ADMISSION FLOW ANALYSIS

Foreign Universities in India — Digital Presence Research 2026

FEBRUARY 2026

thrive-matic

EXECUTIVE SUMMARY

17	**65.9**	**3.5/5**	**1.4/21**	**344**
UNIVERSITIES ANALYZED	AVERAGE ADMISSION SCORE	AVG CRITICAL PAGES	AVG CATEGORIES FOUND	AVG ADMISSION PAGES
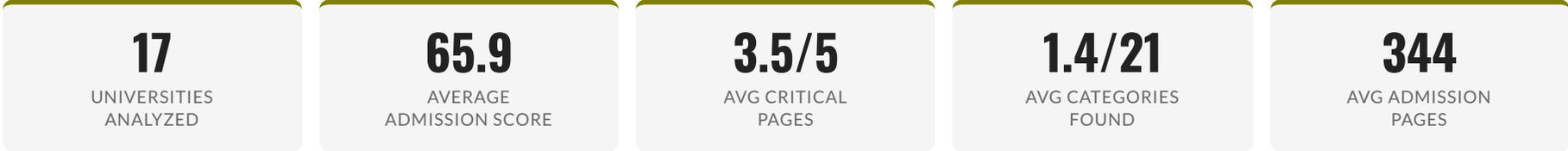
KEY FINDINGS

- **11 universities (65%)** have all 5 critical pages
- **12 universities (71%)** have 4+ critical pages
- **5 universities (29%)** are missing 3+ critical pages
- **Average category coverage:** 7% of 21 categories

TIER DISTRIBUTION

EXCELLENT	11
GOOD	1
N/A	5

11 of 17 universities achieve EXCELLENT tier with all 5 critical admission pages present. 5 universities have no admission content detected.

CRITICAL PAGES AVAILABILITY

Green = page exists ● Red = missing

| UNIVERSITY	APPLICATION PORTAL	FEE STRUCTURE	DEADLINES	REQUIREMENTS	FINANCIAL AID	TOTAL	TIER
University of Wollongong	Yes	Yes	Yes	Yes	Yes	5/5	EXCELLENT
University of York	Yes	Yes	Yes	Yes	Yes	5/5	EXCELLENT
Western Sydney University	Yes	Yes	Yes	Yes	Yes	5/5	EXCELLENT
University of Surrey	Yes	Yes	Yes	Yes	Yes	5/5	EXCELLENT
University of Western Australia	Yes	Yes	Yes	Yes	Yes	5/5	EXCELLENT
Istituto Europeo di Design	Yes	Yes	Yes	Yes	Yes	5/5	EXCELLENT
University of Bristol	Yes	Yes	Yes	Yes	Yes	5/5	EXCELLENT
University of Liverpool	Yes	Yes	Yes	Yes	Yes	5/5	EXCELLENT
University of Southampton	Yes	Yes	Yes	Yes	Yes	5/5	EXCELLENT
Queen's University Belfast	Yes	Yes	Yes	Yes	Yes	5/5	EXCELLENT
Illinois Institute of Technology	Yes	Yes	Yes	Yes	Yes	5/5	EXCELLENT
Coventry University	Yes	Yes	Yes	Yes	No	4/5	GOOD
Deakin University	No	No	No	No	No	0/5	N/A
La Trobe University	No	No	No	No	No	0/5	N/A
Lancaster University	No	No	No	No	No	0/5	N/A
University of Aberdeen	No	No	No	No	No	0/5	N/A
Victoria University	No	No	No	No	No	0/5	N/A

CONTENT COVERAGE & ENTRY POINTS

CATEGORY COVERAGE

Of 21 possible admission categories (programs, applications, fees, deadlines, placement, hostel, contact, etc.), universities cover very few. Average: **1.4 categories**.
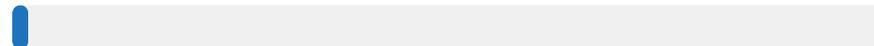
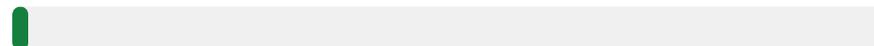**0–5 categories:** 17 universities (100%)

17 of 17

6–10 categories: 0 universities
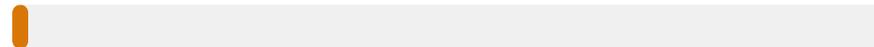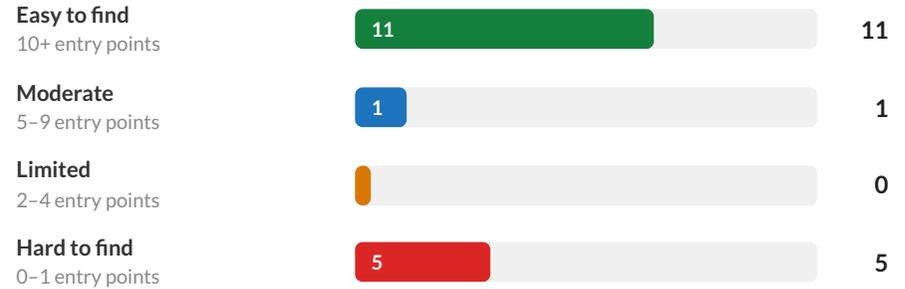
11–15 categories: 0 universities

16–21 categories: 0 universities

> All 17 universities cover only 0–5 of 21 categories. Major gaps exist in hostel, placement, campus life, and FAQ content.

ENTRY POINT ACCESSIBILITY

How easily students can find admission information from the university website.

Easy to find
10+ entry points

11   **11**

Moderate
5–9 entry points

1   **1**

Limited
2–4 entry points

    0

Hard to find
0–1 entry points

5   **5**

> 65% of universities make admission content easy to find. 29% have virtually no visible entry points for prospective students.

TOP PERFORMERS

Universities with the strongest admission information presence

#	UNIVERSITY	SCORE	CRITICAL PAGES	CATEGORIES	PAGES	ENTRY PTS	TIER
1	University of Wollongong	97	5/5	2	750	14	EXCELLENT
2	University of York	97	5/5	2	825	35	EXCELLENT
3	Western Sydney University	97	5/5	2	900	15	EXCELLENT
4	University of Surrey	96	5/5	2	600	27	EXCELLENT
5	University of Western Australia	96	5/5	2	675	26	EXCELLENT
6	Istituto Europeo di Design	95	5/5	2	225	23	EXCELLENT
7	University of Bristol	95	5/5	2	375	33	EXCELLENT
8	University of Liverpool	95	5/5	2	450	22	EXCELLENT
9	University of Southampton	95	5/5	2	525	38	EXCELLENT
10	Queen's University Belfast	92	5/5	2	300	27	EXCELLENT
11	Illinois Institute of Technology	91	5/5	2	150	31	EXCELLENT
12	Coventry University	75	4/5	2	75	7	GOOD

SPOTLIGHT: TOP 5 UNIVERSITIES

Universities with the strongest admission information presence

UNIVERSITY OF WOLLONGONG

97 5/5 Critical Pages
750 pages • 14 entry pts

EXCELLENT

✓ Application Portal ✓ Fee Structure ✓ Deadlines
✓ Requirements ✓ Financial Aid

UNIVERSITY OF YORK

97 5/5 Critical Pages
825 pages • 35 entry pts

EXCELLENT

✓ Application Portal ✓ Fee Structure ✓ Deadlines
✓ Requirements ✓ Financial Aid

WESTERN SYDNEY UNIVERSITY

97 5/5 Critical Pages
900 pages • 15 entry pts

EXCELLENT

✓ Application Portal ✓ Fee Structure ✓ Deadlines
✓ Requirements ✓ Financial Aid

UNIVERSITY OF SURREY

96 5/5 Critical Pages
600 pages • 27 entry pts

EXCELLENT

✓ Application Portal ✓ Fee Structure
✓ Deadlines ✓ Requirements
✓ Financial Aid

UNIVERSITY OF WESTERN AUSTRALIA

96 5/5 Critical Pages
675 pages • 26 entry pts

EXCELLENT

✓ Application Portal ✓ Fee Structure
✓ Deadlines ✓ Requirements
✓ Financial Aid

SPOTLIGHT: UNIVERSITIES NEEDING ATTENTION

Universities with no detected admission content on their websites

DEAKIN UNIVERSITY

0 0/5 Critical Pages
0 pages • 0 entry pts   N/A

✗ Application Portal   ✗ Fee Structure   ✗ Deadlines
✗ Requirements   ✗ Financial Aid

LA TROBE UNIVERSITY

0 0/5 Critical Pages
0 pages • 0 entry pts   N/A

✗ Application Portal   ✗ Fee Structure   ✗ Deadlines
✗ Requirements   ✗ Financial Aid

LANCASTER UNIVERSITY

0 0/5 Critical Pages
0 pages • 0 entry pts   N/A

✗ Application Portal   ✗ Fee Structure   ✗ Deadlines
✗ Requirements   ✗ Financial Aid

UNIVERSITY OF ABERDEEN

0 0/5 Critical Pages
0 pages • 0 entry pts   N/A

✗ Application Portal   ✗ Fee Structure
✗ Deadlines   ✗ Requirements
✗ Financial Aid

VICTORIA UNIVERSITY

0 0/5 Critical Pages
0 pages • 0 entry pts   N/A

✗ Application Portal   ✗ Fee Structure
✗ Deadlines   ✗ Requirements
✗ Financial Aid

KEY RECOMMENDATIONS

HIGH PRIORITY

5 universities missing Application Portal

Application forms are essential for students. Universities should ensure a clear, accessible application page that is easy to find from the homepage and navigation.

HIGH PRIORITY

5 universities missing Fee Structure

Fee information is a critical decision factor for international students. Universities should provide detailed, up-to-date fee breakdowns including tuition, living costs, and payment options.

MEDIUM PRIORITY

5 universities missing Deadline Information

Clear deadlines help students plan their applications effectively. Create a dedicated dates and calendar page with intake-specific timelines.

MEDIUM PRIORITY

5 universities have poor admission findability

Admission information should be easy to find from the homepage. Add prominent navigation links, dedicated landing pages, and clear CTAs for prospective Indian students.

LOW PRIORITY

17 universities have limited content coverage

Comprehensive admission content improves user experience and conversion. Consider adding hostel information, placement statistics, campus life, and FAQ pages to cover more of the 21 categories.