

A THRIVEMATTIC RESEARCH STUDY · 2026

DEEP-DIVE REPORT 01

# AI Visibility & GEO Readiness

Every foreign-university India campus already surfaces in ChatGPT. The contest is no longer recognition — it's whether the India-specific answer cites your subdomain or an aggregator.

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Cohort **18 India campuses**

Data **April 2026**

Sources **ChatGPT visibility + AI-readability**

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**thrivemattic.**

Prepared for foreign-university India launch teams. Figures verified 19 May 2026 against the 2026Q2 research dataset.

## EXECUTIVE SUMMARY

### Universal presence, **contested citation**

Across the 18-campus cohort, AI-search visibility is effectively solved at the parent-brand level — but uniformly thin where it matters: the India-specific citation. The differentiator in 2026 is not whether a model knows your university; it's whether the India answer points home.

**89**/100

Mean AI Visibility Score across all 18 campuses (range 82–93). The 11-point spread is driven by India-context citation depth, not parent-brand recognition.

## METHODOLOGY

### What feeds this report

Two of the eight cohort data sources underpin this report: **ChatGPT visibility** — five India-context fact-pattern prompts per campus (general, admissions/fees, brand reputation, peer comparison, student outlook) scored for mention frequency, depth and sentiment via the OpenAI API — and the **AI-readability foundation** audit of JSON-LD schema, llms.txt, semantic HTML and content rendering on each India subdomain. n = 18 campus brand names; SERP-based citation competition is covered in a separate report once fresh SERP collection completes.

## KEY FINDINGS

### Three things the data **makes plain**

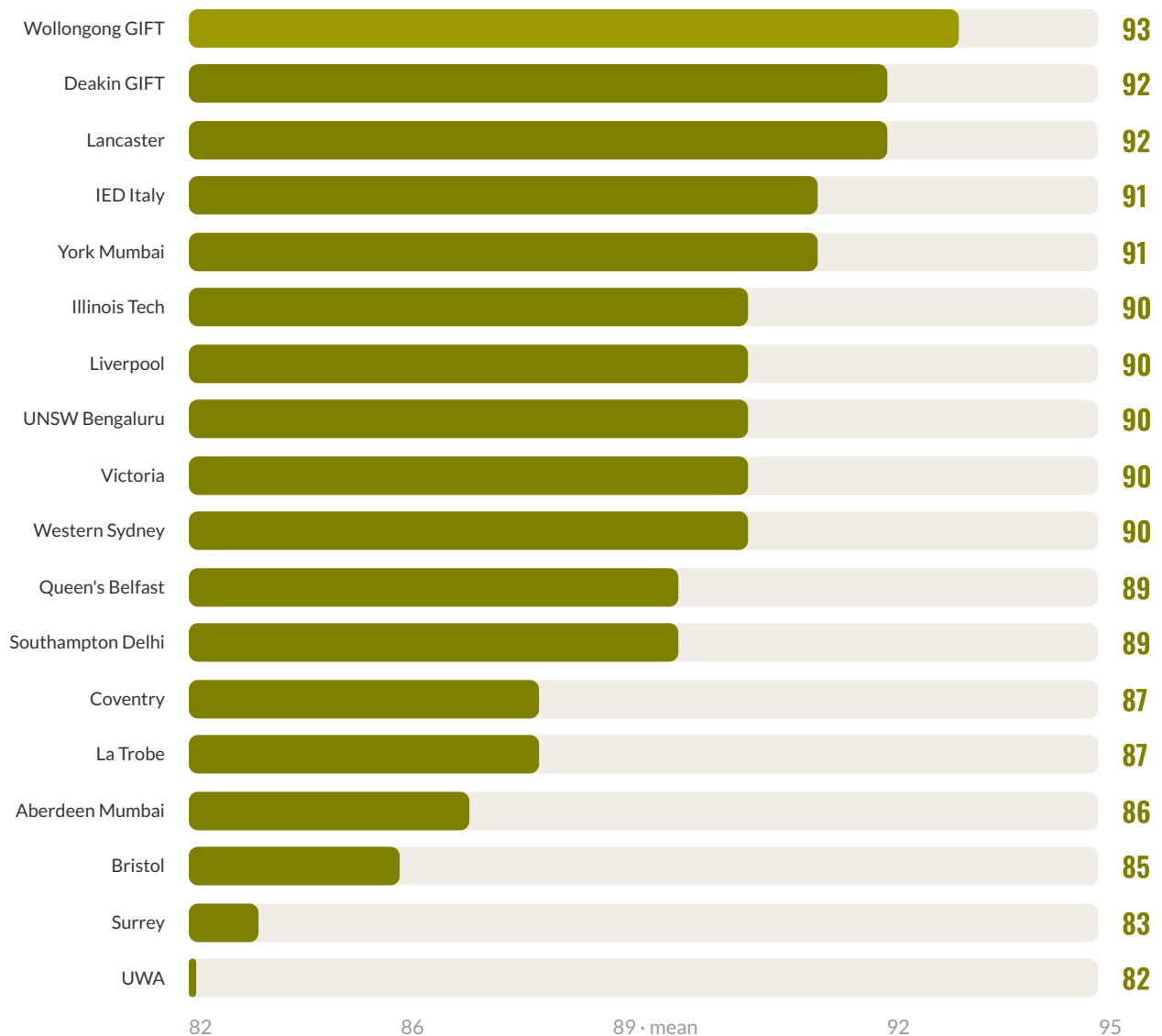
#### FINDING 01

#### Visibility is universal — and the spread is narrow

Every campus surfaces in ChatGPT for parent-brand queries. The cohort mean is **89/100** with a tight 82–93 band. Wollongong GIFT City leads at 93; UWA and Surrey trail at 82–83. A high floor means no campus wins on recognition alone — the gap is made elsewhere.

## AI Visibility Score — full 18-campus ranking

Score of 100 · scale 82–95 so the 11-point spread is visible · cohort mean 89.



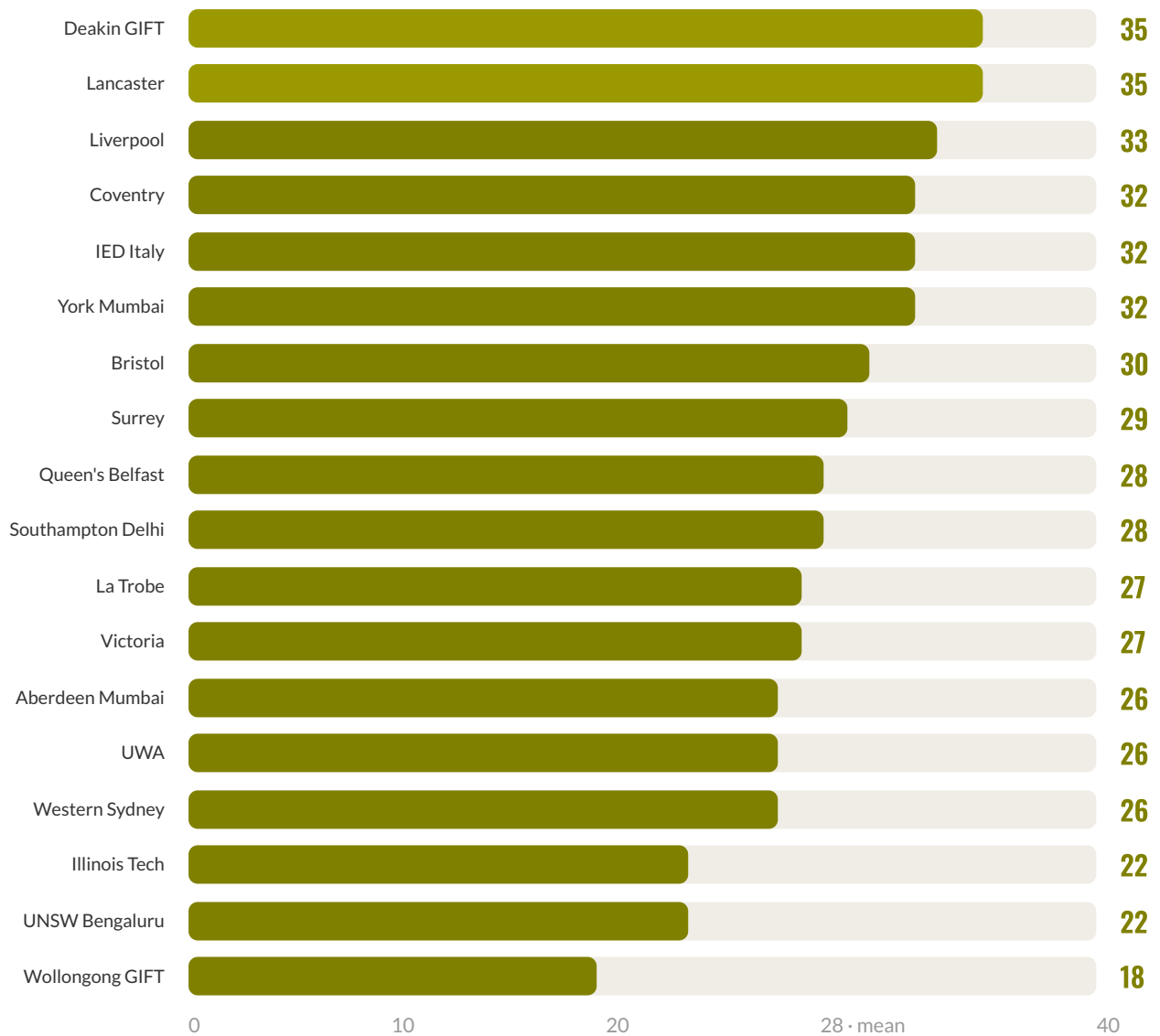
### FINDING 02

#### Mention depth — and sentiment — is not unanimous

Average India-context mention count is **28 per campus** across the five prompts. Deakin and Lancaster lead at 35; Wollongong, UNSW and Illinois Tech trail at 18–22 — depth, not presence, separates them. On sentiment, **16 of 18 campuses read positive**; two are mixed (Surrey and UWA, both surfacing India-context regulatory ambiguity in responses).

## ChatGPT India-context mentions — per campus

Mentions across 5 fact-pattern prompts · cohort mean 28 · scale 0–40.



### FINDING 03

#### The schema gap is where the citation is won or lost

India-campus sites are predominantly subdomains or microsites with thin structured-data coverage. Three JSON-LD schemas — **Course**, **FAQ**, and **EducationalOrganization** — turn an India-campus page into a citable AI-search answer. Where they're absent on the India subdomain, the model falls back to the source that does have them: Shiksha, Careers360, Studies-Overseas. AI-search models retrain on a 1–2 year lag, so structured data shipped in mid-2026 is what gets cited when the second applicant cohort searches in 2027.

## THE FULL DATA

# All 18 campuses

CAMPUS	AI VISIBILITY	CHATGPT MENTIONS	CHATGPT SENTIMENT
Wollongong GIFT	93	18	Positive
Deakin GIFT	92	35	Positive
Lancaster	92	35	Positive
IED Italy	91	32	Positive
York Mumbai	91	32	Positive
Illinois Tech	90	22	Positive
Liverpool	90	33	Positive
UNSW Bengaluru	90	22	Positive
Victoria	90	27	Positive
Western Sydney	90	26	Positive
Queen's Belfast	89	28	Positive
Southampton Delhi	89	28	Positive
Coventry	87	32	Positive
La Trobe	87	27	Positive
Aberdeen Mumbai	86	26	Positive
Bristol	85	30	Positive
Surrey	83	29	Mixed
UWA	82	26	Mixed

BEFORE AUGUST 2026

## Three moves that **compound**

- 1 Ship the three JSON-LD schemas on the India subdomain.** Course, FAQ and EducationalOrganization — scoped to the India campus, not inherited from the parent .edu. This is the single highest-leverage change because it directly determines who the model cites for India-specific queries.
- 2 Publish India-specific answer content matched to the five prompt fact-patterns.** Fees, admissions, brand reputation, peer comparison and student outlook — each as a crawlable, structured page. The campuses with the deepest mention counts (Deakin, Lancaster) are the ones with the most India-context content already indexed.
- 3 Move before the retrain window closes.** What is structured and indexed in mid-2026 is what AI-search cites for the 2027 applicant cohort. The campuses that wait inherit aggregator citations that are expensive to displace later.

## See exactly where your campus stands

Request a per-campus scorecard: your AI Visibility tier, schema coverage on the India subdomain, and the prioritized fixes that move the citation home — free for any campus in the 18-campus cohort.

BOOK A DISCOVERY CALL

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Growth systems for universities and schools — search visibility, enrollment clarity, and original research across foreign-university India campuses, NIRF private colleges, and private universities.

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