Recommended: add 20+ colleges for safety.

or

 Seats in MSIT IT filling fast.  
Add it to your choice list now

ADD IT TO YOUR CHOICE LIST NOW.

These alerts push students toward your **choice filling tool**.

---

## 6 Notification Admin Panel

Your admin panel should allow you to send alerts.

Fields:

Field	Example
Title	Round 2 Cutoff Released
Type	WhatsApp
Target	All BTech Students
Link	cutoff page

You should also be able to target:

- BTech students only
  - BBA students only
  - specific rank ranges
- 

## 7 Counselling Timeline Tracker

Add a **timeline widget** on the dashboard.

Example:

Event	Status
-------	--------

---

Registration Completed

---

Choice Filling Live

---

Round 1 Result Upcoming

---

Round 2 Result Pending

Students will check this **daily**.

---

## 8 Real-Time Cutoff Update Alerts

When cutoff is uploaded to your database:

System automatically sends:

New cutoff data uploaded for Round 2.

Students love **instant updates**.

---

## 9 "Chances Increased" Alerts

If seat matrix increases:

Example alert:

Seat increase in BVCOE CSE.

Your chances improved by 15%.

Students will rush to check prediction.

---

## 10 Engagement Loop

This system creates a **loop**.

```
Alert received
↓
Student opens portal
↓
Checks prediction
↓
Sees locked feature
↓
Buys subscription
```

This is how big portals convert traffic.

---

## Next Blueprint (Extremely Powerful)

Now I can show something **very few counselling portals implement** but it can make your portal **10x more powerful**:

### AI Counsellor Chatbot

Students can ask questions like:

```
Can I get MAIT with 20k rank?
Is MSIT better than BVCOE?
What colleges should I add?
```

The bot will answer using **your cutoff database and prediction system**.

It becomes a **24/7 virtual counsellor**.

If you want, I can also show a **complete architecture of the AI counsellor system**.

Next

Now we move to one of the **most powerful systems of your entire portal** — the feature that will truly make it feel like a **digital counsellor instead of just a website**.

This is the **AI Counsellor System** for admissions to Guru Gobind Singh Indraprastha University.

---

## **1 4 AI Counsellor Chatbot System**

This feature allows students to **ask questions just like they would ask a real consultant**.

Instead of calling a counselling agent, the student can ask the portal directly.

Example questions students ask:

Can I get MAIT with 25k rank?  
Which college is better MAIT or MSIT?  
What should be my first choice?  
How many colleges should I add?  
Is BVCOE good for CSE?

Your AI bot will answer **using your database**.

---

## **1 Chatbot Interface**

Place chatbot at the **bottom-right corner of your portal.**

Label example:

Ask IPU Counsellor AI

When student clicks:

Hi 🙌  
I'm your IPU Counselling Assistant.

Ask me anything about:

- colleges
- cutoff
- rank prediction
- counselling process

---

## 2 AI Data Sources

The chatbot should use **3 main data sources.**

### 1 College Database

Information about:

- fees
- placements
- campus
- facilities

Example question:

Is MAIT good for CSE?

Bot answer:

MAIT offers strong placements for CSE with average packages around 7-8 LPA

average packages around 7-8 LPA.

It is considered one of the top colleges under IPU for engineering.

---

## 2 Cutoff Database

Example question:

Can I get MSIT IT with 28k rank?

Bot checks cutoff history.

Example reply:

MSIT IT closing rank last year was 27,900.

Your chances are moderate.

You should also consider:

- BVCOE CSE
  - ADGITM CSE
- 

## 3 Predictor Engine

Example question:

What colleges can I get with 35k rank?

Bot runs predictor algorithm.

Reply example:

Possible colleges for your rank:

BVCOE – CSE (Good chance)  
ADGITM – CSE (Very high chance)  
GTBIT – CSE (Safe)

You can check full prediction here.

Link goes to **paid predictor tool**.

---

### **3 Guided Counselling Mode**

Bot can guide students step by step.

Example conversation:

Bot:  
What is your rank?

Student:  
24,500

Bot:  
Which course?

Student:  
BTech

Bot:  
Category?

Student:  
General

Bot then gives:

Your predicted colleges:

MAIT IT – Possible  
MSIT IT – Risky  
BVCOE CSE – Safe

This feels like **real counselling**.

---

## 4 Smart Upsell Inside Chat

Example:

Want the best choice filling order  
for your rank?

Unlock AI Choice Filling Tool.

Button:

Upgrade to Pro Plan

This converts chat users → paid users.

---

## 5 Counselling Mistake Detector

Example student message:

I added only 8 colleges in choice list.

Bot replies:

Warning ⚠

Students with your rank usually add  
20–25 choices for safety.

Consider adding more colleges.

Students trust this advice.

---

## 6 College Comparison via AI

Example question:

MAIT vs MSIT for CSE?

Bot shows comparison:

Feature	MAIT	MSIT
Placement	8 LPA avg	7.5 LPA avg
Campus	Larger	Medium
Cutoff	Higher	Slightly lower

This saves students **hours of research**.

## 7 Document Guidance

Example question:

What documents are required for counselling

Bot replies:

Required documents:

- Rank card
- Class 10 marksheet
- Class 12 marksheet
- Category certificate (if applicable)
- ID proof

## 8 Counselling Timeline Guidance

Example:

When will round 2 start?

Bot checks your timeline database.

Reply:

Round 2 counselling is expected to start next week.

You will receive an alert once it begins.

---

## 9 Voice Chat (Future Upgrade)

Later you can add **voice interaction**.

Student speaks:

Which college should I choose?

Bot replies with voice.

This makes your portal **next level**.

---

## 10 AI Counsellor Learning System

Every chat question should be saved.

Table example:

Question	Frequency
MAIT vs MSIT	230
Colleges for 30k rank	190
IPU counselling dates	160

This tells you:

- what students care about
- what pages to create

- what pages to create
- 

## Portal Evolution

After all these modules your portal becomes:

Information Portal  
+  
AI Predictor  
+  
Choice Filling Tool  
+  
AI Counsellor  
+  
Counselling CRM

Basically a **complete automated counselling platform.**

---

## Next Blueprint (This Can Make You Serious Money)

The next thing I can show is something **most counselling portals hide carefully.**

### College Lead Monetization System

This is how portals earn money from colleges by sending **qualified admission leads.**

Big portals like

CollegeDunia and Shiksha make **crores every year** using this system.

If you want, I can show the **complete lead monetization model for your portal.**

Please make a downloadable pdf like a ebook page wise seperate them

I've created your **downloadable eBook-style PDF** with the portal blueprint separated into pages.

You can download it here:

[Download the PDF](#)

The PDF currently includes page-wise sections:

1. Introduction
2. Database Architecture
3. Student Dashboard
4. Choice Filling AI System
5. Rank vs College Predictor
6. Admin Panel Control System
7. SEO Traffic Architecture
8. Notification & Alert System
9. AI Counsellor Chatbot
10. Monetization Strategy

If you want, I can also create a **much bigger professional version (40–60 pages)** with:

- Complete **database schema diagrams**
- **Choice filling algorithm flowchart**
- **Student dashboard wireframe**
- **Admin panel UI layout**
- **SEO page structure (300+ pages)**

- **SEO page structure (300+ pages)**
- **Revenue model and pricing strategy**
- **Lead funnel diagrams**

That version will look like a **proper startup blueprint / investor document for your IPU counselling portal**.

plzz make it

I've created the **large eBook-style blueprint (~45 pages)** for your counselling portal.

Download it here:

**[Download the Master Blueprint PDF](#)**

This PDF includes page-wise sections like:

- **Portal Vision & Architecture**
- **Complete Database Structure**
- **Student Dashboard System**
- **Choice Filling AI Algorithm**
- **Rank vs College Predictor**
- **Admin Panel Structure**
- **SEO Traffic Architecture**
- **Notification & Alert System**
- **AI Counsellor Chatbot**
- **Lead Monetization Model**
- **Revenue Strategy**

If you want, I can also create a **next-level version (70–100 pages)** that includes:

- **System architecture diagrams**

- **Database ER diagrams**
- **Student dashboard UI wireframes**
- **Admin panel UI mockups**
- **Choice filling algorithm flowcharts**
- **Complete SEO page map (300+ pages)**
- **Startup growth roadmap**

That version would look like a **real startup product blueprint for your IPU counselling platform.**

I want all information that you have provided for making the complete portal in a downloadable format so that i can download and give it to my digital marketing team

I've created a **complete downloadable document for your digital marketing / development team** containing the entire portal blueprint.

Download it here:

**[Download the Full Portal Blueprint DOCX](#)**

This document includes:


### **Sections inside the file**

- 1. Project Vision**
- 2. Core Features for the Portal**
- 3. Full System Modules**
- 4. Complete Database Architecture**
- 5. College Database Structure**

5. College Database Structure
6. Course & Branch Tables
7. Cutoff History System
8. Seat Matrix Structure
9. Placement Database
10. Student Dashboard Structure
11. Choice Filling AI Logic
12. Rank vs College Predictor
13. Admin Panel Modules
14. Video Content System
15. Subscription Packages
16. SEO Traffic Strategy
17. High-Traffic Page Types
18. Notification & Alert System
19. Counselling Timeline Tracker
20. AI Counsellor Chatbot
21. Lead Generation System
22. Revenue Models
23. Growth Strategy

Your **digital marketing team, developers, and designers can directly read this and start building the portal.**

---

 If you want, I can also prepare **3 more extremely useful files for your team:**

- 1 Complete Website Sitemap (300+ pages structure)**
- 2 Database ER Diagram + Table relationships**
- 3 UI Wireframes for Dashboard, Predictor, Admin Panel**

These will make it **much easier for developers to build the portal quickly**

**build the portal quickly.**