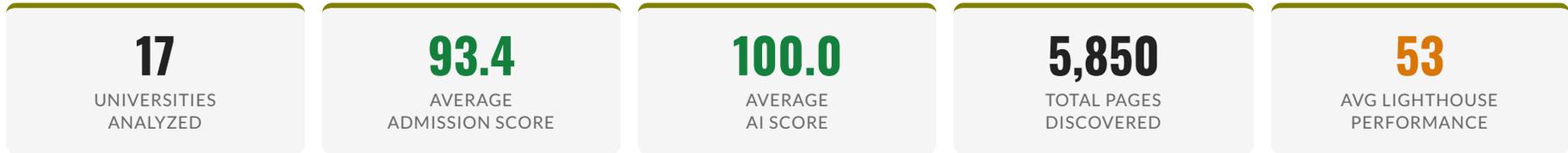

TECHNICAL PERFORMANCE REPORT

Foreign Universities in India – Digital Presence Research 2026

FEBRUARY 2026

thrive^mmattic

EXECUTIVE SUMMARY



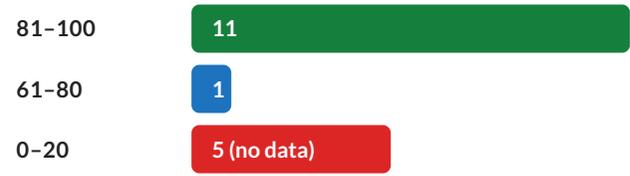
KEY FINDINGS

- 11 of 12 active universities rated EXCELLENT in comprehensive scoring, with 1 rated GOOD (Coventry at 75)
- 100% AI visibility across all 12 active universities – all recognized by ChatGPT with 5 mentions each
- Performance is the weakest dimension: Avg Lighthouse Performance score of only 53/100; FCP 7.8s, LCP 21.7s
- 1,338 Reddit posts collected across 12 universities; 75% show positive sentiment
- 5 universities (29%) have no active India campus websites – Deakin, La Trobe, Lancaster, Aberdeen, Victoria

TIER DISTRIBUTION



SCORE DISTRIBUTION



AI VISIBILITY & CHATGPT RECOGNITION

How well universities are recognized by AI assistants like ChatGPT

100.0
AVG AI SCORE

12
KNOWN TO CHATGPT

71%
AI RECOGNITION RATE

12/12
SCORE 90+ (ACTIVE UNIS)

TOP AI PERFORMERS

#	UNIVERSITY	AI SCORE	MENTIONS
1	University of Wollongong	100	5
2	University of York	100	5
3	Western Sydney University	100	5
4	University of Surrey	100	5
5	University of Western Australia	100	5
6	Istituto Europeo di Design	100	5
7	University of Bristol	100	5
8	University of Liverpool	100	5
9	University of Southampton	100	5
10	Queen's University Belfast	100	5

AI SCORE DISTRIBUTION



PERFECT AI VISIBILITY
All 12 active universities scored a perfect 100 in AI visibility. Each was mentioned 5 times by ChatGPT with comprehensive, accurate information.

LIGHTHOUSE PERFORMANCE & CORE WEB VITALS

Google PageSpeed Insights analysis across 12 university websites



TOP 10 BY PERFORMANCE SCORE

#	UNIVERSITY	PERF	SEO	A11Y	BP	FCP	LCP
1	U. of Surrey	92	91	100	100	2150ms	3008ms
2	U. of Southampton	80	100	100	57	3099ms	4260ms
3	Coventry U.	62	92	96	57	5105ms	8487ms
4	U. of Wollongong	59	92	88	57	4115ms	5759ms
5	U. of Bristol	55	100	100	61	38632ms	44656ms
6	U. of Liverpool	53	92	96	57	5060ms	7906ms
7	U. of York	52	85	99	61	3926ms	22079ms
8	Illinois Inst. of Tech	43	92	89	57	4062ms	23699ms
9	U. of Western Australia	41	85	93	57	4773ms	28289ms
10	Istituto Europeo di Design	36	77	79	79	2972ms	10032ms

CORE WEB VITALS (AVERAGES)

FIRST CONTENTFUL PAINT (FCP)

7,812ms

Target: < 1,800ms – POOR

LARGEST CONTENTFUL PAINT (LCP)

21,723ms

Target: < 2,500ms – POOR

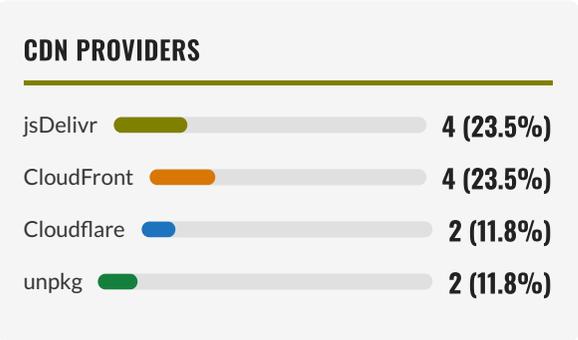
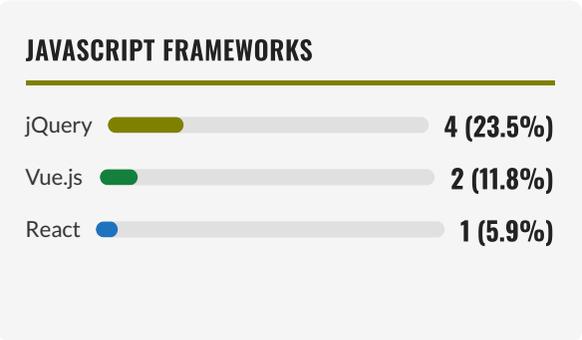
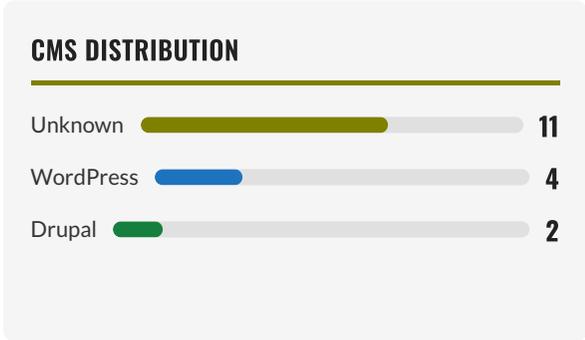
CUMULATIVE LAYOUT SHIFT (CLS)

0.028

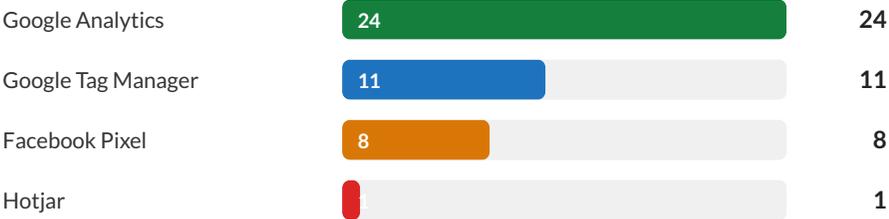
Target: < 0.1 – GOOD

TECHNOLOGY LANDSCAPE

CMS platforms, JavaScript frameworks, CDN providers, and analytics tools



ANALYTICS TOOLS ADOPTION



KEY TAKEAWAY

WordPress dominates among identifiable CMS platforms (4 sites), followed by Drupal (2). However, 11 sites (64.7%) use unknown/custom CMS solutions.

jQuery remains prevalent at 23.5% while modern frameworks Vue.js (11.8%) and React (5.9%) have limited adoption.

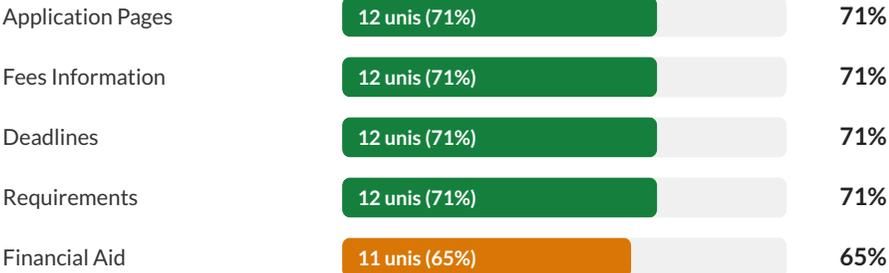
All active universities use Google Analytics, showing strong analytics maturity.

CRITICAL PAGE COVERAGE & ADMISSION FLOW

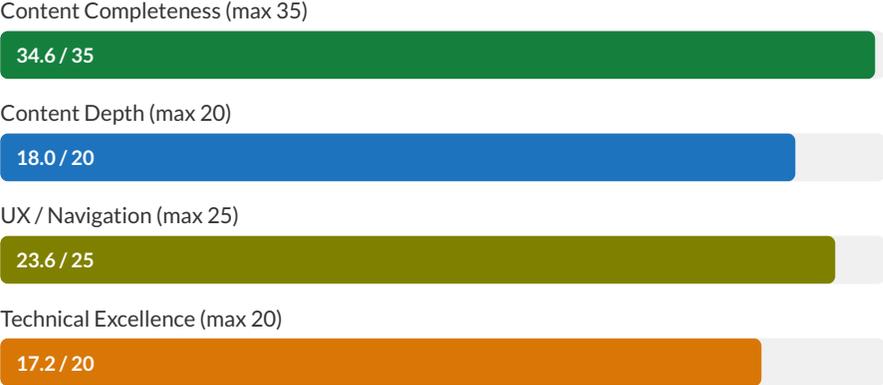
Admission content dimensions and critical page type availability across universities



CRITICAL PAGES COVERAGE



SCORING DIMENSIONS BREAKDOWN



COMPREHENSIVE SCORING — FULL RANKINGS

All 17 universities ranked by admission score with key performance metrics

#	UNIVERSITY	ADMISSION	AI SCORE	TIER	PAGES	PERF	SEO	CMS	REDDIT	SENTIMENT
1	University of Wollongong	97	100	EXCELLENT	750	59	92	Unknown	100	POSITIVE
2	University of York	97	100	EXCELLENT	825	52	85	WordPress	122	POSITIVE
3	Western Sydney University	97	100	EXCELLENT	900	31	77	Unknown	140	POSITIVE
4	University of Surrey	96	100	EXCELLENT	600	92	91	Drupal	117	POSITIVE
5	U. of Western Australia	96	100	EXCELLENT	675	41	85	Unknown	116	POSITIVE
6	Istituto Europeo di Design	95	100	EXCELLENT	225	36	77	Unknown	92	MIXED
7	University of Bristol	95	100	EXCELLENT	375	55	100	WordPress	119	NEGATIVE
8	University of Liverpool	95	100	EXCELLENT	450	53	92	WordPress	110	POSITIVE
9	U. of Southampton	95	100	EXCELLENT	525	80	100	WordPress	107	MIXED
10	Queen's U. Belfast	92	100	EXCELLENT	300	29	85	Unknown	110	POSITIVE
11	Illinois Inst. of Technology	91	100	EXCELLENT	150	43	92	Drupal	86	POSITIVE
12	Coventry University	75	100	GOOD	75	62	92	Unknown	119	POSITIVE
13	Deakin University	0	0	N/A	0	0	0	Unknown	0	—
14	La Trobe University	0	0	N/A	0	0	0	Unknown	0	—
15	Lancaster University	0	0	N/A	0	0	0	Unknown	0	—
16	University of Aberdeen	0	0	N/A	0	0	0	Unknown	0	—
17	Victoria University	0	0	N/A	0	0	0	Unknown	0	—

TOP 10 BY ADMISSION SCORE

Detailed breakdown by Content Completeness, Depth, UX/Navigation, and Technical Excellence

<p>93.4 AVG ADMISSION SCORE</p>	<p>97 HIGHEST SCORE</p>	<p>75 LOWEST ACTIVE SCORE</p>	<p>5,850 TOTAL PAGES DISCOVERED</p>
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#	UNIVERSITY	SCORE	CONTENT	DEPTH	UX	TECHNICAL	PAGES
1	University of Wollongong	97	35	20	24	18	750
2	University of York	97	35	20	24	18	825
3	Western Sydney University	97	35	20	24	18	900
4	University of Surrey	96	35	19	24	18	600
5	U. of Western Australia	96	35	20	24	17	675
6	Istituto Europeo di Design	95	35	18	24	18	225
7	University of Bristol	95	35	18	24	18	375
8	University of Liverpool	95	35	18	24	18	450
9	University of Southampton	95	35	18	24	18	525
10	Queen's University Belfast	92	35	18	22	17	300

Note: The top 3 universities (Wollongong, York, Western Sydney) are tied at 97 points with perfect Content Completeness (35/35) and Content Depth (20/20) scores. Content Completeness averages 34.6/35, the strongest dimension across all universities.

REDDIT & SOCIAL ANALYSIS

Reddit discussion volume, sentiment analysis, and competitor landscape



TOP 10 BY REDDIT PRESENCE

#	UNIVERSITY	POSTS	SENTIMENT
1	Western Sydney U.	140	POSITIVE
2	University of York	122	POSITIVE
3	University of Bristol	119	NEGATIVE
4	Coventry University	119	POSITIVE
5	University of Surrey	117	POSITIVE
6	U. of Western Australia	116	POSITIVE
7	U. of Liverpool	110	POSITIVE
8	Queen's U. Belfast	110	POSITIVE
9	U. of Southampton	107	MIXED
10	U. of Wollongong	100	POSITIVE

SENTIMENT DISTRIBUTION



COMPETITOR LANDSCAPE

0 unique competitors identified in the current dataset. This indicates that SERP competitor analysis did not surface overlapping institutions in search results.

0.0 avg competitors per university – no gap analysis data is available at this time. This suggests strong brand differentiation in search.

KEY RECOMMENDATIONS

Priority actions based on technical performance data across all 17 universities

CRITICAL

Fix Core Web Vitals Performance

Average FCP is 7,812ms (target <1,800ms) and LCP is 21,723ms (target <2,500ms). The average Lighthouse Performance score is only 53/100. Prioritize image optimization, lazy loading, code splitting, and server-side rendering to dramatically improve load times. University of Bristol has a 38.6s FCP which needs urgent attention.

CRITICAL

Activate 5 Missing India Campus Websites

Deakin University, La Trobe University, Lancaster University, University of Aberdeen, and Victoria University have no active India campus presence. These universities score 0 across all metrics and represent 29% of the total cohort. Establishing dedicated India landing pages is essential.

IMPORTANT

Improve Best Practices Scores

Average Best Practices score is only 63/100, with most universities scoring 57. Address HTTPS mixed content, deprecated APIs, browser error logging, and modern security headers. University of Surrey (100) and IED (79) demonstrate this is achievable.

IMPORTANT

Address Negative Reddit Sentiment

University of Bristol shows negative Reddit sentiment despite strong technical scores (95 admission, 100 AI). Monitor and engage with Reddit communities to address student concerns and improve brand perception in this critical social channel.

RECOMMENDED

Modernize Tech Stack & Expand Financial Aid Coverage

Only 2 of 17 sites use modern JS frameworks (Vue.js, React); jQuery dominates. Adopt modern frameworks for better performance. Additionally, Financial Aid page coverage (65%) trails other critical pages (71%) — improve to match Application, Fees, Deadlines, and Requirements coverage.