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# SERP ANALYSIS REPORT

Foreign Universities in India – Digital Presence Research 2026

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# SEARCH ENGINE VISIBILITY OVERVIEW



## KEY FINDING

- 13 of 17 universities rank #1 for their brand name search. All 13 that appear in results hold position 1.
- 4 universities have no India-specific SERP presence – La Trobe, Lancaster, Aberdeen, and Victoria are absent from top 10 results.
- 6 universities have Wikipedia results appearing alongside their organic listing, adding credibility.

## VISUAL BREAKDOWN



All 13 universities that appear in India-specific Google results hold position #1 for their brand name search. The remaining 4 are entirely absent from top 10 results, indicating a lack of India-targeted SEO.

# UNIVERSITY SERP RANKINGS

UNIVERSITY	POSITION	TOP 3	TOP 10	WIKIPEDIA
Coventry University	1	✓	✓	-
Deakin University	1	✓	✓	✓
Illinois Institute of Technology	1	✓	✓	✓
Istituto Europeo di Design	1	✓	✓	-
Queen's University Belfast	1	✓	✓	-
University of Bristol	1	✓	✓	-
University of Liverpool	1	✓	✓	✓
University of Southampton	1	✓	✓	✓
University of Surrey	1	✓	✓	-
University of Western Australia	1	✓	✓	✓
University of Wollongong	1	✓	✓	✓
University of York	1	✓	✓	-
Western Sydney University	1	✓	✓	-
La Trobe University	N/A	-	-	✓
Lancaster University	N/A	-	-	-
University of Aberdeen	N/A	-	-	✓
Victoria University	N/A	-	-	-

# INSIGHTS & RECOMMENDATIONS

## Strong Brand Visibility

All 13 indexed universities rank #1 for their brand search, showing excellent SEO foundations. These institutions have successfully established their official website as the top organic result for India-specific brand queries.

## 4 Universities Missing from SERP

La Trobe, Lancaster, Aberdeen, and Victoria have no India-specific search presence. These universities need dedicated India campus landing pages with proper geo-targeting, hreflang tags, and India-specific content to appear in regional search results.

## Wikipedia Presence

6 of 17 universities have Wikipedia results appearing alongside their organic listing. This provides additional credibility signals and occupies more SERP real estate, enhancing brand authority for prospective students researching institutions.