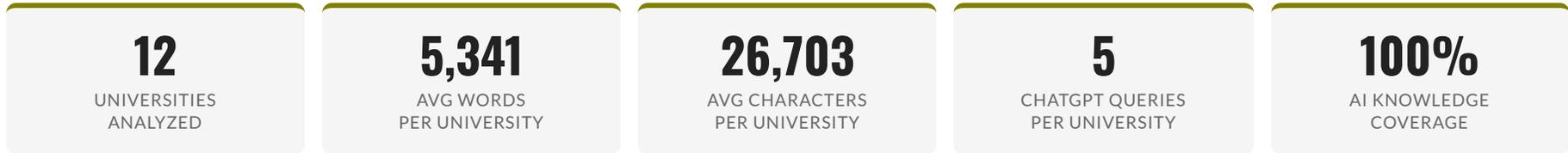

AI VISIBILITY DEEP DIVE

Foreign Universities in India – Digital Presence Research 2026

FEBRUARY 2026

thrive^mmattic

EXECUTIVE SUMMARY



KEY FINDINGS

- 9 universities (75%) have Excellent AI knowledge depth (25K+ characters)
- 3 universities (25%) have Good AI knowledge depth (15–25K characters)
- All 12 (100%) are missing structured program, placement, and ranking data
- **Coventry University** leads with 31,030 characters of AI content

AI KNOWLEDGE DEPTH



ChatGPT has substantial knowledge about all 12 universities, with 75% classified as Excellent (25K+ characters across 5 queries). No university falls below the Good tier.

Data source: ChatGPT responses via BrightData API covering news, reputation, programs, admissions, and student experience queries.

AI CONTENT DEPTH RANKINGS

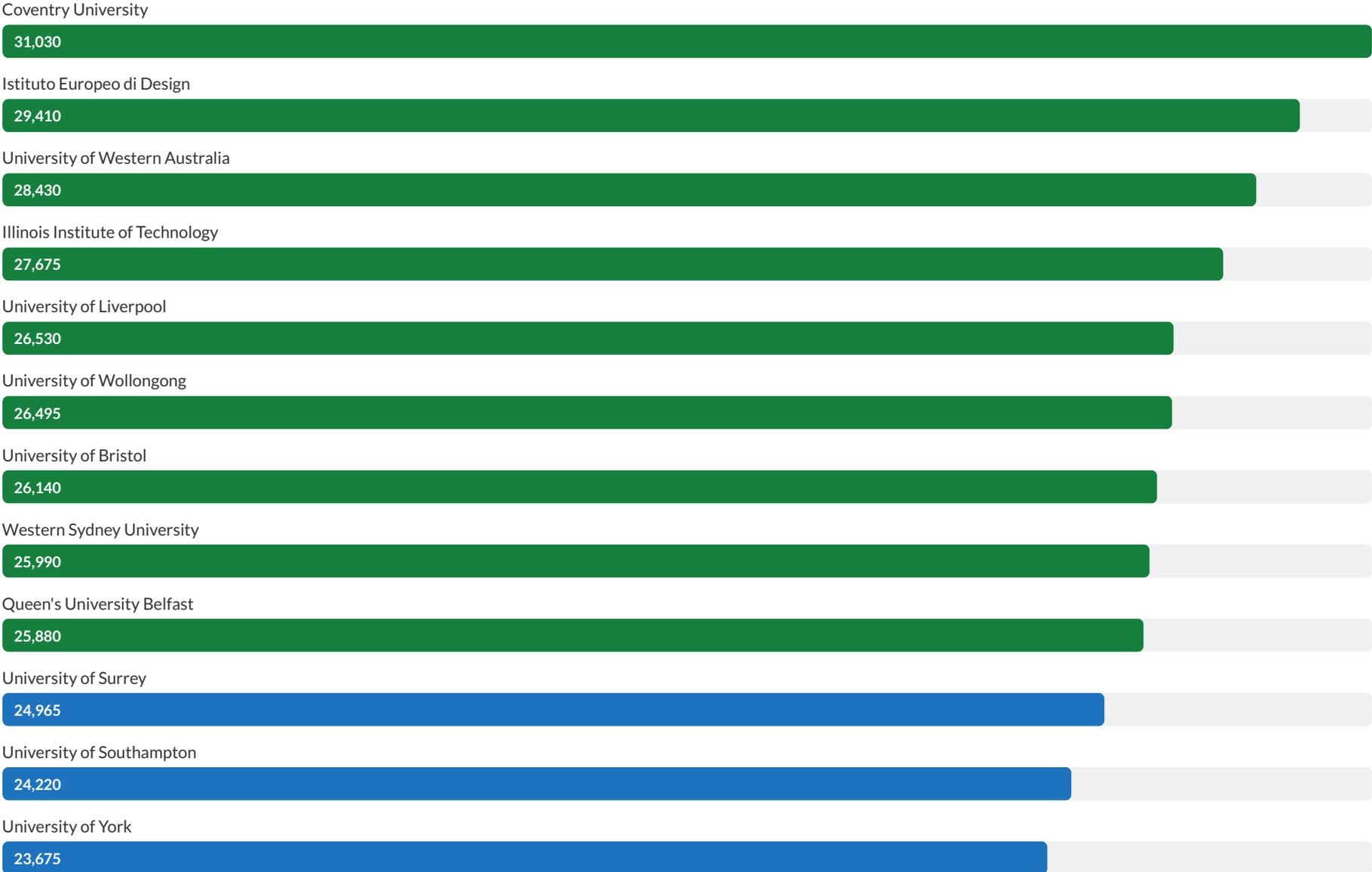
Total characters and words generated by ChatGPT across 5 queries per university

#	UNIVERSITY	TOTAL CHARACTERS	TOTAL WORDS	DEPTH TIER
1	Coventry University	31,030	6,206	Excellent
2	Istituto Europeo di Design	29,410	5,882	Excellent
3	University of Western Australia	28,430	5,686	Excellent
4	Illinois Institute of Technology	27,675	5,535	Excellent
5	University of Liverpool	26,530	5,306	Excellent
6	University of Wollongong	26,495	5,299	Excellent
7	University of Bristol	26,140	5,228	Excellent
8	Western Sydney University	25,990	5,198	Excellent
9	Queen's University Belfast	25,880	5,176	Excellent
10	University of Surrey	24,965	4,993	Good
11	University of Southampton	24,220	4,844	Good
12	University of York	23,675	4,735	Good

Insight: Universities with more online presence and recent news coverage tend to have richer ChatGPT responses. The average response depth is 5,341 words across 5 queries, indicating ChatGPT has substantial knowledge about most institutions in this dataset.

CONTENT DEPTH VISUALIZATION

Total characters of ChatGPT content per university (bar chart)



STRUCTURED DATA GAPS

Missing information categories across all 12 universities



UNIVERSITY	TOTAL CONTENT	PROGRAMS	PLACEMENTS	RANKINGS
Coventry University	31,030	Missing	Missing	Missing
Istituto Europeo di Design	29,410	Missing	Missing	Missing
University of Western Australia	28,430	Missing	Missing	Missing
Illinois Institute of Technology	27,675	Missing	Missing	Missing
University of Liverpool	26,530	Missing	Missing	Missing
University of Wollongong	26,495	Missing	Missing	Missing
University of Bristol	26,140	Missing	Missing	Missing
Western Sydney University	25,990	Missing	Missing	Missing
Queen's University Belfast	25,880	Missing	Missing	Missing
University of Surrey	24,965	Missing	Missing	Missing
University of Southampton	24,220	Missing	Missing	Missing
University of York	23,675	Missing	Missing	Missing

Critical gap: While ChatGPT generates substantial narrative content about each university, it fails to surface structured data about specific programs offered, placement statistics/recruiters, or ranking positions. This represents a significant opportunity for content optimization.

KEY INSIGHTS

What the AI visibility analysis reveals about these universities

STRENGTHS

- **Universal AI presence:** All 12 universities are recognized by ChatGPT with substantial narrative responses across 5 query types
- **Depth consistency:** Range is 23,675–31,030 characters, a narrow spread indicating consistent AI knowledge across the cohort
- **75% Excellent tier:** 9 of 12 universities exceed the 25K character threshold for Excellent depth classification
- **Average 5,341 words:** Across 5 queries, ChatGPT generates substantial content about each institution's news, reputation, programs, admissions, and student experience

WEAKNESSES

- **Zero structured program data:** No specific academic programs are extracted from ChatGPT responses for any university
- **Zero placement/recruiter data:** ChatGPT does not mention specific companies or placement statistics
- **Zero ranking mentions:** No university ranking frameworks (QS, THE, ARWU) are surfaced in responses
- **No student experience summaries:** Despite querying for student experience, no extractable summaries are generated

KEY TAKEAWAY

ChatGPT has strong general awareness of all 12 foreign universities operating in India, but its responses lack the structured, factual detail that prospective students need. Universities that ensure their program catalogs, placement data, and ranking achievements are well-documented online will gain a competitive advantage in AI-driven search.

RECOMMENDATIONS

Actions to improve AI visibility and structured data coverage

HIGH PRIORITY

Publish Comprehensive Program Pages

Ensure the official website has detailed, structured program pages with clear degree names, durations, fees, and eligibility criteria. AI systems extract better data from well-organized HTML content. 0 of 12 universities currently have programs surfaced by ChatGPT.

HIGH PRIORITY

Publish Placement Statistics & Recruiter Lists

Make placement data publicly accessible: average salaries, top recruiters, employment rates. This information is completely absent from ChatGPT's knowledge for all 12 universities. Public placement reports will improve both AI and search visibility.

MEDIUM PRIORITY

Maintain Active Ranking Presence

Ensure university ranking achievements are prominently displayed on the website and in press releases. No ranking frameworks (QS, THE, ARWU) are currently mentioned by ChatGPT for any of the 12 universities.

MEDIUM PRIORITY

Encourage Student Reviews & Testimonials

Student experience information is absent from AI responses. Encourage reviews on reputable platforms (Google, Quora, Reddit) and publish student testimonials on official channels to feed AI training data.

LOWER PRIORITY

Regular Press Releases & News Content

Universities with more online presence tend to have richer AI responses. Coventry University leads with 31,030 characters, likely due to stronger web presence. Maintain a regular cadence of news updates, achievements, and event coverage.