



NEVE
נוה ירושלים

DIGITAL MARKETING PROPOSAL

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Prepared For :
**ODEO ACADEMY
NEVE YERUSHALAYIM**

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Disclaimer: AI tools were used together with the prompts and methods taught by ODEO Academy.

INTRODUCTION

BUSINESS OVERVIEW: NEVE YERUSHALAYIM SEMINARY FOR WOMEN

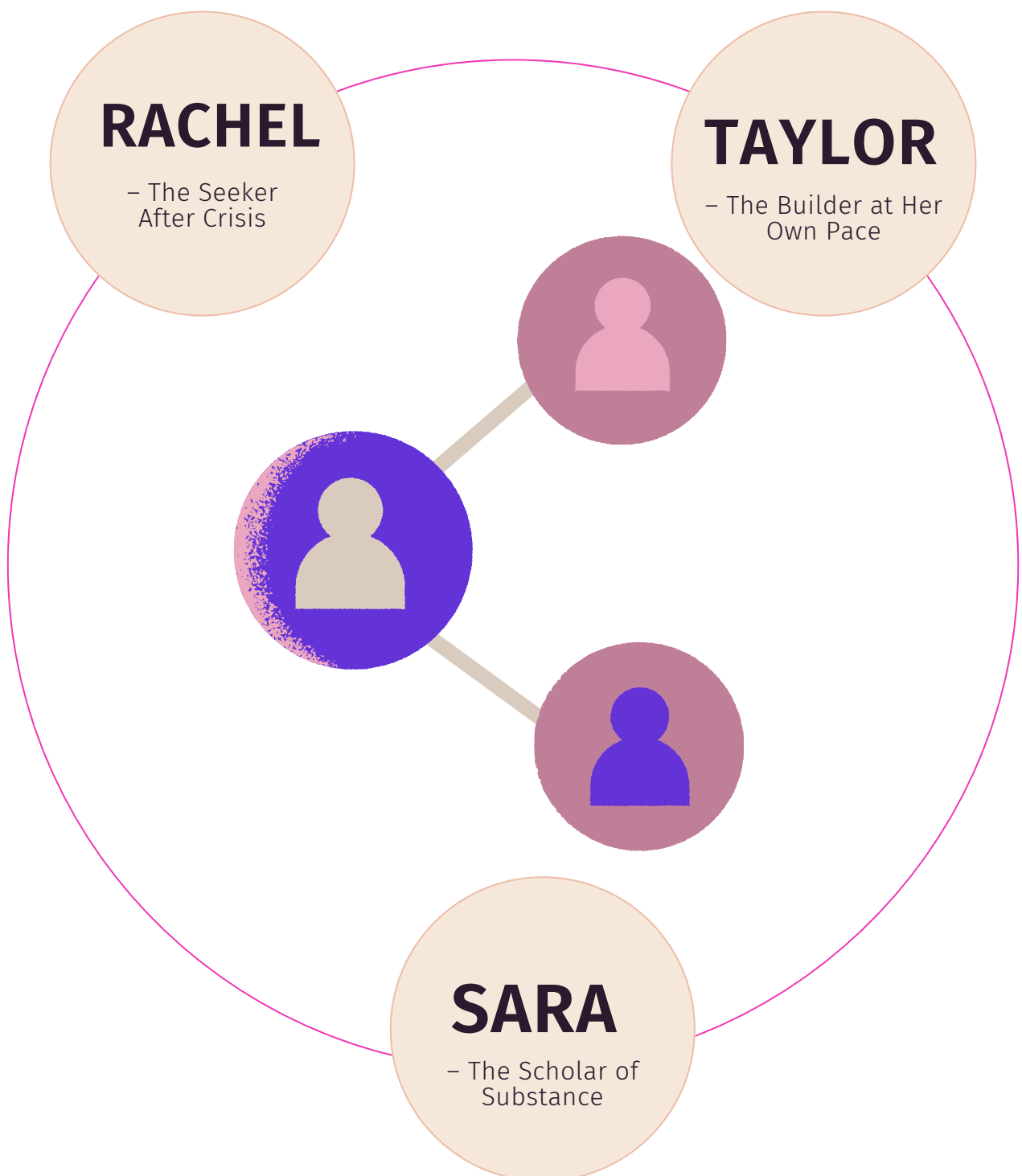


Neve Yerushalayim is a Jerusalem-based campus hosting a number of programs dedicated to Torah growth for young women from around the world. For over 50 years Neve has mentored and guided thousands of women in discovering their Judaism.

One of Neve's key strengths is their strong brand recognition and reputation in the Torah / Kiruv (outreach) world. However, its primary weaknesses lie in their outdated website, limited SEO and underutilization of ads (google ads and paid socials).

A potential threat (in a digital marketing sense) are a number of seminaries that offer similar programs and targeting similar demographics.

CUSTOMER PERSONAS: UNDERSTANDING NEVE YERUSHALAYIM'S STUDENTS



PERSONA 1:

RACHEL – THE SEEKER AFTER CRISIS

Age / Background: 23, BA in Liberal Arts, mostly public school education, minimal Jewish schooling. Shaken by October 7th and the silence around Jewish suffering, she is now searching for honest answers about her Jewish identity

Goals:

- Build a personal connection to Hashem and the Jewish people
- Develop spiritual resilience in times of crisis
- Learn what it means to live a committed Jewish life

Needs & Pain Points:

- A judgment-free zone where questions are welcomed
- Warm, empathetic community of Jewish women
- Teachers who balance honesty, patience, and intellectual authenticity

Behavior / Buying Cycle:

- Early stage of exploration, browsing online Jewish resources
- Prefers testimonials, relatable blogs, and video introductions from teachers

Preferred Communication:

- Instagram, YouTube, and personal email follow-up

Content Strategy:

- Inspirational blog posts
- Q&A webinars
- Personal stories of return aligned with early discovery stage



PERSONA 2:

TAYLOR – THE BUILDER AT HER OWN PACE

Age / Background

20 Modern Orthodox , currently college student at a secular campus.

Proud of her Jewish identity and Israel, but feels her practice lacks depth, and finds gaps in her textual knowledge. Seeks structured growth opportunities on her own schedule.

Goals

- Gain independent skills in Torah learning
- Deepen connection to mitzvot and personal Jewish identity
- Balance academic / professional life with authentic spiritual growth

Needs & Pain Points

- Flexible learning programs during breaks / summer
- Rigorous but supportive Torah study in Chumash, Halacha, and Hebrew skills
- Role models who embody Torah values without rigidity

Behavior / Buying Cycle

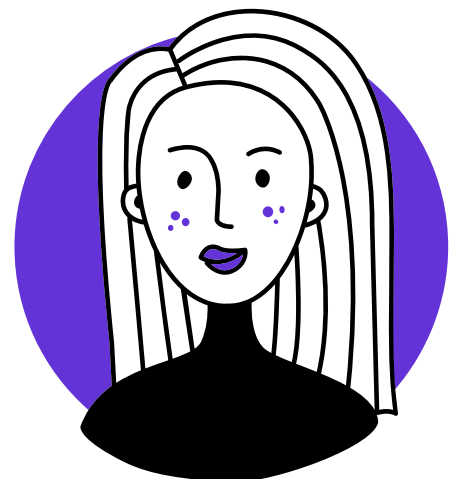
- Actively researching short-term programs and online learning options
- Interested in clear program structure, sample classes, and peer testimonials

Preferred Communication

- WhatsApp groups
- Instagram

Content Strategy

- Program guides
- Video highlights of shiurim
- Peer testimonials



PERSONA 3:

SARA – THE SCHOLAR OF SUBSTANCE

Age / Background

19 High School graduate From a Bais Yaakov. Strong commitment to Torah and mitzvot and is now looking for next-level spiritual growth.

Goals

- Sharpen analytical and text-based learning skills
- Deepen yirat Shamayim and personal hashkafa
- Prepare for future roles in family and community with strong Torah grounding

Needs & Pain Points

- High-level shiurim in Chumash, Halacha, and Machshava
- Serious teachers who can handle complex questions with sources
- Growth-focused environment with like-minded peers

Behavior / Buying Cycle

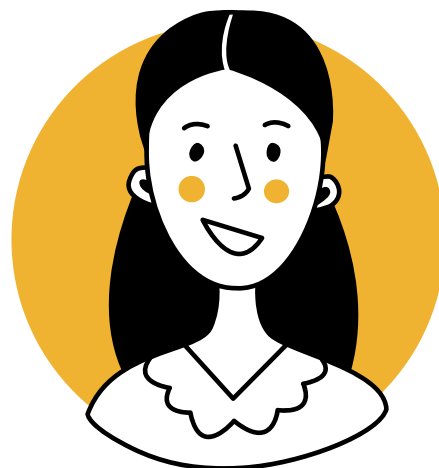
- Actively comparing seminaries and asking mentors for guidance
- Interested in detailed program outlines, faculty credentials, and alumnae outcomes

Preferred Communication

- Email
- Community newsletters
- Direct contact with mechanchot

Content Strategy

- Long-form program brochures
- Schedule of shiurim and extra-curriculars
- Faculty spotlights



KEYWORD TOPIC RESEARCH



DL RESEARCH

Neve Keyword Prioritization

🔥 High Priority (Direct Conversion Impact)

Focus here first — high Business Relevance (BR) & Strategic Opportunity (SO).

- Neve Yerushalayim application process → Easy to rank, high intent, drives applications.
- Gap year seminary for Jewish girls → Core audience, program-aligned keyword.
- Post-high school Torah learning for women → Directly matches main student demographic.
- Jewish women's seminary scholarships → Removes financial barrier; strong conversion influence.
- Spiritual mentorship for Jewish women → Unique Neve differentiator, fewer competitors.
- Orthodox Jewish conversion program for women → High-intent niche, strong brand fit.

⚡ Medium Priority (Visibility & Nurturing)

Good for mid-funnel visibility, reputation building, and nurturing prospects.

- Seminary for baalei teshuva → Aligned with Neve's mission; niche conversions.
- Short-term Women Torah Programs in Jerusalem → Great for summer/Shalheves program promotion.
- Leadership programs for frum women → Builds authority as a leadership incubator.
- Living in Jerusalem as a seminary student → Lifestyle/experience content; attracts explorers.

📖 Lower Priority (Awareness & Brand Positioning)

Long-term keywords — support authority, less direct impact on enrollments.

- Neve Yerushalayim (branded) → Focus on SERP domination (Wikipedia, Instagram compete).
- Neve Yerushalayim reviews and testimonials → Important for trust; SEO win is limited.
- Torah learning for beginners → Too competitive; target long-tail ("for women in Jerusalem").
- Jewish women's empowerment through Torah → Good brand fit, but not transactional.
- Religious self-development for women → Thought-leadership content; weak enrollment tie.

Rationale for Neve

Prioritize transactional, program-aligned keywords that drive applications (gap year, post-high school, scholarships, application process, mentorship, conversion).

Use medium-priority lifestyle and niche terms to nurture interest.

Leverage lower-priority keywords for long-term authority and brand presence.

STRUCTURED THEMATIC SIGNALS RESEARCH



Analysis of patterns, themes, or signals that search engines associate with a topic or brand.

JEWISH WOMEN'S SEMINARY SCHOLARSHIPS

1

Affordability & Access

- “You can afford seminary with help.”

Application Guidance

- Step-by-step instructions, deadlines, tips for maximizing success.

Eligibility & Options

- Need-based, merit-based and community-based.

Institutional Commitment

- Neve’s promise: no one turned away; payment plans, work-study options.

Human Stories

- Testimonials showing transformative outcomes made possible by aid.

Long-term Impact

- Frame scholarships as investments in future Jewish mothers and leaders.

Encouraging Messaging

- Break stigma of asking for financial aid.

Donor Value Proposition

- “Every dollar sustains Jewish continuity.”

Practical Resources

- Table of scholarships with links and contact information.

Authority / Additional Subtopics

- Post-seminary alumni networks for recipients
- Ethical transparency: how funds are allocated and impact metrics



STRUCTURED THEMATIC SIGNALS RESEARCH

SPIRITUAL MENTORSHIP FOR JEWISH WOMEN

2

Definition & Importance

- Mentorship as relational Torah guidance beyond classes.

How It Supports Growth

- Builds confidence, resilience, self-expression, and integration of learning into daily life.

Mentorship vs. Formal Learning

- Complementary: bridges classroom learning and everyday application.

Neve's Formats

- 1:1 mentorship, group mentorship, remote, in-person.

Mentorship as a Lifeline

- Critical during transitions especially post-seminary life.

Testimonials

- Lived experiences of transformation through mentorship.

Donor Call-to-Action

- Support mentorship as a direct investment in Jewish continuity.



STRUCTURED THEMATIC SIGNALS RESEARCH

SHORT-TERM WOMEN TORAH PROGRAMS IN JERUSALEM

3

Introduction & Accessibility

- Open to all backgrounds, low-barrier entry.

Program Structure

- Flexible durations (weeks–months), diverse topics, customizable schedules within a framework.

Audience Profiles

- Gap-year students, post-college, tourists, professionals, ba'alot teshuva.

Daily Life in Jerusalem

- Meals, housing, chavruta, tiyulim, Shabbatons.

Catalyst for Growth

- How short-term programs spark long-term engagement.

Accessible Entry Point

- Affordability, scholarships, sliding scales.

Student Voices

- Stories of transformation and growth.

Neve's Distinctives

- Mentorship integration and ongoing support.





I

CONTENT MARKETING WRITTEN OUTLINE

SEO Title: Spiritual Mentorship for Jewish Women | Neve Yerushalayim

Meta Description: Discover how spiritual mentorship for Jewish women at Neve Yerushalayim fosters growth, emunah, and resilience. Begin your mentorship journey today.

Image Ideas with Alt Text

- Young women in a cozy mentorship circle, talking and smiling.

Alt: Jewish women building connection in a spiritual mentorship circle.

- Mentor and mentee studying Torah together.

Alt: Personalized Torah study during one-on-one spiritual mentorship.

- Jerusalem skyline with women walking together.

Alt: Jewish women on a spiritual journey at Neve Yerushalayim in Jerusalem.

IH1: Neve Yerushalayim's Mentorship: A Lifeline for Jewish Women

Introduction

- Rachel's story: post-crisis, seeking clarity in her Jewish identity.
- Why mentorship matters beyond formal Torah study.
- Neve Yerushalayim's compassionate, Torah-based mentorship philosophy.

H2: What Is Spiritual Mentorship?

- Definition: relational Torah guidance & personal support.
- Importance: emotional + spiritual anchor during life transitions.
- Bridge: connects classroom Torah with real-world practice.

H2: How Mentorship Supports Growth

- Confidence & Resilience: strengthens identity and decision-making.
- Safe Self-Expression: non-judgmental space for doubts and questions.
- Integration of Learning: applying Torah to relationships, career, and life.

H2: Mentorship Formats at Neve

- One-on-One Mentorship: personalized guidance on campus.
- Group Mentorship: peer connection & shared learning.
- Remote Mentorship: access for global students & alumnae.

H2: Mentorship as a Lifeline

- Crucial during post-seminary transitions, relocation, or crises.
- Provides continuity in Jewish identity and emotional stability.
- Sustains women's connection to emunah during challenges.

II

CONTENT MARKETING WRITTEN OUTLINE

H2: Intergenerational Mentorship

- Wisdom passed from older to younger women.
- Strengthens belonging in Jewish tradition + community.

H2: Standards of Mentors

- Torah knowledge, ethical guidelines.
- Safe, responsible, and empowering mentorship.

H2: Stories of Transformation

- Students rebuilding confidence, finding purpose, deepening faith.
- Mentees growing into leaders and community contributors.

H2: The Broader Landscape of Mentorship

- Comparisons: Beit Kohenet, Wisdom Circles, SVIVAH.
- Neve's difference: rooted in Torah, ethics, and inclusivity.

H2: Why Neve's Mentorship Stands Out

- Unique integration of Torah, personal growth, and community support.
- Lifelong continuity: mentorship beyond seminary years.
- Compassionate, judgment-free culture.

H2: How to Begin Your Mentorship Journey

- Explore Neve's mentorship options.
- Apply online with your goals.
- Get matched with a mentor who understands your journey.

Conclusion: Invest in Your Spiritual Growth

- Mentorship provides clarity, resilience, and belonging.
- For students: Apply today and begin your mentorship journey.
- For donors: Support women's mentorship—an investment in Jewish continuity.

Internal Link Suggestions

- About Us / Our Mission – Neve's values & vision.
- Testimonials – Student stories.
- Videos: Building Emunah in Challenging Times, Jewish Women as Spiritual Leaders.
- [Contact Form – Request mentorship or ask questions.](#)



(I)

CONTENT MARKETING IDEAS FOR EACH PERSONA

Rachel – The Seeker After Crisis

Post-October 7, shaken, searching for safe, judgment-free emunah and connection.

Content Ideas:

1. Finding Emunah After Trauma

- Blog posts or emails exploring how Torah helps rebuild faith after crisis.

2. Judgment-Free Jewish Learning

- Instagram carousels, testimonials, or reels highlighting safe spaces for questions.

3. What Does It Mean to Live a Committed Jewish Life Today?

- Relatable blog posts highlighting small, approachable mitzvot and modern expressions of Jewish commitment.

4. Stories of Growth and Healing Through Torah

- Short video clips or written testimonials of women who found strength in Judaism after struggles.

5. One Small Step Series

- Email or Instagram campaign encouraging small mitzvot like lighting candles or saying Shema before bed.

Taylor – The Builder at Her Own Pace

Modern Orthodox college student; proud of her Jewish identity but wants structured growth that fits into her schedule.

Content Ideas:

- How to Connect Deeply to Your Daily Davening

- Blog or video series explaining the meaning behind specific tefillot.

- Balancing College Life and Torah Growth

- Practical guides, reels, or blog posts addressing finals stress, Shabbat on campus, and Torah routines.

- Chumash with Rashi Starter Guide

- Beginner-friendly video or email mini-course introducing text skills.

- Halacha in Real Life: The Why Behind the What

- Bite-sized Instagram carousels or short blogs unpacking mitzvot like Shabbat, brachot, and tzniut.

- Summer Skills Boost Program

- A WhatsApp or email-based 10-minute-a-day learning commitment in Chumash, halacha, or Hebrew roots.

(II)



CONTENT MARKETING IDEAS FOR EACH PERSONA

Sara – The Scholar of Substance

Bais Yaakov graduate; thrives on structured, high-level learning, wants depth and rigor.

Content Ideas:

- Text-Based Hashkafa: Thinking Through Sources
 - Blog posts or sample shiurim showing how to approach hashkafa through primary sources.
- The Next Step: Seminary as Preparation for Leadership
 - Brochures or blog posts explaining how seminary builds women into future leaders.
- Halacha with Depth: From Sources Upward
 - Shiurim or downloadable source sheets that present halachic issues from the sources themselves.
- Why Deep Torah Learning Matters for Women
 - Long-form articles, faculty spotlights, or alumnae testimonials emphasizing the importance of serious learning.
- Inside a Day at Seminary
 - Walkthrough blog or video showing the daily structure: Chumash, Halacha, Machshava, and chevra.

OUTREACH 10 UNIQUE LINK

OPPORTUNITIES FOR NEVE

- Jewish Women's Lifestyle & Inspiration Blogs
 - → Between Carpools, Jew in the City
- Jewish Education Directories & Seminary Listings
 - → Masa Israel, Torah Seminars Directory (via Naaleh or Yeshiva World News)
- Spiritual Mentorship and Coaching Platforms
 - → Chazkeinu, Batsheva Learning Center
- Israel Travel & Study Abroad Websites
 - → Masa Israel, Nefesh B'Nefesh Blog
- Jewish Nonprofit and Community Organization Pages
 - → Mishpacha.com, Project Inspire, Partners in Torah
- Jewish Women's Podcast Guest Appearances
 - → Normal Frum Women, Real Women, Real Torah
- Jewish Parenting and Youth Education Sites
 - → Aish.com, Torah Umesorah – Chinuch.org
- Conversion Support and Resources Sites
 - → Giyur K'halacha, Becoming Jewish by Chaya Lester
- Online Torah Learning Platforms & Forums
 - → TorahAnytime, Naaleh.com, Meaningful Minute
- Local Jerusalem and Israel Community Blogs
 - → Janglo.net, Jerusalem Life, The OU Israel Center



FULL SITE AUDIT + LOCAL SITE

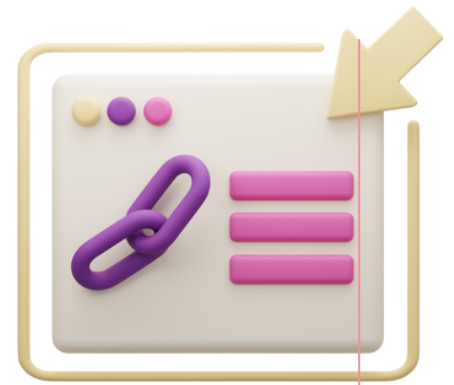
AUDIT



- A Full Site Audit ensures your website is technically sound, user-friendly, and optimized for all search engines.
- A Local Site Audit ensures your business is visible, trustworthy, and competitive in local searches.

Both audits are essential for long-term growth, higher rankings, and maximizing ROI from your online presence.





INTERNAL LINKING

Internal links are hyperlinks connecting pages within the same website. They help users and search engines navigate the site, pass SEO value between pages, and clarify the site's structure and page hierarchy.

Here are seven specific opportunities to add internal links to areas of Neve's site that currently lack them, improving both navigation and SEO impact.

1. Homepage → Our Programs

Page to Add: Homepage

Anchor Text: "explore our programs"

Destination: <https://Neve.org/our-programs/>

Why: Helps users move from the broad mission statement to actionable program details, strengthening the pillar content.

2. About Us → Faculty (Lecturers)

Page to Add: About Us page

Anchor Text: "meet our expert lecturers"

Destination: <https://Neve.org/faculty/> Neve.org

Why: Connects institutional mission to educators, providing context and credibility.

3. Our Programs → Shalheves Summer Program

Page to Add: Our Programs page

Anchor Text: "Shalheves Summer Program"

Destination: <https://Neve.org/shalheves/> Neve.org

Why: Offers direct access to a highlighted curriculum track, improving internal depth and discoverability.

4. Our Campus → FAQs section

Page to Add: Our Campus page

Anchor Text: "FAQs on campus life"

Destination: <https://Neve.org/faqs/#campus-life> (or plain FAQs page)Neve.org+1

Why: Bridges descriptive content to practical details—ideal for user journey continuity.

5. Apply Page → Contact Page

Page to Add: Apply page

Anchor Text: "contact our Jerusalem office"

Destination: <https://Neve.org/contact/> Neve.org

Why: Offers an easy path for applicants to seek help or clarification if needed.

6. FAQ Page → Our Programs

Page to Add: FAQ page

Anchor Text: "see our program options"

Destination: <https://Neve.org/our-programs/>

Why: Creates a logical next step from answers to exploring program details.

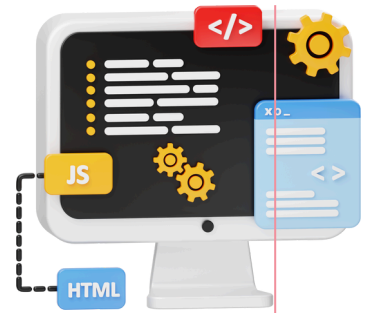
7. Faculty → Our Programs

Page to Add: Faculty page

Anchor Text: "programs taught by our faculty"

Destination: <https://Neve.org/our-programs/> Neve.org+1

Why: Helps connect staff profiles to the programs they deliver, integrating content naturally.



SCHEMA MARKUP

Schema.org (structured data) helps search engines understand your website content, enabling rich snippets like ratings, events, or organization info. For example, adding schema to your homepage can show your logo, contact info, or site links in search results. Format: JSON-LD (Google's preferred format).

1. Organization Schema (Homepage)

URL: <https://Neve.org/>
`<script type="application/ld+json">`

```
{
  "@context": "https://schema.org",
  "@type": "CollegeOrUniversity",
  "name": "Neve Yerushalayim",
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  "sameAs": [
    "https://www.facebook.com/NeveYerushalayim",
    "https://www.instagram.com/NeveYerushalayim",
    "https://twitter.com/NeveYerushalayim"
  ],
  "address": {
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    "streetAddress": "10 HaPardes St.",
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    "postalCode": "91034",
    "addressCountry": "IL"
  },
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    "contactType": "Customer Service",
    "email": "info@Neve.org"
  },
  "sameAs": [
    "https://www.linkedin.com/school/neve-yerushalayim/"
  ]
}
```

`</script>`

2. Course/Program Schema (Programs Page)

URL: <https://Neve.org/our-programs/>
`<script type="application/ld+json">`

```
{
  "@context": "https://schema.org",
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  "url": "https://Neve.org/our-programs/",
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    {
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      "provider": {
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        "name": "Neve Yerushalayim",
        "url": "https://Neve.org/our-programs/"
      }
    },
    {
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      "name": "Afikim – Advanced Track",
      "description": "An advanced Torah track for deep study and personal growth.",
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        "name": "Neve Yerushalayim",
        "url": "https://Neve.org/our-programs/"
      }
    }
  ]
}
```

`</script>`

3. Contact Page Schema (Contact Page)

URL: <https://Neve.org/contact/>
`<script type="application/ld+json">`

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    "name": "Neve Yerushalayim",
    "url": "https://Neve.org/contact/",
    "logo": "https://Neve.org/path-to-logo.png",
    "contactPoint": [
      {
        "@type": "ContactPoint",
        "telephone": "+972-2-123-4567",
        "contactType": "Customer Service",
        "areaServed": "IL",
        "availableLanguage": ["English", "Hebrew"]
      }
    ]
  },
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "10 HaPardes St.",
    "addressLocality": "Jerusalem",
    "postalCode": "91034",
    "addressCountry": "IL"
  }
}
```

`</script>`

1. Organization Schema (Homepage)

URL: <https://Neve.org/>

Type: CollegeOrUniversity

Purpose: Identifies Neve Yerushalayim as a recognized educational institution, providing search engines with its name, logo, address, contact info, and social media profiles.

2. Course/Program Schema (Programs Page)

URL: <https://Neve.org/our-programs/>

Type: EducationalOrganization with Course departments

Purpose: Highlights the courses offered (e.g., Gesher – Beginner Track, Afikim – Advanced Track) to improve visibility for program-related searches.

3. Contact Page Schema (Contact Page)

URL: <https://Neve.org/contact/>

Type: ContactPage

Purpose: Supplies clear contact details, supporting Knowledge Panels and local SEO visibility.

GOOGLE ADS

CAMPAIGN



Campaign Objective:

Drive seminary applications, inquiries, and brand awareness for Neve Yerushalayim, targeting women interested in Torah study, gap year programs, and beginner/Baalei Teshuva programs.

Campaign Type: Search

Target Location: Israel & US (or customize)

Bidding Strategy: Maximize Conversions

Ad Extensions: Sitelinks, Callouts, Structured Snippets, Call Extensions

Ad Groups:

1. Branded – Neve Yerushalayim

Focus: Users specifically searching for Neve Yerushalayim

Landing Page: <https://Neve.org/contact>

2. Jerusalem Torah Seminary for Women

Focus: Women looking for post-high school or gap year seminary in Jerusalem

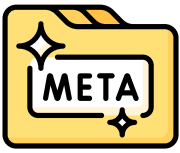
Landing Page: <https://Neve.org/our-programs/>

3. Beginner & BT Programs

Focus: Beginners and Baalei Teshuva looking to start Torah learning or return to Judaism

Landing Page: <https://Neve.org/our-programs/>





META ADS CAMPAIGN

Campaign Objective: Lead Generation

Optimization: Leads (Instant Form – Higher Intent)

Ad Set 1 – Rachel: The Seeker After Crisis

Audience:

- Women, 18–25
- English-speaking (US, Israel, UK, Canada, AU)
- Interests: Jewish spirituality, Jewish culture, Jewish heritage, personal growth
- Behaviors: Engaged Shoppers
- Tone: Warm, empathetic, inviting

Creative 1:

Headline: Your Jewish Journey – No Background Needed

Subtext: Explore, ask, and truly belong

CTA: Learn More

Filename: Neve_rachel_journey_1080x1080.jpg

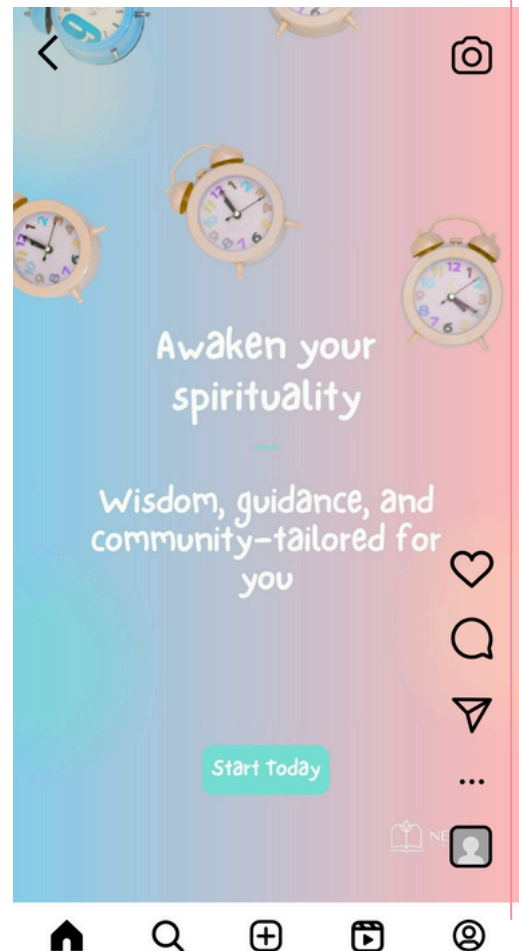
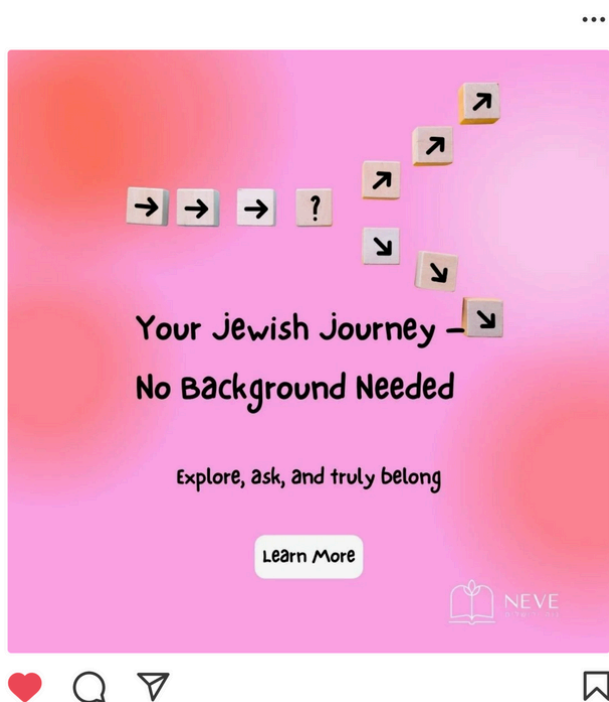
Creative 2 :

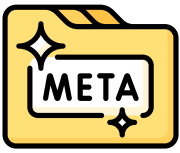
Headline: Awaken Your Spirituality

Subtext: Wisdom, guidance, and community tailored for you

CTA: Learn More

Filename: Neve_rachel_awaken_1080x1920.jpg





AD SET 1 – RACHEL

THE SEEKER AFTER CRISIS

Ad Copy – Short Version

Headline:

Your Jewish Journey – No Background Needed

Body:

Feeling disconnected from your roots? Neve is a safe, welcoming space to explore, learn, and truly belong.

CTA:

[Learn More](#)

Ad Copy – Long Version

What happens when the world you thought you knew no longer makes sense?

For Rachel, that moment sparked deep questions about her Jewish identity—questions she couldn't answer alone. She's not the only one.

Many Jewish women today feel the same: they know there's more to their heritage, but don't know where to begin. Some fear judgment. Others fear closed doors.

That's why Neve exists. For over 50 years, we've created a warm, judgment-free space for women to explore Torah, ask hard questions, and build real connection. No background required. With supportive teachers and a community of seekers, you'll gain clarity, confidence, and friendships that last a lifetime.

→ Apply now or request info today – your journey starts here.

Lead Form

Offer:

Foundations in Torah & Jewish identity programs

Type:

Instant Form – Higher Intent

Questions:

- Name
- Email
- Phone (optional)
- Background in Jewish learning
- Learning goal

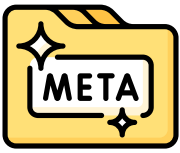
Completion Message:

"You've taken the first step. We'll be in touch soon to help you begin your journey."

CTA:

[Learn More](#)





META ADS CAMPAIGN

Ad Set 2 – Taylor: The Builder at Her Own Pace

Audience

- Women, 18–25
 - English-speaking (US, Israel, UK, Canada, AU)
 - Interests: Jewish education, Hebrew, Torah study, Jewish texts, university students
 - Behaviors: Engaged Shoppers
- Tone: Motivational, confident, practical, academic.

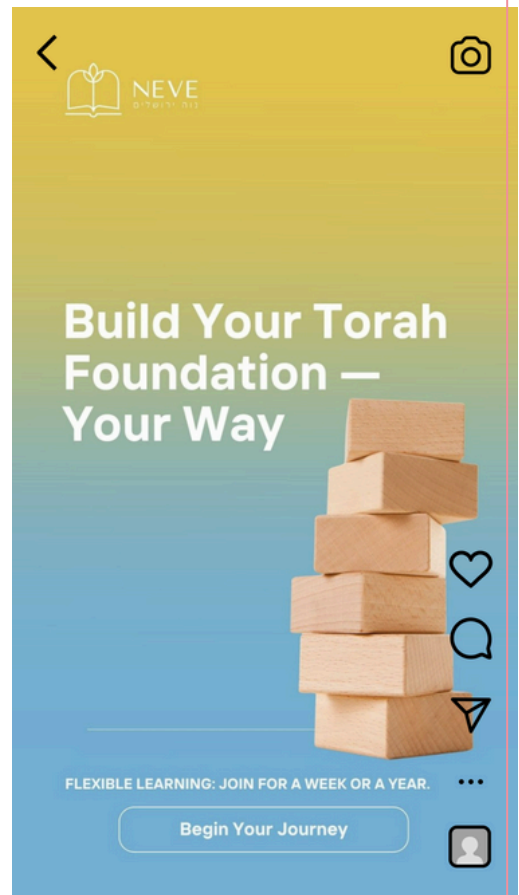
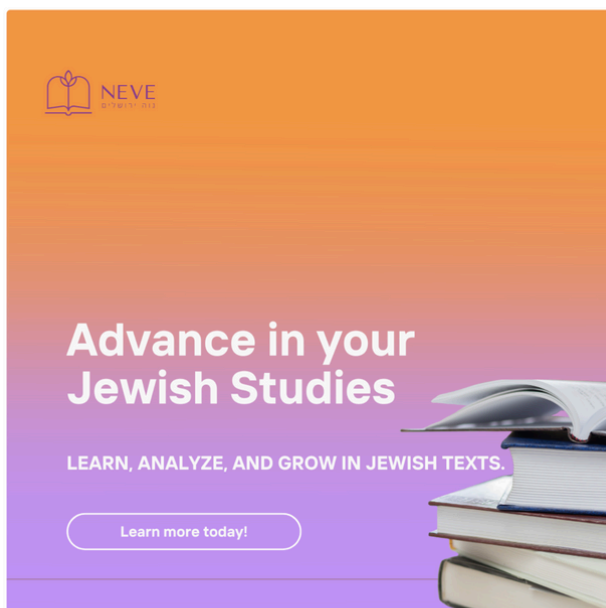
Creative 1

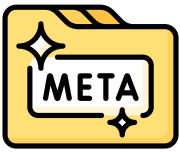
- Visual: Student studying Hebrew text, pen in hand
- Headline: Advance in Your Jewish Studies
- Subtext: Learn, analyze, and grow in Jewish texts. Learn more today!
- CTA: Learn More

Filename: Neve_taylor_advance_1080x1080.jpg

Creative 2

- Headline: Build Your Torah Foundation — Your Way
- Subtext: Flexible learning, your schedule
- CTA: Start Learning
- Filename: Neve_taylor_foundation_1080x1920.jpg





AD SET 2 – TAYLOR: THE BUILDER AT HER OWN PACE

Ad Copy – Short Version

Headline:

Jewish Learning, Your Way

Body:

You know the rituals, but not the reasons. At Neve, gain depth and skills—on your schedule, at your pace.

CTA:

Learn More

Ad Copy – Long Version

You can follow the traditions. But do you truly understand them?

Taylor grew up knowing how to keep Shabbat, daven, and celebrate the chagim—but she realized she didn't fully know why. She wanted depth, not just habit. With college and a busy life, she needed learning that fit her schedule.

She's not alone. Many Jewish women want more—textual skills, a deeper connection to Torah, and mentors who live Torah values in today's world.

That's where Neve comes in. For over 50 years, we've helped women worldwide build strong foundations in Chumash, Halacha, and Hebrew—learning with confidence, independence, and a supportive chevra.

Our alumni speak of walking away not just with knowledge, but with clarity, confidence, and lasting friendships.

It's your turn. Bring your questions and your drive to grow—Neve will meet you where you are, and help you get where you want to be.

→ Apply now or request info today. Build your Jewish foundation—on your terms.

Lead Form

Offer:

Textual & skills-based Torah programs for young women

Type:

Instant Form – Higher Intent

Questions:

- Name
- Email
- Phone (optional)
- University status
- Learning goal

Completion Message:

“Great choice! You're on your way to building a strong Torah foundation. We'll be in touch soon.”

CTA:

Start Learning





NEVE
נוה ירושלים

Neve Yerushalayim has a strong reputation and history of impact, but its digital presence has not kept pace with its influence. By addressing technical SEO issues, building a content strategy aligned with student and donor personas, and leveraging both organic and paid channels, Neve can significantly expand its reach. Implementing these recommendations will strengthen Neve's online authority, attract new students, deepen alumnae engagement, and secure long-term sustainability for its mission of inspiring Jewish women worldwide.



THANK YOU PROFESSOR DANY AND RIVKY FOR YOUR
TIME, PATIENCE, AND GUIDANCE THROUGH THE
COURSE!