

A THRIVEMATTIC RESEARCH STUDY · 2026

DEEP-DIVE REPORT 05

Technology & Performance

The build decision made in a London or Melbourne IT meeting twelve months ago defines what's fixable on the India campus site today — and right now it's costing conversions on mobile.

Cohort **18 India campuses**

Data **April 2026**

Sources **Lighthouse + tech-stack fingerprint**

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

EXECUTIVE SUMMARY

Mobile performance is the **silent conversion tax**

SEO and accessibility are largely solved across the cohort. Mobile performance is not — and it's the metric an Indian student actually experiences arriving from a Reels ad or an aggregator click at the moment of decision. Not one live site clears a good-performance threshold.

48/100

Cohort mean Lighthouse mobile performance across 15 live India sites. None scores above 66; zero clear the 80 "good" mark.

METHODOLOGY

What feeds this report

Mobile-first Google Lighthouse audits across Performance, SEO, Accessibility and Best Practices, plus a tech-stack fingerprint (CMS, JS frameworks, analytics and marketing tools) per campus. **15 live India sites** were analysed (13 returned complete audits); the three campuses with no public site (Lancaster, La Trobe) or crawler blocks are excluded from site-side metrics. Content-depth figures cite the 6 campuses with a crawlable India site.

KEY FINDINGS

Three things the data **makes plain**

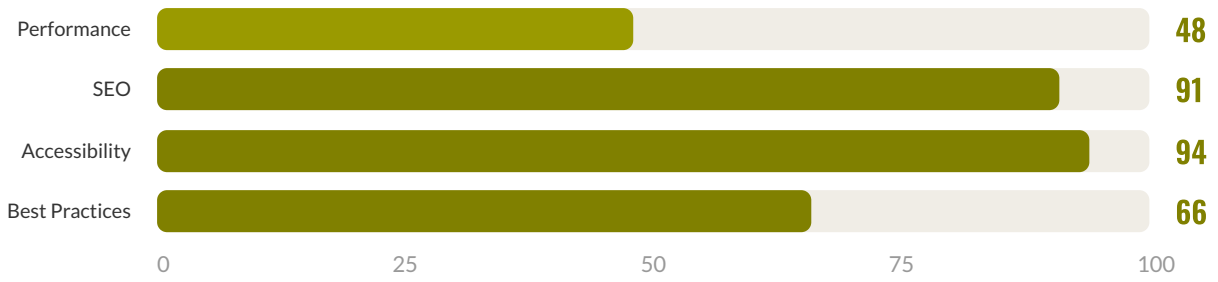
FINDING 01

One category drags the whole stack

SEO (91), Accessibility (94) and Best Practices (66) are acceptable to strong. Performance, at a cohort mean of **48**, is the outlier — and it's the category with the most direct line to enrolment, because it's what the mobile applicant feels first.

Lighthouse — cohort means by category

Mobile-first · 15 live India sites · scale 0–100.



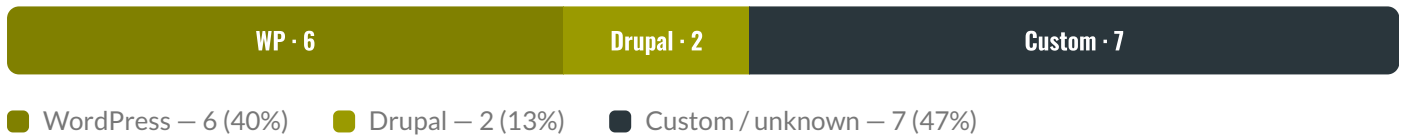
FINDING 02

The performance ceiling is below the floor of "good"

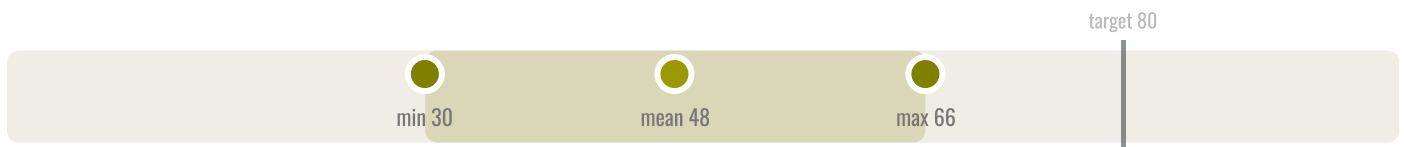
Across 15 live sites, mobile performance ranges from **30 to 66** around a mean of 48. Not one site reaches the 80 mark Google treats as good. The CMS landscape explains part of it: the cohort splits across WordPress, Drupal and custom builds, with the Drupal-heavy UK campuses inheriting parent-site theming weight that leaves little India-specific tuning room.

CMS mix & mobile-performance band

15 live India sites · CMS share + Lighthouse mobile performance (scale 0–100).



Lighthouse mobile performance — cohort band



FINDING 03

Measurement is installed; conversion measurement is not

Analytics coverage is near-universal — **Google Analytics on all 15 sites**, Tag Manager on 13. But the India-specific application funnel is largely unmeasured: only 8 sites carry a Facebook Pixel and just 1 runs Hotjar. The cohort can see traffic; very few can see where the Indian applicant drops out of the apply flow.



THE FULL DATA

Crawlable site depth

CAMPUS	PAGES CRAWLED	CONTENT COMPLETENESS
Liverpool	351	35
Bristol	306	35
Aberdeen Mumbai	231	35
IED Italy	225	35
Illinois Tech	150	30
Coventry	75	30

The remaining campuses are pre-launch microsites or crawler-blocked, with no substantive crawlable India site this cut. Analytics distribution across the 15 live sites: Google Analytics 15, Tag Manager 13, Facebook Pixel 8, Hotjar 1.

BEFORE AUGUST 2026

Three moves that **compound**

- 1 Treat mobile performance as a launch gate.** Set a Lighthouse mobile-performance target of 80 and hold the August 2026 launch to it. No campus in the cohort currently clears it — the campus that does ships a measurable advantage at the exact moment applicants arrive on mobile.
- 2 Ship India-funnel conversion tracking, not just analytics.** GA tells you traffic; it does not tell you where the Indian applicant abandons the apply flow. Event tracking on the India intake, plus session replay on the application steps, turns the funnel from invisible to fixable.

3

Don't inherit parent theming weight on the India subdomain. The Drupal-heavy UK campuses carry parent-site bulk with little India tuning room. A lean India-specific template — rather than a parent clone — is the structural fix that makes the performance target reachable.

See exactly where your campus stands

Request a per-campus scorecard: your Lighthouse mobile performance against the cohort, your stack's specific drag factors, and the prioritized fixes — free for any campus in the 18-campus cohort.

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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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