



JY HEALTHCARE GROUP SDN BHD (1185177-T)

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English | 中文

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JY INTERNATIONAL EDUCATION – GLOBAL SEO, SEA & STRATEGIC EDUCATION HUB FRAMEWORK

Fourth Edition | Public Edition | 2026–2030

Advancing Global Education Through Partnership, Knowledge and Opportunity

EXECUTIVE STATEMENT

Education is becoming increasingly global, digital and interconnected.

The way students discover universities is changing.

The way families evaluate education is changing.

The way universities reach international students is changing.

And the way people access knowledge is changing.

Search engines, social platforms, video, digital communities and AI-powered information systems are becoming increasingly important parts of the education discovery journey.

For students, this creates more opportunities — but also more information, more choices and greater complexity.

For universities, it creates access to wider international audiences — but also a greater need for credibility, clarity, meaningful content and long-term engagement.

JY International Education is developing a digital education platform designed for this new environment.



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Email : info@jy-holding.com

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Our framework brings together three complementary pillars:

SEO

Search Engine Optimisation

Making trusted education knowledge discoverable.

SEA

Search Engine Advertising

Connecting relevant education opportunities with people actively seeking them.

SEH

Strategic Education Hub

Connecting people, knowledge, universities and opportunities within a broader international education ecosystem.

Together, these three pillars form:

The JY Digital Education Ecosystem

01 | THE JY DIGITAL EDUCATION VISION

The future of education discovery is no longer linear.

A student may discover a university through a search engine.

A video may generate interest.

An article may answer an important question.

An AI system may introduce an institution.

A social platform may create engagement.

A university website may provide official information.

A consultation may turn interest into a serious education decision.

The modern education journey therefore moves across multiple environments.



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JY believes that the role of an international education platform is to help connect these environments.

Our vision is:

To create a trusted digital environment where education knowledge, people, institutions and opportunities can be discovered and connected across borders.

02 | WHY THE DIGITAL EDUCATION LANDSCAPE IS CHANGING

Students increasingly research before they contact an institution.

They compare destinations.

They evaluate universities.

They explore programmes.

They watch videos.

They read reviews and educational content.

They ask questions through search engines and AI systems.

They seek information from universities, education platforms, social networks and people who have already experienced the education journey.

The implication is important:

The education decision increasingly begins before the application.

It begins with discovery.

Then comes understanding.

Then comparison.

Then trust.

Then engagement.

Then decision.



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JY therefore views digital education not as a single marketing channel, but as part of the complete education discovery journey.

03 | THE JY THREE-PILLAR MODEL

The JY digital model is built around three interconnected pillars.

SEO

SEARCH ENGINE OPTIMISATION

SEO helps make JY's educational knowledge discoverable through search.

Its purpose is not simply to generate traffic.

Its purpose is to help people find useful information when they are asking important education questions.

SEA

SEARCH ENGINE ADVERTISING

SEA allows relevant education opportunities to reach audiences who are actively searching for information.

Its purpose is not simply exposure.

Its purpose is relevance.

SEH

STRATEGIC EDUCATION HUB

SEH represents JY's broader platform vision.

It connects:

Knowledge

Students

Families



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Universities

Academic institutions

Professionals

Industry

Education partners

International opportunities

04 | SEO — MAKING EDUCATION KNOWLEDGE DISCOVERABLE

JY believes that the strongest long-term digital education presence begins with knowledge.

The JY website should progressively become a destination where people can find useful information about:

- International education
- Higher education
- Universities
- Academic programmes
- Study destinations
- Scholarships
- Student preparation
- Academic mobility
- Professional education
- Executive education
- International student life
- Education policy
- Education markets
- Career development
- Lifelong learning

The objective is to establish:

JY International Education Knowledge Platform

A continuously developing public knowledge environment.



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05 | THE JY KNOWLEDGE ARCHITECTURE

JY's public content can be organised into several major knowledge categories.

01 — EDUCATION GUIDES

Practical information helping students and families understand international education.

02 — UNIVERSITY INSIGHTS

Educational information relating to universities, faculties, academic environments and international opportunities.

03 — PROGRAMME INSIGHTS

Information helping students understand disciplines, programmes and potential academic pathways.

04 — MARKET INSIGHTS

Perspectives on international education markets, student mobility and emerging education trends.

05 — POLICY BRIEFS

Accessible explanations of important education policies and regulatory developments.

06 — WHITE PAPERS

Long-form publications examining significant issues affecting international education.

07 — INDUSTRY REPORTS

Research and analysis covering education, talent, professional development and future skills.



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08 — STUDENT RESOURCES

Practical resources designed around the international student journey.

09 — UNIVERSITY NEWS

Public announcements concerning institutional cooperation, academic initiatives and international education activities.

10 — EDUCATION VIDEOS

Video content providing accessible explanations, interviews, university information and educational perspectives.

06 | CONTENT BEFORE PROMOTION

JY follows a simple principle:

CREATE KNOWLEDGE BEFORE CREATING PROMOTION.

Not every piece of content needs to sell something.

Some content exists because:

Students need the information.

Parents need greater clarity.

Universities need greater visibility.

The market needs better understanding.

An important education issue deserves discussion.

This approach allows JY to develop a digital presence based on knowledge rather than constant advertising.



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07 | AI SEARCH AND THE NEXT GENERATION OF DISCOVERY

Search is evolving.

People increasingly interact with information through AI-powered search and conversational systems.

These systems can help users ask complex questions, compare information and discover sources.

Google's current guidance confirms that SEO fundamentals remain relevant to its generative AI search experiences, while emphasising useful, original and technically accessible content rather than a separate shortcut called "AI SEO."

JY therefore approaches AI visibility through a broader principle:

AI-READY KNOWLEDGE

Content should be:

- Clear
- Structured
- Original
- Useful
- Accurate
- Contextual
- Attributable
- Easy to understand
- Accessible to search systems

The objective is not to manufacture content for machines.

The objective is to create knowledge valuable enough for people — and understandable enough for modern information systems.

08 | SEARCH VISIBILITY IS BUILT ON TRUST

JY recognises that visibility without credibility has limited long-term value.

Therefore, the digital presence should progressively demonstrate:

Institutional Identity



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Who JY is.

Institutional Purpose

Why JY exists.

Knowledge Authority

What JY understands and publishes.

Institutional Relationships

Which universities and organisations JY works with, where appropriate.

Content Integrity

How information is presented and distinguished from opinion.

Consistency

A stable and professional digital identity across platforms.

The long-term objective is:

Visibility → Recognition → Trust → Engagement

09 | SEA — SEARCH ENGINE ADVERTISING

SEO creates long-term discoverability.

SEA provides a complementary mechanism for reaching audiences at moments of active interest.

JY may use paid digital campaigns to promote relevant:

- University opportunities
- Academic programmes
- International education opportunities
- Professional education
- Executive education
- Webinars
- Education events
- Student information sessions



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- Approved scholarship opportunities
- Institutional initiatives

SEA is therefore positioned as:

A BRIDGE BETWEEN SEARCH INTENT AND EDUCATION OPPORTUNITY

10 | THE PRINCIPLE OF RELEVANCE

JY does not believe education advertising should be based simply on maximum exposure.

The objective is:

Right Information

Right Audience

Right Timing

Right Context

= Relevant Education Engagement

A student searching for a specific academic pathway should receive information relevant to that pathway.

A professional exploring executive education should receive information relevant to professional development.

A university seeking international engagement should be presented with relevant institutional opportunities.

Relevance creates value.

11 | SEO + SEA — WORKING TOGETHER

SEO and SEA serve different purposes.

SEO

Builds long-term visibility and knowledge authority.



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SEA

Creates targeted visibility when there is active demand.

They should therefore not operate as isolated activities.

Instead:

SEO creates the knowledge foundation.

SEA amplifies relevant opportunities.

Together they create a stronger discovery environment.

12 | FROM SEARCH TO ENGAGEMENT

JY's public digital journey can be represented as:

DISCOVER

A person finds JY.



EXPLORE

They browse education information.



UNDERSTAND

They learn about universities, programmes or opportunities.



COMPARE

They evaluate different possibilities.



ENGAGE

They watch, read, enquire or participate.



CONNECT

They connect with JY or an appropriate institution.



PROGRESS



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They move forward with their education journey.

This is the public-facing foundation of the JY digital ecosystem.

13 | **SEH — THE STRATEGIC EDUCATION HUB™**

SEO and SEA help people discover.

SEH creates the environment where discovery can become connection.

JY Strategic Education Hub™

is JY's long-term vision for a connected international education platform.

It is designed around five core elements:

KNOWLEDGE

Education information and research.

PEOPLE

Students, families, professionals and educators.

INSTITUTIONS

Universities, academic institutions and education organisations.

OPPORTUNITIES

Programmes, mobility, learning and professional development.

CONNECTION

The relationships that bring the ecosystem together.



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14 | THE JY EDUCATION ECOSYSTEM

The future JY ecosystem can be represented as:

KNOWLEDGE



DISCOVERY



PEOPLE



INSTITUTIONS



OPPORTUNITIES



ENGAGEMENT



PARTNERSHIP



LONG-TERM EDUCATION COMMUNITY

This is the fundamental role of SEH.

15 | FOR STUDENTS

JY aims to provide students with a clearer path through an increasingly complex education environment.



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Students may use JY resources to explore:

- Universities
- Countries
- Programmes
- Academic pathways
- Professional education
- International mobility
- Scholarships
- Education events
- Student resources
- Career development

The objective is not to make the decision for the student.

The objective is to help the student make a better-informed decision.

16 | FOR PARENTS AND FAMILIES

Families often need more than programme information.

They need context.

JY aims to provide information that helps families understand:

- Education pathways
- Study destinations
- University environments
- Academic requirements
- Programme structures
- Student preparation
- International education considerations
- Professional development
- Long-term learning opportunities

Our principle is:

Better information supports better decisions.



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17 | FOR UNIVERSITIES

JY's digital platform is also intended to create greater international visibility and institutional connectivity for universities.

Potential areas of engagement include:

- International student recruitment
- Internationalisation
- Regional market development
- Academic mobility
- Study missions
- Professional education
- Executive education
- Academic collaboration
- Research engagement
- Industry partnerships
- International events
- Institutional exchange

JY's objective is to move beyond a purely transactional recruitment model.

The broader ambition is:

FROM RECRUITMENT TO RELATIONSHIP



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18 | FROM STUDENT RECRUITMENT TO STUDENT JOURNEY

The student relationship should not end at enrolment.

JY sees the potential journey as:

DISCOVERY



EDUCATION



CONSULTATION



SELECTION



APPLICATION



ENROLMENT



ACADEMIC DEVELOPMENT



CAREER DEVELOPMENT



LIFELONG LEARNING

The long-term vision is:

Student → Graduate → Professional → Lifelong Learner

19 | FROM UNIVERSITY RECRUITMENT TO UNIVERSITY PARTNERSHIP

Likewise, university relationships can evolve.

A relationship may begin with:

Student Recruitment

and, where appropriate, develop into:



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Academic Mobility



Study Missions



Professional Education



Executive Education



Research Engagement



Industry Collaboration



Regional Cooperation



Institutional Partnership

This is the broader institutional vision behind SEH.

20 | INTERNATIONAL MOBILITY

International education is more than studying in another country.

It can include:

- Academic visits
- Study missions
- Student exchange
- Short-term programmes
- Professional learning
- International conferences
- Cultural learning
- Industry exposure
- Academic collaboration

JY seeks to support opportunities that create meaningful international exposure.



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21 | PROFESSIONAL AND EXECUTIVE EDUCATION

The education journey does not necessarily end with a degree.

Modern professionals increasingly require continuous development.

JY therefore recognises the importance of:

- Professional education
- Executive education
- Continuing education
- Leadership development
- Industry learning
- Lifelong learning

This expands JY's role from:

Student Education

to:

Lifelong Education

22 | MALAYSIA AS AN INTERNATIONAL EDUCATION CONNECTOR

Malaysia provides an important environment for international education within Southeast Asia.

Its multicultural society, regional location and developing higher education ecosystem provide a foundation for international engagement.

JY's long-term perspective is therefore not limited to Malaysia as a destination.

We also see Malaysia as a potential:

Gateway to ASEAN and Asia

connecting education communities across:

- Malaysia
- ASEAN



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- Greater China
- South Asia
- The Middle East
- Other international markets

The objective is to support two-way educational connectivity.

23 | GLOBAL STANDARDS + LOCAL UNDERSTANDING

International education requires both.

GLOBAL STANDARDS

Provide:

- Professionalism
- International perspective
- Quality principles
- Institutional discipline

LOCAL UNDERSTANDING

Provides:

- Cultural context
- Market knowledge
- Regulatory awareness
- Local relevance
- Practical understanding

JY believes the combination creates stronger international education relationships.

GLOBAL STANDARDS + LOCAL UNDERSTANDING

24 | DIGITAL CONTENT ACROSS MULTIPLE CHANNELS

The JY education ecosystem should not depend on one digital platform.

Different channels serve different purposes.



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WEBSITE

The institutional knowledge centre.

GOOGLE / SEARCH

Education discovery.

YOUTUBE

Long-form educational explanation and visual storytelling.

LINKEDIN

Professional and institutional engagement.

FACEBOOK

Family and broader community communication.

INSTAGRAM

Visual education and student-oriented communication.

TIKTOK

Short-form discovery and younger audience engagement where appropriate.

AI SEARCH

Knowledge discovery and question-based information access.

Each channel should reinforce the same institutional identity.

One Brand. One Knowledge System. Multiple Digital Touchpoints.

25 | YOUTUBE AS A JY EDUCATION CHANNEL

JY's YouTube presence should not function only as an advertising channel.

It can become a public education channel.

Potential content includes:



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University Profiles

Understanding universities and academic environments.

Education Explainers

Simple explanations of complex education topics.

Student Guides

Practical international education guidance.

Expert Conversations

Interviews with educators and professionals.

Education Insights

Discussion of international education trends.

Campus & Programme Features

Visual introductions to educational opportunities.

International Education Stories

Experiences, perspectives and educational journeys.

The principle is:

Educate first. Engage second. Promote when relevant.

26 | SOCIAL EDUCATION

Social media can play an important role in education discovery.

JY's approach should focus on:

Knowledge

Stories

People



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Institutions

Opportunities

rather than constant promotional messaging.

A strong social presence should make people think:

“JY understands education.”

before:

“JY wants to sell me something.”

That distinction is important for long-term brand trust.

27 | THE JY TRUST MODEL

JY’s digital trust model can be expressed as:

IDENTITY

Who are we?



KNOWLEDGE

What do we know?



EVIDENCE

What supports the information?



INSTITUTIONAL CONNECTION

Who do we work with?



TRANSPARENCY

What is official information and what is our perspective?



CONSISTENCY

Do we maintain the same professional standard?





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TRUST

This creates the foundation for long-term digital credibility.

28 | THE JY PUBLIC KNOWLEDGE PRINCIPLE

JY's public information should aim to answer five questions:

WHAT?

What is the education opportunity?

WHY?

Why may it matter?

WHO?

Who may benefit?

HOW?

How can people learn more or engage?

WHERE NEXT?

What should the person consider next?

This structure helps transform information into useful education guidance.

29 | THE FUTURE OF EDUCATION DISCOVERY

The education discovery journey is becoming increasingly multi-platform.

A prospective student may encounter:

Google



AI Search



YouTube



University Website



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Social Media



JY Education Content



Consultation



University

The platforms may change.

The underlying requirement remains:

TRUSTED INFORMATION

JY's strategy is therefore designed to build an institutional knowledge presence that remains useful across changing technologies.

30 | JY DIGITAL EDUCATION FLYWHEEL

The long-term model can be expressed as:

KNOWLEDGE

Create valuable education content.



DISCOVERY

People find the content.



TRUST

People recognise JY's expertise.



ENGAGEMENT

People read, watch, enquire and participate.



CONNECTION

Students and institutions connect.



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OPPORTUNITY

Relevant education opportunities emerge.



PARTNERSHIP

Long-term institutional relationships develop.



KNOWLEDGE

New experiences and insights contribute to the knowledge ecosystem.



THE CYCLE CONTINUES

31 | 2026–2030 PUBLIC DEVELOPMENT ROADMAP

2026 — BUILD

Establish the Foundation

- Official JY digital identity
- Website architecture
- Core SEO foundation
- Education knowledge library
- YouTube presence
- Social media foundation
- University content
- Student resources
- Initial public publications

Public Objective

Become discoverable and credible.

2027 — EXPAND

Expand Knowledge and Reach

- International Education Guides



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- University Insights
- Student Resources
- White Papers
- Market Insights
- Policy Briefs
- Education videos
- Webinars
- Broader international content

Public Objective

Become a recognised source of international education knowledge.

2028 — CONNECT

Build the Education Network

- University relationships
- Student community
- Academic engagement
- Professional education
- International mobility
- Study missions
- International education events

Public Objective

Connect people and institutions.

2029 — INTEGRATE

Build the Ecosystem

- Education intelligence
- Digital education resources
- International market knowledge



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- Student engagement
- Institutional engagement
- Professional learning
- International partnerships

Public Objective

Create an integrated education environment.

2030 — ESTABLISH

Establish the Strategic Education Hub

Develop the mature:

JY Strategic Education Hub™

connecting:

Knowledge

Students

Families

Universities

Academics

Professionals

Industry

Institutions

International Partners

Public Objective

Become a trusted international education platform connecting knowledge, people and opportunity across borders.



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32 | MEASURING PUBLIC VALUE

JY's public digital development should not be judged only by advertising numbers.

Long-term indicators may include:

DISCOVERY

- Search visibility
- Educational content discovery
- Website reach

KNOWLEDGE

- Content library growth
- Research publications
- Education resources
- Video library

ENGAGEMENT

- Reading
- Viewing
- Enquiries
- Events
- Webinars
- Community participation

CONNECTION

- Student enquiries
- University engagement
- Institutional introductions
- International partnerships



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TRUST

- Returning audiences
- Institutional recognition
- Content references
- Organic discovery
- Professional engagement

The objective is not simply:

MORE TRAFFIC

It is:

MORE RELEVANT CONNECTIONS

33 | WHAT JY IS BUILDING

JY is not building only:

- A website
- A social media page
- An advertising account
- A student recruitment channel

JY is building:

A DIGITAL EDUCATION PLATFORM

supported by:

Knowledge

Technology

People

Universities

Institutions

International Partnerships

Education Opportunities



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34 | WHAT JY STANDS FOR

PARTNERSHIP

Education becomes stronger through meaningful cooperation.

KNOWLEDGE

Better decisions begin with better information.

OPPORTUNITY

Education creates pathways for personal and professional development.

INTEGRITY

Trust is built through transparency and responsibility.

INTERNATIONAL CONNECTION

Education has the power to connect people and institutions across borders.

LONG-TERM VALUE

The strongest relationships extend beyond a single transaction.

35 | OUR VISION

To become a trusted international education platform connecting knowledge, people, universities and institutions across borders.

36 | OUR MISSION

To facilitate international education through knowledge, partnership, academic engagement, professional learning, international mobility and digital connectivity — creating meaningful opportunities for individuals and institutions.



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37 | THE JY MODEL

The entire framework can ultimately be expressed in three words:

SEO

DISCOVER

Make education knowledge discoverable.

SEA

CONNECT

Bring relevant education opportunities to relevant audiences.

SEH

BUILD

Create a connected international education ecosystem.

Together:

DISCOVER → CONNECT → BUILD

And the wider education journey becomes:

DISCOVER → UNDERSTAND → ENGAGE → CONNECT → PROGRESS

38 | OUR LONG-TERM AMBITION

The future of international education will not simply belong to institutions with the largest number of programmes.

It will increasingly belong to institutions and platforms that can help people:

Find the right information.

Understand their choices.

Identify credible opportunities.

Connect with the right institutions.



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Build meaningful international relationships.

JY International Education seeks to contribute to that future.

Our ambition is clear:

To make international education more discoverable, more understandable, more connected and more accessible — while creating meaningful long-term value for students, families, universities and international education partners.

JY INTERNATIONAL EDUCATION

From Knowledge to Discovery.

From Discovery to Opportunity.

From Opportunity to Connection.

From Connection to Partnership.

From Partnership to Global Education.

Advancing Global Education Through Partnership, Knowledge and Opportunity



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JY INTERNATIONAL EDUCATION

全球 SEO、SEA 与战略教育枢纽框架

第四版 | 公众公开版

2026 - 2030

通过合作、知识与机遇，推动全球教育发展

执行声明

教育正在变得更加全球化、数字化和互联化。

学生发现大学的方式正在改变。

家庭评估教育选择的方式正在改变。

大学接触国际学生的方式正在改变。

与此同时，人们获取知识的方式也正在改变。

搜索引擎、社交平台、视频、数字社区以及人工智能驱动的信息系统，正在成为教育发现旅程中越来越重要的组成部分。

对于学生而言，这意味着更多机会，也意味着更多信息、更多选择以及更高的决策复杂度。

对于大学而言，这意味着可以接触更广泛的国际受众，同时也更加需要可信度、清晰的信息、有价值的内容以及长期的受众参与。

JY International Education 正在针对这一新的环境建设数字化国际教育平台。



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我们的框架由三个相互协同的核心支柱组成：

SEO

搜索引擎优化

让值得信赖的教育知识更容易被发现。

SEA

搜索引擎广告

将相关教育机会连接到正在主动寻找这些机会的人群。

SEH

战略教育枢纽

在更广泛的国际教育生态中，连接人才、知识、大学与教育机会。

三者共同构成：

JY 数字教育生态系统

01 | JY 数字教育愿景

未来的教育发现已经不再是单一、线性的过程。

一个学生可能通过搜索引擎发现一所大学。

一段视频可能激发兴趣。

一篇文章可能回答一个重要问题。

人工智能系统可能帮助介绍一所机构。



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社交平台可能形成进一步互动。

大学官方网站可能提供正式的机构信息。

一次咨询可能让最初的兴趣逐渐转化为真正的教育决策。

现代教育旅程因此会跨越多个数字与现实环境。

JY 认为，国际教育平台的重要作用之一，就是帮助这些不同环境之间形成更有效的连接。

我们的愿景是：

建立一个值得信赖的数字教育环境，让知识、人才、机构与教育机会能够跨越国界被发现、理解并连接。

02 | 为什么数字教育环境正在改变

学生越来越倾向于在联系大学之前进行充分研究。

他们比较不同目的地。

评估不同大学。

了解不同专业。

观看视频。

阅读教育内容与其他相关信息。

通过搜索引擎和人工智能系统提出问题。



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他们也会从大学、教育平台、社交网络以及已经经历过国际教育旅程的人群中寻找信息。

其中一个重要变化是：

教育决策越来越早地发生在正式申请之前。

它首先始于发现。

然后是理解。

随后是比较。

再之后是建立信任。

然后形成参与。

最终才进入决策。

因此，JY 并不把数字教育视为单一的营销渠道，而是将其视为完整教育发现旅程的一部分。

03 | JY 三大支柱模型

JY 数字教育模式建立在三个相互连接的核心支柱之上。

SEO

搜索引擎优化

SEO 帮助 JY 的教育知识通过搜索环境被更多人发现。

它的目的并不只是产生流量。



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更重要的是，当人们提出重要的教育问题时，能够找到真正有用的信息。

SEA

搜索引擎广告

SEA 帮助相关教育机会触达正在主动寻找教育信息的人群。

它的目的并不只是曝光。

核心是：相关性。

SEH

战略教育枢纽

SEH 代表 JY 更长期的平台愿景。

它连接：

知识

学生

家庭

大学

学术机构

专业人士

产业

教育合作伙伴

国际教育机会

04 | SEO — 让教育知识更容易被发现

JY 认为，长期而有价值的数字教育影响力，始于知识。



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JY 官方网站应逐步发展成为一个能够让公众获取以下信息的教育知识中心：

- 国际教育
- 高等教育
- 大学
- 学术项目
- 学习目的地
- 奖学金
- 学生准备
- 学术流动
- 专业教育
- 高管教育
- 国际学生生活
- 教育政策
- 教育市场
- 职业发展
- 终身学习

我们的目标是建立：

JY International Education Knowledge Platform

JY 国际教育知识平台

成为一个持续发展、持续更新的公众教育知识环境。



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05 | JY 知识架构

JY 的公众内容可以逐步形成多个主要知识类别。

01 — 国际教育指南

帮助学生及家庭理解国际教育与海外学习选择的实用信息。

02 — 大学观察

围绕大学、学院、学术环境及国际教育机会提供教育信息。

03 — 专业与项目观察

帮助学生理解不同学科、专业以及潜在的学术发展路径。

04 — 市场洞察

观察国际教育市场、学生流动及新兴教育趋势。

05 — 政策简报

以公众更容易理解的方式解释重要教育政策与监管发展。

06 — 教育白皮书

针对影响国际教育的重要议题进行较深入的研究与讨论。

07 — 行业研究

围绕教育、人才、专业发展及未来技能进行研究与分析。



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08 — 学生资源

围绕国际学生完整旅程提供实用教育资源。

09 — 大学与合作新闻

公开发布机构合作、学术活动及国际教育项目等相关信息。

10 — 教育视频

通过视频提供教育解释、访谈、大学信息及国际教育观点。

06 | 内容先于推广

JY 坚持一个简单原则：

先创造知识，再进行推广。

并不是每一份内容都需要销售一个项目。

有些内容存在，是因为：

学生需要这些信息。

家长需要更加清晰的理解。

大学需要更好的国际可见度。

市场需要更好的教育认知。

重要的教育议题值得被讨论。



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这种方式能够帮助 JY 建立一个以知识价值为基础，而不是依赖持续广告曝光的数字教育品牌。

07 | AI 搜索与下一代教育发现

搜索正在发生变化。

人们越来越多地通过人工智能驱动的和对话式信息系统获取知识。

这些系统可以帮助用户提出复杂问题、比较信息以及发现相关来源。

Google 目前的相关指导也表明，SEO 的基础原则仍然适用于其生成式 AI 搜索环境；真正重要的仍然是有用、原创、清晰且技术上可被访问和理解的内容，而不是所谓独立于 SEO 之外的“AI SEO 捷径”。

因此，JY 对 AI 可见度采取更广泛的理念：

AI-READY KNOWLEDGE

面向 AI 时代的知识体系

内容应当具备：

- 清晰
- 结构化
- 原创
- 有用
- 准确
- 有上下文
- 来源明确



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- 容易理解
- 能够被信息系统有效访问

我们的目标不是为了机器而制造内容。

真正的目标是：

创造对人有价值、对现代信息系统也足够清晰的教育知识。

08 | 搜索可见度建立在信任之上

JY 认为，没有可信度的可见度，其长期价值是有限的。

因此，JY 的数字形象应逐步体现：

机构身份

JY 是谁。

机构使命

JY 为什么存在。

知识能力

JY 理解什么、研究什么、发布什么。

机构关系

在适当情况下，JY 与哪些大学及组织开展合作。

内容完整性



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如何区分机构官方信息、事实资料以及 JY 自身的观点或分析。

一致性

在不同数字平台上持续保持专业、稳定的机构形象。

长期目标是：

可见度 → 认知 → 信任 → 参与

09 | SEA — 搜索引擎广告

SEO 建立长期的自然可见度。

SEA 则提供一种互补机制，在受众产生明确教育需求和搜索意图的时候，让相关机会进入其视野。

JY 可以在适当情况下，通过付费数字传播推广相关：

- 大学教育机会
- 学术项目
- 国际教育机会
- 专业教育
- 高管教育
- Webinar 网络研讨会
- 教育活动
- 学生说明会
- 经批准的奖学金机会
- 机构合作项目



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因此，SEA 的定位是：

连接搜索意图与教育机会的桥梁

10 | 相关性的原则

JY 不认为教育广告应该单纯追求最大的曝光量。

真正的目标是：

正确的信息

正确的受众

正确的时间

正确的场景

= 有意义的教育参与

正在搜索特定学术路径的学生，应当看到与其需求相关的信息。

正在寻找高管教育的专业人士，应当接触与专业发展相关的信息。

正在寻求国际合作的大学，应当看到与其机构目标相关的机会。

相关性创造价值。

11 | SEO + SEA — 协同工作

SEO 与 SEA 的作用不同。



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SEO

建立长期的数字可见度与知识基础。

SEA

在存在主动需求时，提供更有针对性的可见度。

因此，两者不应作为彼此孤立的活动。

而应形成协同关系：

SEO 建立知识基础。

SEA 放大相关教育机会。

两者共同形成更强的教育发现环境。

12 | 从搜索到参与

JY 的公众数字教育旅程可以概括为：

DISCOVER | 发现

一个人发现 JY。



EXPLORE | 探索

浏览国际教育信息。



UNDERSTAND | 理解

了解大学、专业或教育机会。



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COMPARE | 比较

评估不同可能性。



ENGAGE | 参与

观看、阅读、咨询或参加活动。



CONNECT | 连接

与 JY 或适合的教育机构建立联系。



PROGRESS | 发展

进入下一阶段的教育旅程。

这是 JY 数字教育生态的公众基础路径。

13 | SEH — JY Strategic Education Hub™

SEO 和 SEA 帮助人们发现教育信息与机会。

SEH 则创造一个让“发现”进一步转化为“连接”的环境。

JY Strategic Education Hub™

JY 战略教育枢纽

代表 JY 对未来互联型国际教育平台的长期愿景。

它围绕五个核心元素构建：

KNOWLEDGE | 知识



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教育信息与研究。

PEOPLE | 人才

学生、家庭、专业人士及教育工作者。

INSTITUTIONS | 机构

大学、学术机构及教育组织。

OPPORTUNITIES | 机会

教育项目、国际流动、学习及专业发展机会。

CONNECTION | 连接

将整个教育生态联系起来的关系网络。

14 | JY 教育生态系统

未来的 JY 教育生态可以表示为：

知识



发现



人才



机构



机会



参与



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↓
合作

↓
长期教育社区
这正是 SEH 的核心作用。

15 | 面向学生

JY 希望帮助学生在日益复杂的国际教育环境中找到更加清晰的方向。

学生可以通过 JY 的教育资源探索：

- 大学
- 国家与地区
- 专业
- 学术路径
- 专业教育
- 国际流动
- 奖学金
- 教育活动
- 学生资源
- 职业发展

我们的目标不是替学生做决定。

我们的目标是帮助学生作出更加充分、理性和有依据的教育决定。



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16 | 面向家长与家庭

家庭通常需要的不只是项目资料。

他们还需要背景、比较和理解。

JY 希望提供帮助家庭理解以下内容的教育信息：

- 教育路径
- 学习目的地
- 大学环境
- 学术要求
- 专业结构
- 学生准备
- 国际教育相关因素
- 专业发展
- 长期学习机会

我们的原则是：

更好的信息，有助于更好的教育决定。

17 | 面向大学

JY 数字平台也致力于为大学创造更好的国际可见度与机构连接能力。

潜在合作领域包括：

- 国际学生招生
- 国际化发展



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- 区域市场拓展
- 学术流动
- Study Missions 学习考察
- 专业教育
- 高管教育
- 学术合作
- 研究合作
- 产业合作
- 国际活动
- 机构交流

JY 的目标不是停留在单纯的招生交易模式。

更广泛的目标是：

从招生走向关系

18 | 从学生招生走向完整的学生旅程

学生与教育平台之间的关系不应在入学时结束。

JY 所构想的完整旅程可以包括：

发现



学习



咨询



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↓
选择
↓
申请
↓
入学
↓
学术发展
↓
职业发展
↓
终身学习

长期愿景是：

学生 → 毕业生 → 专业人士 → 终身学习者

19 | 从大学招生走向大学合作

同样地，大学关系也可以逐步发展。

一个关系可以从：

国际学生招生



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逐步发展为:

学术流动



Study Missions 学习考察



专业教育



高管教育



研究合作



产业合作



区域合作



机构合作

这就是 SEH 背后的更广泛机构发展愿景。

20 | 国际流动

国际教育并不只是去另一个国家学习。

它还可以包括:

- 学术访问
- 学习考察
- 学生交流



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- 短期项目
- 专业学习
- 国际会议
- 跨文化学习
- 产业参访
- 学术合作

JY 希望支持能够创造真正国际经验与跨文化理解的教育机会。

21 | 专业教育与高管教育

教育旅程并不一定在取得学位之后结束。

现代专业人士越来越需要持续学习与能力发展。

因此，JY 同样重视：

- 专业教育
- 高管教育
- 持续教育
- 领导力发展
- 产业学习
- 终身学习

这使 JY 的角色从：

学生教育

逐步延伸至：

终身教育



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22 | 马来西亚：连接国际教育的区域节点

马来西亚为东南亚国际教育提供了重要的发展环境。

其多元文化社会、区域位置以及不断发展的高等教育体系，为国际教育合作提供了良好基础。

因此，JY 的长期视角并不局限于把马来西亚作为教育目的地。

我们同时将马来西亚视为潜在的：

Gateway to ASEAN and Asia

连接东盟与亚洲的教育门户

连接包括：

- 马来西亚
- ASEAN 东盟
- 大中华区
- 南亚
- 中东
- 其他国际教育市场

目标是支持双向的国际教育连接。

23 | 全球标准 + 本地理解

国际教育需要两者兼备。

GLOBAL STANDARDS | 全球标准



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提供:

- 专业性
- 国际视野
- 质量原则
- 机构纪律

LOCAL UNDERSTANDING | 本地理解

提供:

- 文化背景
- 市场知识
- 监管意识
- 本地相关性
- 实际环境理解

JY 相信, 两者结合能够建立更加稳健、更有价值的国际教育关系。

GLOBAL STANDARDS + LOCAL UNDERSTANDING

24 | 多渠道数字教育内容

JY 的教育生态不应依赖单一数字平台。

不同渠道承担不同作用。

WEBSITE | 官方网站

JY 的机构知识中心。



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GOOGLE / SEARCH | 搜索

教育发现入口。

YOUTUBE | YouTube

长内容教育解释与视觉化传播。

LINKEDIN | LinkedIn

专业与机构交流。

FACEBOOK | Facebook

家庭及更广泛公众沟通。

INSTAGRAM | Instagram

视觉教育与学生导向内容。

TIKTOK | TikTok

在适当情况下，用于年轻受众的短内容发现。

AI SEARCH | AI 搜索

基于问题的知识发现与信息获取。

每一个渠道都应强化同一个 JY 机构身份。

一个品牌。一套知识体系。多个数字触点。



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25 | YouTube 作为 JY 教育频道

JY 的 YouTube 不应只是广告频道。

它可以逐步成为一个公众教育频道。

潜在内容包括：

大学介绍

帮助公众了解大学与学术环境。

教育解释

以容易理解的方式解释复杂教育议题。

学生指南

提供国际教育实践性指导。

专家对话

与教育工作者及专业人士进行访谈。

教育洞察

讨论国际教育趋势与变化。

校园与项目介绍

以视觉方式介绍教育机会。

国际教育故事

分享教育经历、观点与学习旅程。



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核心原则：

先教育，后参与；在适当的时候再进行推广。

26 | 社交教育

社交媒体可以在教育发现过程中发挥重要作用。

JY 的内容方向应重点围绕：

知识

故事

人才

机构

机会

而不是持续不断的推广信息。

一个真正具有长期价值的社交教育品牌，应当让人们首先产生这样的认知：

“JY 理解国际教育。”

而不是：

“JY 只是想向我销售某个项目。”

这种区别对于建立长期品牌信任非常重要。



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27 | JY 信任模型

JY 的数字信任模型可以表达为:

IDENTITY | 身份

我们是谁?



KNOWLEDGE | 知识

我们了解什么?



EVIDENCE | 依据

信息由什么支持?



INSTITUTIONAL CONNECTION | 机构连接

我们与谁合作?



TRANSPARENCY | 透明度

哪些是官方信息, 哪些是我们的观点?



CONSISTENCY | 一致性

我们是否持续保持相同的专业标准?



TRUST | 信任

这构成 JY 长期数字可信度的基础。



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28 | JY 公众知识原则

JY 的公众教育信息应尽可能回答五个问题：

WHAT | 是什么？

这个教育机会是什么？

WHY | 为什么？

为什么它可能具有价值？

WHO | 适合谁？

哪些人可能从中受益？

HOW | 如何？

如何进一步了解或参与？

WHERE NEXT | 下一步？

接下来应该考虑什么？

这一结构能够帮助把单纯的信息转化为真正有用的教育指导。



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29 | 教育发现的未来

教育发现旅程正在变得越来越多平台化。

一个潜在学生可能依次接触：

Google



AI Search



YouTube



大学官方网站



Social Media 社交媒体



JY 教育内容



咨询



大学

平台可能不断变化。

但核心需求不会改变：

TRUSTED INFORMATION | 值得信赖的信息

因此，JY 的战略重点是建立一个能够跨越技术变化而持续发挥价值的机构知识体系。



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30 | JY 数字教育飞轮

长期模式可以表示为：

KNOWLEDGE | 知识

创造有价值的教育内容。



DISCOVERY | 发现

公众发现这些内容。



TRUST | 信任

公众逐步认识 JY 的知识能力。



ENGAGEMENT | 参与

人们阅读、观看、咨询和参与活动。



CONNECTION | 连接

学生与机构建立连接。



OPPORTUNITY | 机会

产生相关的教育机会。



PARTNERSHIP | 合作

逐步形成长期机构合作关系。





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KNOWLEDGE | 知识

新的经验与洞察再次进入知识生态。



循环持续。

31 | 2026 - 2030 公众发展路线图

2026 — BUILD

建立基础

重点：

- JY 官方数字身份
- 网站架构
- SEO 基础体系
- 教育知识库
- YouTube 平台
- 社交媒体基础
- 大学内容
- 学生资源
- 首批公众教育出版物

公众目标

建立可发现度与可信度。



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2027 — EXPAND

扩大知识与影响力

重点:

- 国际教育指南
- 大学观察
- 学生资源
- 教育白皮书
- 市场洞察
- 政策简报
- 教育视频
- Webinar
- 更广泛的国际教育内容

公众目标

逐步成为具有辨识度的国际教育知识来源。

2028 — CONNECT

建立教育网络

重点:

- 大学关系
- 学生社区
- 学术交流



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- 专业教育
- 国际流动
- Study Missions
- 国际教育活动

公众目标

连接人才与机构。

2029 — INTEGRATE

建立教育生态

重点：

- 教育知识与洞察
- 数字教育资源
- 国际市场知识
- 学生参与
- 机构参与
- 专业学习
- 国际合作

公众目标

形成更加完整的国际教育环境。



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2030 — ESTABLISH

建立战略教育枢纽

逐步形成成熟的：

JY Strategic Education Hub™

连接：

知识

学生

家庭

大学

学者与教育工作者

专业人士

产业

机构

国际合作伙伴

公众目标

成为连接跨国知识、人才与教育机会的值得信赖的国际教育平台。

32 | 公众价值的衡量

JY 的公众数字发展不应只通过广告数字来衡量。

长期可以关注：

DISCOVERY | 发现



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- 搜索可见度
- 教育内容发现
- 网站覆盖范围

KNOWLEDGE | 知识

- 内容知识库增长
- 研究出版物
- 教育资源
- 视频库

ENGAGEMENT | 参与

- 阅读
- 观看
- 咨询
- 活动
- Webinar
- 社区参与

CONNECTION | 连接

- 学生咨询
- 大学参与
- 机构介绍
- 国际合作



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TRUST | 信任

- 回访受众
- 机构认可
- 内容引用
- 自然发现
- 专业领域参与

目标并不只是:

MORE TRAFFIC | 更多流量

而是:

MORE RELEVANT CONNECTIONS | 更多有价值的连接

33 | JY 正在建设什么

JY 建设的并不仅仅是:

- 一个网站
- 一个社交媒体账号
- 一个广告账户
- 一个学生招生渠道

JY 正在建设的是:

一个数字化国际教育平台



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由以下要素共同支撑：

知识

技术

人才

大学

机构

国际合作伙伴关系

教育机会

34 | JY 所坚持的价值

合作

教育通过有意义的合作变得更强大。

知识

更好的决定始于更好的信息。

机遇

教育能够创造个人及职业发展的新路径。

诚信

信任建立于透明、责任与持续一致的行动之上。

国际连接

教育能够跨越国界连接人才与机构。

长期价值

最有价值的关系不会停留在一次交易。



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35 | 我们的愿景

成为值得信赖的国际教育平台，连接跨越国界的知识、人才、大学与机构。

36 | 我们的使命

通过知识、合作、学术交流、专业学习、国际流动与数字连接推动国际教育发展，为个人与机构创造具有长期价值的教育机会。

37 | JY 模型

整个框架最终可以概括为三个词：

SEO

DISCOVER | 发现

让教育知识更容易被发现。

SEA

CONNECT | 连接

让相关教育机会进入相关人群。

SEH

BUILD | 建设

建立互联的国际教育生态。



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三者共同形成:

DISCOVER → CONNECT → BUILD

发现 → 连接 → 建设

而完整的教育旅程则是:

DISCOVER → UNDERSTAND → ENGAGE → CONNECT → PROGRESS

发现 → 理解 → 参与 → 连接 → 发展

38 | 我们的长期愿景

未来国际教育的价值，不会只属于拥有最多项目的机构。

越来越重要的是，一个教育平台能否帮助人们：

找到正确的信息。

理解自己的选择。

识别可信的教育机会。

连接合适的教育机构。

建立真正有意义的国际关系。

JY International Education 希望参与并推动这一未来。



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我们的目标非常明确：

让国际教育更加容易被发现、更加容易被理解、更加互联，也更加容易获得；同时，为学生、家庭、大学及国际教育合作伙伴创造真正具有长期价值的连接。

JY INTERNATIONAL EDUCATION

从知识，到发现。

从发现，到机遇。

从机遇，到连接。

从连接，到合作。

从合作，到全球教育。

通过合作、知识与机遇，推动全球教育发展



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