

A THRIVEMATTIC RESEARCH STUDY · 2026

DEEP-DIVE REPORT 02

The **Admissions** Journey

An Indian applicant lands on a foreign-university campus page expecting INR fees, India deadlines and a campus-named apply route. Only six of eighteen campuses give them one.

Cohort **18 India campuses**

Data **April 2026**

Sources **Discovery + admission-content audit**

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

EXECUTIVE SUMMARY

Most campuses have **no India admission page yet**

The admission journey is where a foreign campus either earns the Indian applicant or hands them to the parent university's international funnel. The data is stark: a substantive India admission page is the exception, not the norm — and even where it exists, completeness varies by 20 points.

6/18

campuses ship a substantive India admission page. The other twelve — overwhelmingly pre-launch — route applicants into a parent-country application system.

METHODOLOGY

What feeds this report

Website discovery crawled each campus subdomain or India section, classifying admission-related URLs and scoring an **admission-content score (0–100)** built from content completeness, content depth, navigation/UX and technical execution of the India admission journey. A campus scores above zero only where a substantive India admission page exists; pre-launch campuses with no India admission page score zero by construction. n = 18; one operational campus (Deakin GIFT City) returns 403 to non-browser crawlers and is treated as no-crawlable-page for this metric.

KEY FINDINGS

Three things the data **makes plain**

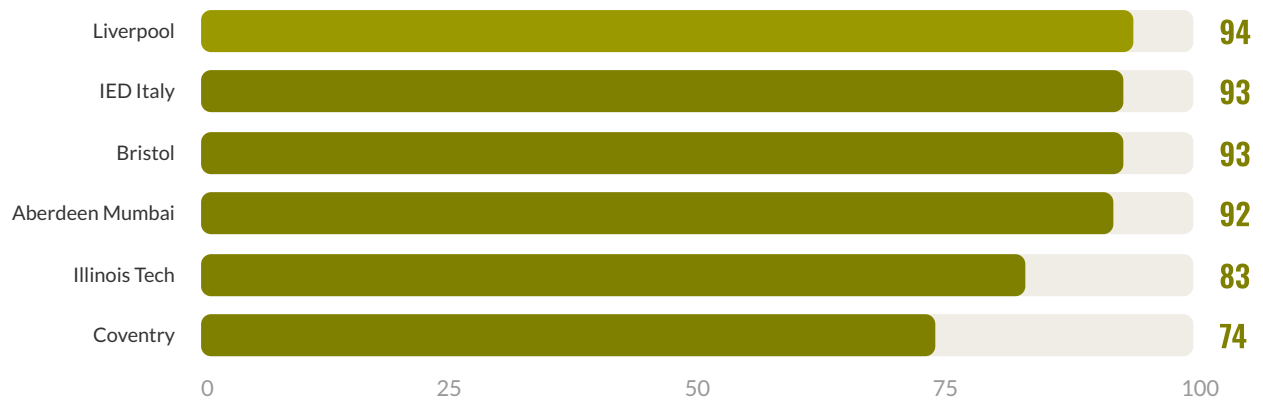
FINDING 01

Six campuses have a real India admission page

Liverpool, IED Italy, Bristol and Aberdeen Mumbai lead; Illinois Tech and Coventry follow. These are the campuses an Indian applicant can actually navigate end-to-end without being handed off. The other twelve have no substantive India admission page in the crawl — most because they are pre-launch.

Admission content score — campuses with a real India page

Score of 100 · the 6 campuses with a substantive India admission page · the other 12 are pre-launch with none yet · scale 0–100.



FINDING 02

Even among the six, completeness varies by 20 points

Having a page is not the same as documenting the journey. The spread runs from **Liverpool at 94 to Coventry at 74** — a 20-point gap in how fully fees, eligibility, deadlines, application route and contact are present and navigable on a single India-facing surface. The leaders show what "complete" looks like; the followers have a defined, closeable gap.

FINDING 03

The other twelve route into a system built for someone else

Where a pre-launch campus has an "Apply Now", it typically routes into the parent's UCAS-style or Australian application flow — which defaults to international-student fee context and non-India deadlines. The Indian applicant who arrived expecting an India intake form meets a multi-step parent process at the exact moment of highest intent. This is the single largest, lowest-cost conversion leak in the cohort, and the months before the August 2026 intake are the window to close it.

THE FULL DATA

All 18 campuses

CAMPUS	ADMISSION SCORE	INDIA ADMISSION PAGE
Liverpool	94	SUBSTANTIVE
IED Italy	93	SUBSTANTIVE
Bristol	93	SUBSTANTIVE
Aberdeen Mumbai	92	SUBSTANTIVE
Illinois Tech	83	SUBSTANTIVE
Coventry	74	SUBSTANTIVE
Deakin GIFT	0	NONE / NOT CRAWLABLE
La Trobe	0	PRE-LAUNCH — NONE
Lancaster	0	PRE-LAUNCH — NONE
Queen's Belfast	0	NONE YET
UNSW Bengaluru	0	NONE YET
Southampton Delhi	0	NONE YET
Surrey	0	NONE YET
UWA	0	NONE YET
Wollongong GIFT	0	NONE YET
York Mumbai	0	NONE YET
Victoria	0	NONE YET
Western Sydney	0	NONE YET

A zero score reflects no substantive India admission page in the crawl — predominantly pre-launch campuses, plus Deakin GIFT City which blocks non-browser crawlers. It is not a quality judgment of the parent university.

BEFORE AUGUST 2026

Three moves that **compound**

- 1 Ship one India admission page before launch.** Fees in INR, India-specific eligibility and deadlines, and a campus-named application route on a single indexable page. This is the highest-intent surface in the entire funnel and most pre-launch campuses ship it last instead of first.
- 2 Replace the parent-system "Apply Now" with an India intake.** Even a lightweight India-specific lead/intake form ahead of the parent application removes the international-fee shock at the moment of decision.
- 3 Close the completeness gap to the Liverpool/Bristol bar.** For campuses that already have a page, the 20-point spread is a concrete, measurable target — get every dimension (fees · deadlines · eligibility · apply route · contact) present and navigable in one place.

See exactly where your campus stands

Request a per-campus scorecard: your admission-page completeness against the cohort, the specific dimensions missing, and the prioritized fixes — 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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07_integration/integrated_data_20260430_232049.json · pipeline run 2026-04-30 · figures verified 2026-05-19. ©
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