

CASE STUDY

Mjolniir x Univisory

Built To Align AI Visibility With Commercial Demand

A custom 30-day deployment combining AEO foundations, Google Search, Meta demand capture, GA4 movement, and observed commercial AI visibility.

RESULTS SNAPSHOT
+108.3%

Active users

+109.6%

New users

+114.4%

Page views

+144.8%

Engagement events

+53.2%

Form starts

+9.5%

Form submissions

763

Organic Search sessions

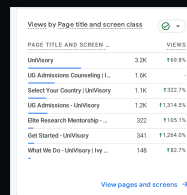
~1K

Paid Social sessions

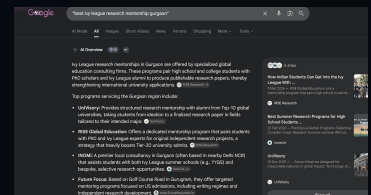
1.1K

Paid Search sessions

PROOF SNIPPETS

GA4 top-line movement


PAGE TITLE AND SCREEN CLASS	VIEWS
Univisory	3.2K
US Admissions Counseling (Landing Page)	1.6K
Select Your Country (Univisory)	1.1K
US Admissions - Univisory	1.2K
Elite Research Mentorship - Univisory	322
Get Started - Univisory	341
What We Do - Univisory	148

Commercial page movement

Commercial AI visibility

Movement reflects a combined pilot environment: AEO foundation work, Google Search, Meta demand capture, commercial page improvements, and enquiry-path optimisation during the deployment window.

NARRATIVE SETUP

Strong Credentials. Scattered Digital Evidence.

Univisory had the real-life credibility to compete in premium admissions. The digital evidence around that credibility needed stronger connection.

The brand had specialist knowledge, strong programmes, founder-led expertise, review proof, social presence, and offers aligned with what high-intent families were searching for.

The problem was connection.

Its digital evidence was scattered across website pages, profiles, reviews, content, and social surfaces. Google and AI Search needed a clearer way to connect the brand, its official profiles, its offers, its proof, and its commercial pages into one trusted entity.

That was the core signal gap. Univisory needed to make its credibility easier to read, verify, and act on.

GOOGLE AND AI SEARCH NEEDED STRONGER EVIDENCE TO UNDERSTAND

who Univisory is

which official profiles belong to the brand

which offers belong to the brand

which proof supports those offers

which pages carry commercial meaning

which next step buyers should take

COMMERCIAL PAGE REBUILD

Commercial Pages Became Landing Pages

Mjolniir reworked Univisory's UG Admissions and Elite Research Mentorship pages as commercial landing pages for parents, search systems, and paid traffic from Google Search and Meta.

Offer hierarchy

Sharpened what each programme is, who it is for, and why it matters.

Direct response copy

Removed vague admissions language and led with clearer outcomes and proof.

CTA positioning

Made the next step more obvious across key service and enquiry pages.

Detailed FAQs

Added structured answers around buyer questions and admissions objections.

Programme routing

Clarified how UG Admissions, Theoria, and Elite Research Mentorship connect.

Demand capture readiness

Made pages stronger destinations for Google Search and Meta traffic.

Answer-Ready Assets pillar applied: Buyer Question Coverage, Answer Structure, Comparison Readiness, Proof-Backed Claims, and Retrieval-Friendly Formatting.

The result: stronger AEO and demand-capture assets.

30-DAY PILOT EXECUTION

AEO Foundation + Paid Demand Capture

This was an execution of the Mjolniir 30-Day Pilot: a focused deployment combining AEO foundation work with live paid demand capture.

Mjolniir strengthened the layers Google and AI Search use to understand Univisory, while Google Search and Meta captured active market demand during the pilot window.

Google Search

Captured high-intent admissions and research-mentorship searches.

Meta

Generated and recaptured paid-social attention.

AEO Foundation

Improved the environment that demand landed on: service pages, proof, routing, FAQs, CTAs, and enquiry paths.

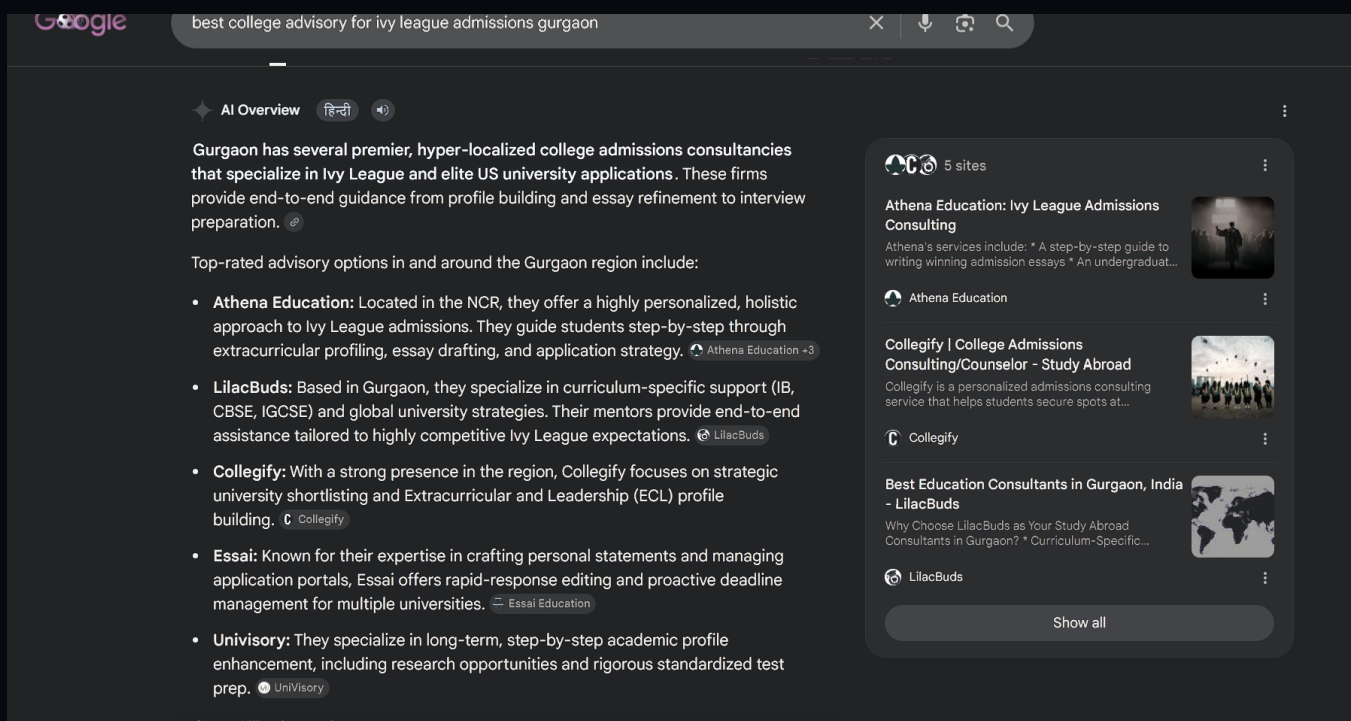
The goal was one connected system.

AI visibility, paid acquisition, commercial pages, and enquiry-path signals moving together.

CATEGORY VISIBILITY

Category Visibility

Query: best college advisory for Ivy League admissions Gurgaon



The screenshot shows a Google search interface with the query "best college advisory for ivy league admissions gurgaon". The AI Overview section provides a summary of the search results, stating that Gurgaon has several premier, hyper-localized college admissions consultancies. It lists five top-rated advisory options: Athena Education, LilacBuds, Collegify, Essai, and UniVisory. Each option is described with its location, services, and contact information. To the right of the AI Overview, there is a list of five sites, including Athena Education, Collegify, and LilacBuds, each with a brief description and a "Show all" button at the bottom.

AI Overview हिन्दी

Gurgaon has several premier, hyper-localized college admissions consultancies that specialize in Ivy League and elite US university applications. These firms provide end-to-end guidance from profile building and essay refinement to interview preparation.

Top-rated advisory options in and around the Gurgaon region include:

- Athena Education:** Located in the NCR, they offer a highly personalized, holistic approach to Ivy League admissions. They guide students step-by-step through extracurricular profiling, essay drafting, and application strategy. [Athena Education](#) -3
- LilacBuds:** Based in Gurgaon, they specialize in curriculum-specific support (IB, CBSE, IGCSE) and global university strategies. Their mentors provide end-to-end assistance tailored to highly competitive Ivy League expectations. [LilacBuds](#)
- Collegify:** With a strong presence in the region, Collegify focuses on strategic university shortlisting and Extracurricular and Leadership (ECL) profile building. [Collegify](#)
- Essai:** Known for their expertise in crafting personal statements and managing application portals, Essai offers rapid-response editing and proactive deadline management for multiple universities. [Essai Education](#)
- UniVisory:** They specialize in long-term, step-by-step academic profile enhancement, including research opportunities and rigorous standardized test prep. [UniVisory](#)

If you'd like, let me know...

5 sites

- Athena Education: Ivy League Admissions Consulting**
Athena's services include: * A step-by-step guide to writing winning admission essays * An undergraduat...
- Collegify | College Admissions Consulting/Counselor - Study Abroad**
Collegify is a personalized admissions consulting service that helps students secure spots at...
- Best Education Consultants in Gurgaon, India - LilacBuds**
Why Choose LilacBuds as Your Study Abroad Consultants in Gurgaon? * Curriculum-Specific...
- LilacBuds**

Show all

Observed Google AI Overview evidence

Commercial meaning: Univisory appeared in a commercial advisory answer set where parents and students could compare Ivy League admissions providers in Gurgaon.

AI Overview results are dynamic. Screenshots are used as observed visibility evidence rather than permanent placement claims.

ADMISSIONS MENTORSHIP VISIBILITY

Admissions Mentorship Visibility

Query: best mentorship for Ivy League admissions Gurugram

Google

best mentorship for ivy league admissions gurugram

AI Mode

All

Short videos

News

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AI Overview

हिन्दी

Top-rated mentorship for Ivy League admissions in Gurugram includes **specialized firms focusing on high-impact profile building, essay editing, and early strategy**. Leading providers with strong local presence include [Athena Education](#), [UniVisory](#), and [Ivy League Consultants India](#). These consultancies offer personalized, end-to-end guidance to navigate highly competitive admissions. [Athena Education](#) +4

Top Ivy League Admissions Mentors in Gurugram:

- Athena Education:** Located in Gurugram, they offer tailored 1-on-1 mentorship, focusing on building a unique, narrative-driven profile rather than just filling activity lists. Their approach includes professional editorial support for essays and, recently, guidance from a former Harvard Admissions Committee member.
- UniVisory:** Specializes in UG admissions for Top 15 universities, offering comprehensive 1-on-1 mentoring, portfolio development for creative fields, and in-depth interview preparation with over 1,000+ curated questions.
- Ivy League Consultants India:** Based near DLF Golf Course Road, they offer personalized counseling with a high focus on competitive strategy, led by experts like Pankaj Jha.
- Crimson Education:** Provides global expertise with local support in India, featuring former Ivy League admission officers and specialized capstone project mentors to help students build research-backed profiles.
- Ethos Education:** Offers comprehensive services from profile evaluation and skill development (SAT/ACT/ELTS) to final application strategy, catering specifically to international top university goals. [Athena Education](#) +6

Athena Education: Ivy League Admissions Consulting

See More! Follow on Instagram. EVERYTHING CLEAR? FAQs. Preparing an application suited...

Athena Education

It has become a trend in Gurgaon —joining NGOs after 8th ...

10 Apr 2026 — It has become a trend...

Instagram · Mic Pe Milenge

Ivy League dream enablers - EducationWorld

10 Aug 2023 — Direct talk. "Athena Education's USP is our expertise to empower students to transcend their school...

EducationWorld

Show all

Observed Google AI Overview evidence

Commercial meaning: Univisory appeared in a buyer-intent admissions mentorship query, extending visibility beyond research-only searches.

AI Overview results are dynamic. Screenshots are used as observed visibility evidence rather than permanent placement claims.

RESEARCH MENTORSHIP VISIBILITY

Research Mentorship Visibility

Query: best Ivy League research mentorship Gurgaon

The screenshot shows a Google search interface with the query "best ivy league research mentorship gurgaon". The AI Overview section provides a summary of research mentorships in Gurgaon, mentioning specialized global education consulting firms that pair high school and college students with PhD scholars and Ivy League alumni. It lists top programs: UniVisory, RISE Global Education, INOMi, and Future Focus. To the right, a list of 5 sites is shown, including "How Indian Students Can Get Into the Ivy League With ..." by RISE Research and "Best Summer Research Programs for High School Students ..." by UniVisory.

Google "best ivy league research mentorship gurgaon"

AI Mode **All** Images Short videos News Forums Shopping More Tools

AI Overview हिन्दी

Ivy League research mentorships in Gurgaon are offered by specialized global education consulting firms. These programs pair high school and college students with PhD scholars and Ivy League alumni to produce publishable research papers, thereby strengthening international university applications. RISE Research +1

Top programs servicing the Gurgaon region include:

- **UniVisory:** Provides structured research mentorship with alumni from Top-10 global universities, taking students from ideation to a finalized research paper in fields tailored to their intended major. UniVisory
- **RISE Global Education:** Offers a dedicated mentorship program that pairs students with PhD and Ivy League experts for original independent research projects, a strategy that heavily boosts Tier-20 university admits. RISE Research
- **INOMi:** A premier local consultancy in Gurgaon (often based in nearby Delhi NCR) that assists students with both Ivy League summer schools (e.g., YGS) and bespoke, selective research opportunities. inomii.in +2
- **Future Focus:** Based on Golf Course Road in Gurugram, they offer targeted mentoring programs focused on US admissions, including writing regimes and independent research development. www.futurefocusedu.in

5 sites

How Indian Students Can Get Into the Ivy League With ...
9 Mar 2026 — RISE Global Education runs a mentorship program that pairs high school students...

RISE Research

Best Summer Research Programs for High School Students ...
22 Feb 2026 — Prestigious Global Programs (Selective; Consider Visas). Research Science Institute (RSI) at...

inomii.in

UniVisory
15 Dec 2025 — ... Social initiatives designed for measurable national or global impact; Technology an...

UniVisory

Show all

Observed Google AI Overview evidence

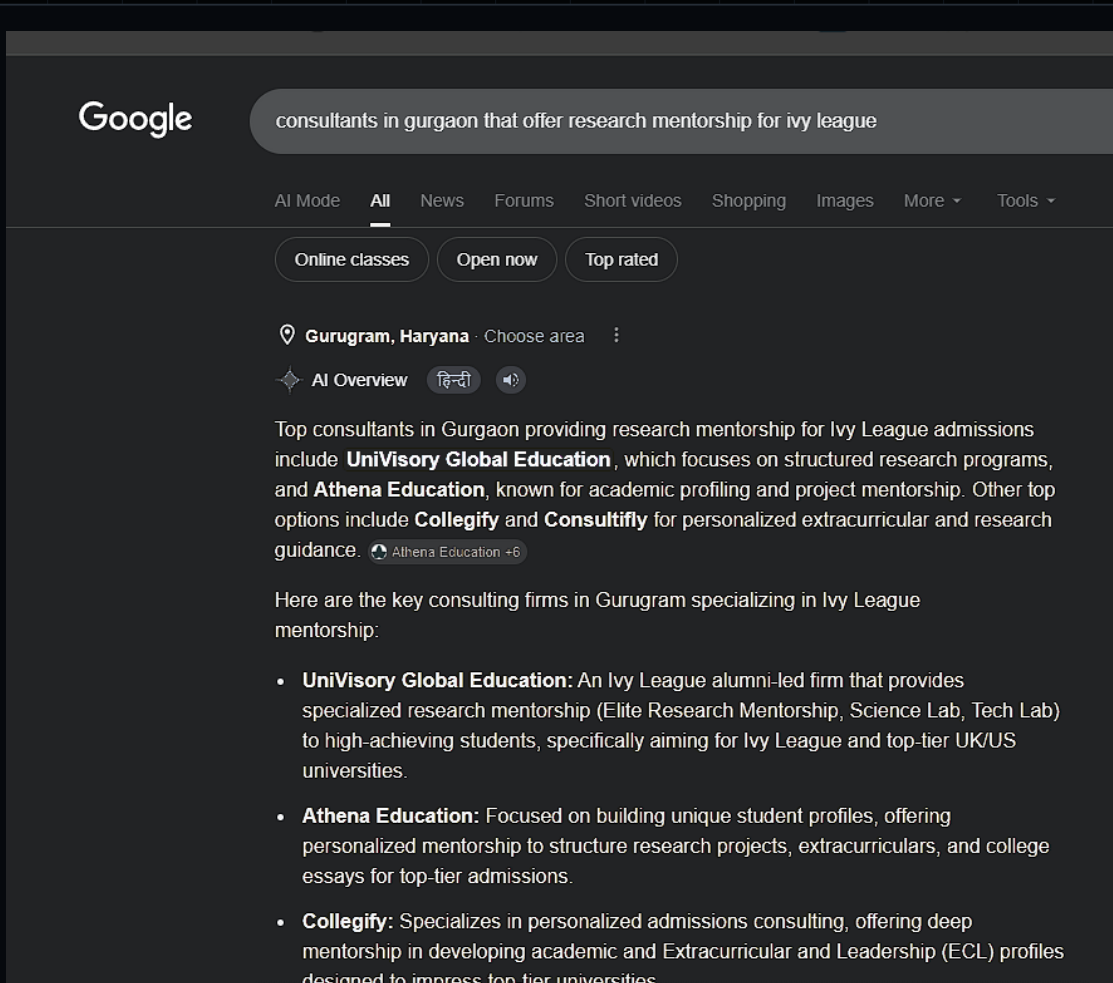
Commercial meaning: Univisory appeared in an AI answer set tied directly to research mentorship, a commercially meaningful offer category.

AI Overview results are dynamic. Screenshots are used as observed visibility evidence rather than permanent placement claims.

CONSULTANCY + OFFER VISIBILITY

Consultancy + Offer Visibility

Query: consultants in Gurgaon that offer research mentorship for Ivy League



The screenshot shows a Google search interface with the query "consultants in gurgaon that offer research mentorship for ivy league". The search results are filtered by "All" mode. The location is set to "Gurugram, Haryana". The AI Overview section provides a summary of top consultants, including UniVisory Global Education, Athena Education, Collegify, and Consultify. It also lists key consulting firms in Gurugram specializing in Ivy League mentorship.

Google consultants in gurgaon that offer research mentorship for ivy league

AI Mode **All** News Forums Short videos Shopping Images More ▾ Tools ▾

Online classes Open now Top rated

📍 Gurugram, Haryana · Choose area ⋮

🌟 AI Overview हिन्दी 🔊

Top consultants in Gurgaon providing research mentorship for Ivy League admissions include **UniVisory Global Education**, which focuses on structured research programs, and **Athena Education**, known for academic profiling and project mentorship. Other top options include **Collegify** and **Consultify** for personalized extracurricular and research guidance. 📍 Athena Education +6

Here are the key consulting firms in Gurugram specializing in Ivy League mentorship:

- **UniVisory Global Education:** An Ivy League alumni-led firm that provides specialized research mentorship (Elite Research Mentorship, Science Lab, Tech Lab) to high-achieving students, specifically aiming for Ivy League and top-tier UK/US universities.
- **Athena Education:** Focused on building unique student profiles, offering personalized mentorship to structure research projects, extracurriculars, and college essays for top-tier admissions.
- **Collegify:** Specializes in personalized admissions consulting, offering deep mentorship in developing academic and Extracurricular and Leadership (ECL) profiles designed to impress top-tier universities.

Observed Google AI Overview evidence

Commercial meaning: The query combines provider type, location, and Ivy League research mentorship intent, connecting Univisory to both consultancy and offer visibility.

AI Overview results are dynamic. Screenshots are used as observed visibility evidence rather than permanent placement claims.

PRODUCT-LEVEL VISIBILITY

Product-Level Visibility

Query: Scopus-grade research mentorship high school students Gurugram

The screenshot shows a Google search interface with the query "scopus grade research mentorship high school students gurugram". The AI Overview section provides a summary of high-schoolers in Gurugram seeking Scopus-grade research mentorship, mentioning programs like Theoria Elite Research Mentorship, RISE Research, and Polygence. It also lists top Scopus-grade research programs for high school students, including Theoria - Elite Research Mentorship (UniVisory), RISE Research, Polygence Core, and Discover Research Program. Local initiatives and partnerships in Gurugram are also mentioned, such as Vita Nova Educators. On the right, a carousel of featured results includes "Best Summer Research Programs for High School Students 2026", "Elite Research Mentorship - UniVisory", and "5 Research Programs For High School Students in India".

Google

scopus grade research mentorship high school students gurugram

AI Mode **All** Images News Videos Forums Shopping More Tools

AI Overview हिन्दी

High-schoolers in Gurugram seeking Scopus-grade research mentorship can access elite online programs to produce, write, and publish high-quality research. Top options include [Theoria Elite Research Mentorship \(14-16 weeks for publication-ready work\)](#), [RISE Research \(1-on-1 with global PhDs\)](#), and [Polygence \(expert mentor matching\)](#). UniVisory +2

Top Scopus-Grade Research Programs for High School Students

- **Theoria - Elite Research Mentorship (UniVisory):** Focuses on creating "Scopus-ready" research, guiding students from topic selection to manuscript writing.
- **RISE Research:** Offers one-on-one mentorship with top university professors (PhD mentors) suitable for STEM and non-STEM, producing research papers.
- **Polygence Core:** An online program matching students with mentors to complete research projects.
- **Discover Research Program:** A virtual program matching students with PhD candidates for personalized mentorship and report writing. UniVisory +4

Local Initiatives & Partnerships in Gurugram

- **Vita Nova Educators:** Collaborates with Gurgaon schools (e.g., St. Xavier High School, Sectors 49 & 89) to offer research and academic programs.

Ask anything

Best Summer Research Programs for High School Students 2026
22 Feb 2026 — Research programs can help high schoolers develop skills that are important for colleg...

Elite Research Mentorship - UniVisory
Theoria's Elite Research Mentorship Program is a 14 to 16-week program that helps students create Scopus...

5 Research Programs For High School Students in India
17 Apr 2026 — Polygence Core is an online research program that connects motivated high school...

Show all

Observed Google AI Overview evidence

Commercial meaning: AI Search connected Theoria / Elite Research Mentorship to specialised research-led admissions support.

AI Overview results are dynamic. Screenshots are used as observed visibility evidence rather than permanent placement claims.

PRODUCT-LEVEL RESEARCH SUPPORT

Product-Level Research Support

Query: academic research papers writing mentorship for Ivy League Gurugram

The screenshot shows a Google search interface with the query "academic research papers writing mentorship for ivy league gurugram". The AI Overview section provides a summary of the search results, highlighting that academic research paper writing mentorship in Gurugram helps high school students build Ivy League-caliber profiles through 1:1 guidance from PhD/expert mentors. It lists several key options: UniVisory's Theoria, RISE Research, Ivy Scholars, EduQuest, and Athena Education. Below this, a section titled "Top Research Mentorship Programs for Ivy League Admissions" lists six programs with their details. On the right, a carousel of related search results is shown, including "Athena Education: Ivy League Admissions Consulting", "How Indian Students Can Use Research to Strengthen Ivy ...", and "Research mentorship for business studies students".

Google academic research papers writing mentorship for ivy league gurugram

AI Mode **All** Images News Forums Short videos Videos More Tools

AI Overview हिन्दी

Academic research paper writing mentorship in Gurugram helps high school students build Ivy League-caliber profiles through 1:1 guidance from PhD/expert mentors. Programs focus on original research, structured drafting, and publication in journals to demonstrate intellectual curiosity. Key options include **UniVisory's Theoria**, **RISE Research**, **Ivy Scholars**, **EduQuest**, and **Athena Education**. [Athena Education](#) +5

Top Research Mentorship Programs for Ivy League Admissions

- **UniVisory (Theoria & Elite Research):** Offers 1:1 mentorship in STEM, Economics, and Humanities to produce high-quality, publishable papers.
- **RISE Research:** Connects students with PhD mentors for personalized research projects, specializing in fields like business and economics.
- **Ivy Scholars:** Provides 50 hours of 1:1 mentorship, pairing students with academic researchers over several months to build deep intellectual curiosity.
- **EduQuest:** Focuses on research drafting and publication services, suitable for high schoolers looking to enhance their profiles.
- **Athena Education:** Specializes in comprehensive Ivy League admissions consulting, including academic mentorship for essays and research projects.
- **Campus Call:** Offers tailored research paper mentorship focusing on methodology and publication standards. [Athena Education](#) +7

Ask anything

Athena Education: Ivy League Admissions Consulting
Athena has been really fundamental in my journey. More than that, I think they gave me this belief in...

How Indian Students Can Use Research to Strengthen Ivy ...
2 Nov 2025 — Final Thoughts. For Indian students aspiring to Ivy League universities, research is one of...

Research mentorship for business studies students
18 Mar 2026 — The Mentors Behind the Business Research RISE Research connects students with PhD...

Show all

Observed Google AI Overview evidence

Commercial meaning: Univisory's research-led offer stack appeared for a specialised paid advisory use case tied to elite admissions profiles.

AI Overview results are dynamic. Screenshots are used as observed visibility evidence rather than permanent placement claims.

GA4 MOVEMENT PROOF

Multi-Channel Movement Became Visible

GA4 showed movement across acquisition, engagement, page views, form behaviour, and channel



GA4 top-line movement: active users, new users, engagement time

5.3KActive users
+108.3%**5.2K**New users
+109.6%**9.7K**Page views
+114.4%**4.9K**Engagement events
+144.8%**118**Form starts
+53.2%**23**Form submissions
+0.5%

These gains reflect a combined pilot environment: AEO foundations, Google Search, Meta demand capture, commercial page improvements, and enquiry-path optimisation.

COMMERCIAL PAGE MOVEMENT

The Right Pages Moved

The strongest page-level gains appeared on pages that explain what Univisory sells, who it serves, and

Views by Page title and screen class



PAGE TITLE AND SCREEN ...		VIEWS
UniVisory	3.2K	↑ 69.8%
UG Admissions Counseling I...	1.6K	-
Select Your Country UniVisory	1.1K	↑ 322.7%
UG Admissions - UniVisory	1.2K	↑ 1,314.5%
Elite Research Mentorship - ...	322	↑ 105.1%
Get Started - UniVisory	341	↑ 1,264.0%
What We Do - UniVisory Ivy ...	148	↑ 82.7%

[View pages and screens →](#)

+1,314.5%

UG Admissions

+1,264.0%

Get Started

+322.7%

Select Your Country

+105.1%

Elite Research Mentorship

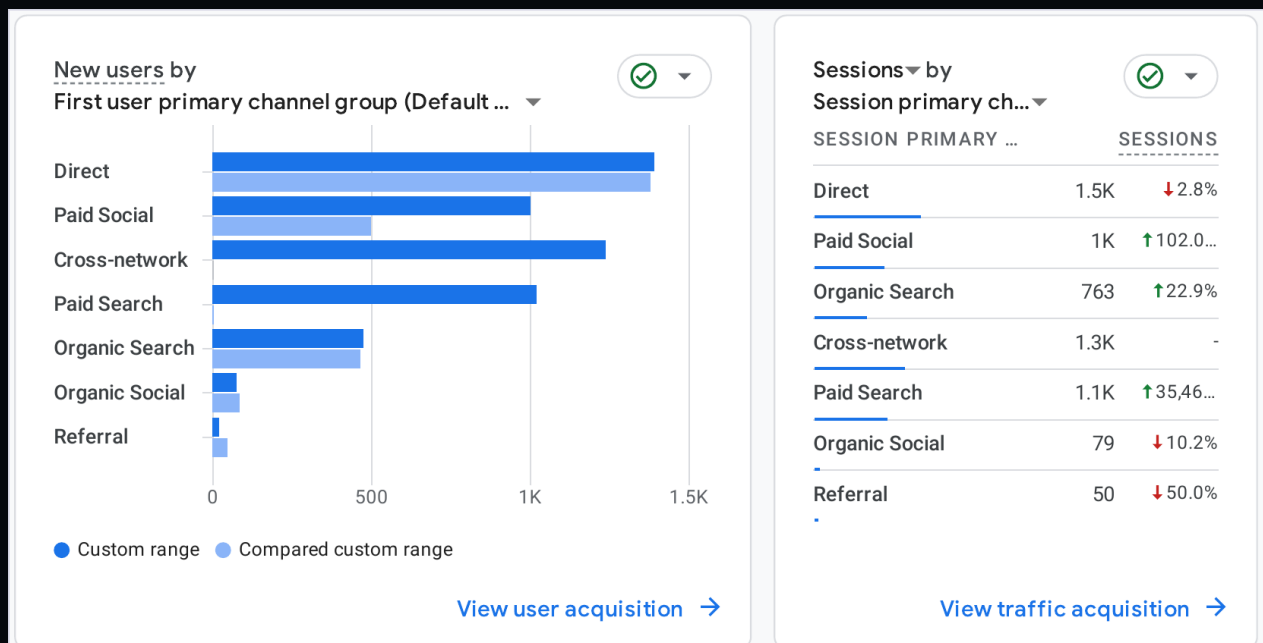
GA4: views by page title and screen class

Movement concentrated around offer, routing, and enquiry-path pages. That matters because this was commercial attention, not only informational traffic.

CHANNEL MOVEMENT PROOF

Paid And Organic Demand Moved Together

Google Search helped capture active intent. Meta supported paid-social demand. AEO improved the



GA4: channel movement across acquisition and traffic reports

763
Organic Search sessions

+22.9%

~1K
Paid Social sessions

+102.0%

1.1K
Paid Search sessions

active during window

Paid demand, organic visibility, AI readability, and buyer action paths began moving together.

WHY IT WORKED

The result should be read as system movement: a stronger commercial visibility system across brand, offers, proof, demand, and action paths.

Entity level

Univisory became easier to reconcile across website, official profiles, reviews, and social surfaces.

Offer level

Theoria, UG Admissions, E2E Admissions, and Elite Research Mentorship became easier to classify against buyer intent.

Proof level

Reviews, FAQs, programme pages, admissions content, and credibility signals became more connected to Univisory's claims.

Demand level

Google Search and Meta captured live market attention while the AEO foundation improved what that demand landed on.

The commercial story is the system: AI visibility, paid acquisition, commercial pages, and enquiry-path signals moving together.

WHAT THE DEPLOYMENT PROVED

Early Movement Across The Signals That Matter

The deployment showed meaningful early movement across the layers that matter before scaling content, paid acquisition, or full Growth Engine work.

Brand clarity

The brand became easier to connect across profiles, offers, proof, pages, and content.

Commercial pathways

Key service pages became more direct, clearer, and more action-ready.

Paid demand routing

Google Search and Meta demand landed on stronger offer environments.

Engagement signals

GA4 showed stronger behaviour across commercial pages and enquiry-path events.

Observed AI visibility

Univisory appeared across commercial-intent AI Overview query clusters.

Attribution discipline

The data shows early multi-channel pilot movement while avoiding permanent placement or full revenue-attribution claims.

THE MJOLNIIR TAKE

AI Visibility Becomes Valuable When It Connects To Demand

AEO rewards brands that are easier to understand, verify, and trust. Visibility becomes commercially useful when it connects to demand capture, proof, page clarity, action paths, and measurement.

Brand

one coherent admissions entity

Offers

Theoria, UG Admissions, E2E Admissions, Elite Research Mentorship

Proof

reviews, buyer evidence, official profiles, credibility markers

Pages

Get Started, Select Your Country, UG Admissions, research mentorship pages

Paid Demand

Google Search and Meta as active demand-capture layers

Measurement

GA4 as the feedback layer for traffic, engagement, page movement, and form events

AI Search

observed answer-set inclusion across commercial query clusters

That is the foundation Mjolniir installs before a brand scales content, paid acquisition, or full Growth Engine work.