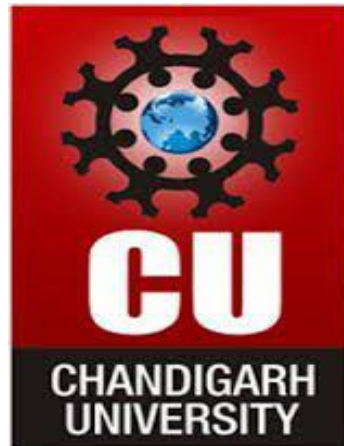


# **ASSIGNMENT-1**

## **Digital Marketing Lab**

**SUBMITTED IN PARTIAL FULFILLMENT OF  
THE REQUIREMENT FOR THE OF THE  
DEGREE OF**

**Masters of Business Administration**



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**DEPARTMENT OF UNIVESRSITY SCHOOL OF BUSINESS**  
**Chandigarh University, Gharuan**  
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**Q. Conduct a SWOT Analysis and Technical Analysis of Chandigarh University, Lovely Professional University and Chitkara University Website. Give your suggestions and recommendations on what should be incorporated (keywords and adwords) by Chandigarh University to get better visibility in www(World Wide Web). You can use Alexa.com. Neilpatel.com or any other tools to do the technical analysis.**

**SWOT Analysis of Chandigarh University's website:**



**SWOT Analysis of Chitkara University website:**



**SWOT Analysis of Lovely Professional University website:**

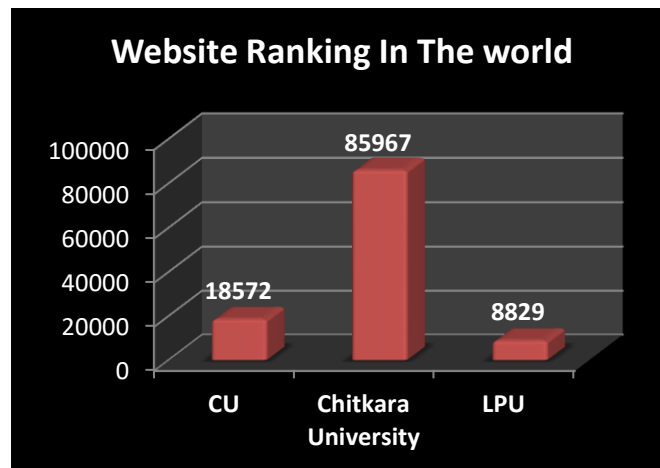


This is a technical analysis of three biggest universities CU, Chitkara, & LPU. Here I have taken data from alexa.com. And a detailed analysis of these three universities is as following:

Parameter s	CU	Chitkara University		LPU		
Site Metrics						
Ranking In World	18572	85967		8829		
Ranking In India	1365	9760		585		
Audience Retention (Minutes)	6:03:00	3:51:00		6:50:00		
Daily Page views per Visitor	4.52	3.1		5.35		
Bounce Rate	23%	38%		37%		
Audience Overlap						
Website & percentage of Overlap	Overlapping website	Percentage	Overlap website	Percentage	Overlapping website	Percentage
	lpu.in	19.8	cuchd.in	15.6	codetantra.com	27.3
	puchd.ac.in	17.5	chitkarauniversity.edu.in	11.2	lpude.in	22.3
	chitkara.edu.in	15.6	cgc.edu.in	6.3	cuchd.in	19.8
	upes.ac.in	13.8	sharda.ac.in	6	sharda.ac.in	16.1
	manipal.edu	13.4	lpu.in	5.8	manipal.edu	15.3
Site Flow						
Top web Visited just before	Web Name	Percentage	Web Name	Percentage	Web Name	Percentage
	google.com	33%	google.com	50%	google.com	30%

Top web Visited right after	google.com	30%	google.com	36%	google.com	29%
Site Traffic Source						
Top Traffic Source	Traffic source	Percentage	Traffic source	Percentage	Traffic source	Percentage
	Search	25%	Search	57%	Search	15%
Top Keywords By Traffic						
Keywords by Traffic	chandigarh university		chitkara university		lovely professional university	
	cuims		chalkpad		lpu	
	chandigarh university admission		bba		ums	
	cu		chitkara		lpu admission	
	chandigarh university phd admission 2020		chitkara university address		ums login	
Buyer's Keywords	best engineering college in chandigarh		best engineering college in chandigarh		lpu brochure	
	best mechanical engineering college in chandigarh		best mechanical engineering college in chandigarh		best civil engineering college in punjab	
	best ece college in chandigarh		best ece college in chandigarh		best institutes for training in biotech for b.tech	
	best hotel management		best hotel management		best industry oriented college	

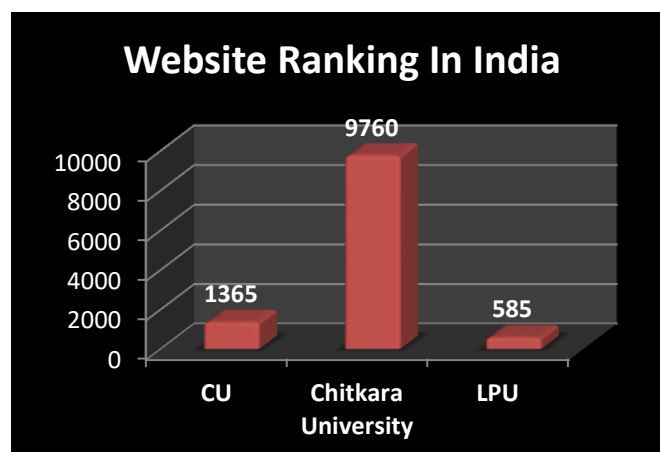
**Ranking in the world:** Because all three private universities are mainly popular in **India** and few developing nations of **Africa and south Asian countries**. That's why the global ranking of the websites aren't that impressive. Still LPU manage to hold 1<sup>st</sup> rank among these three universities due to the old establishment and bigger campus.



**Fig A1.1:** Global rankings of websites

**Ranking in the India:** All the three universities are very popular in India for their different courses and programs. Also their websites are very popular in India and especially LPU and Chandigarh University's websites. With 585 ranking in India it's really a great accomplishment by LPU and there many reasons behind it.

- Attractive domain name.
- Popularity & reputation of University.
- Good no. of articles and sponsorship on social media.
- Highly marketed by students themselves.
- Good presence on the entire social media platform with quality video advertisements and banner ads.



**Fig A1.2:** Ranking of websites in India

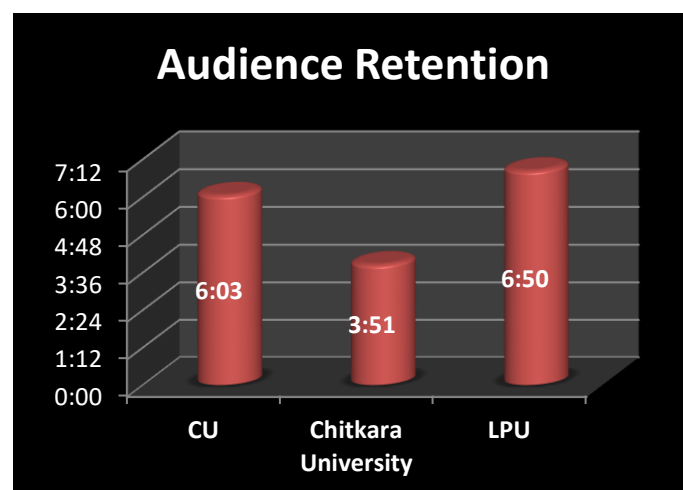
**Audience Retention:** Audience retention is for daily basis how long a user spent time on your website. So here are really some shocking statistics regarding audience retention. LPU is again leading in audience retention and Chandigarh University is almost behind LPU. But Chitkara University is doing worst in case of audience retention.

**Reasons behind good performance of LPU & Chandigarh University's websites are as following:**

- Attractive UI of the website.
- Good selection of font and color.
- Less website loading time and faster click rate.
- Important information available on home page itself.
- Students friendly UI and navigations.

**Reasons behind bad performance of LPU & Chandigarh University's websites are as following:**

- Complex UI as the prospective of a new student.
- Website loading time is comparatively high.
- Lack of important information on the home page.
- Also the popularity of University isn't that high due to its name Chitkara University. Even though the placements here is good.
- Very less use of graphical presentation of university's achievements.



**Fig A1.3:** Audience retention of university's websites in India



**Bounce Rate:** Bounce rate means how frequently the user is immediately closing the website as soon as user land on your website.

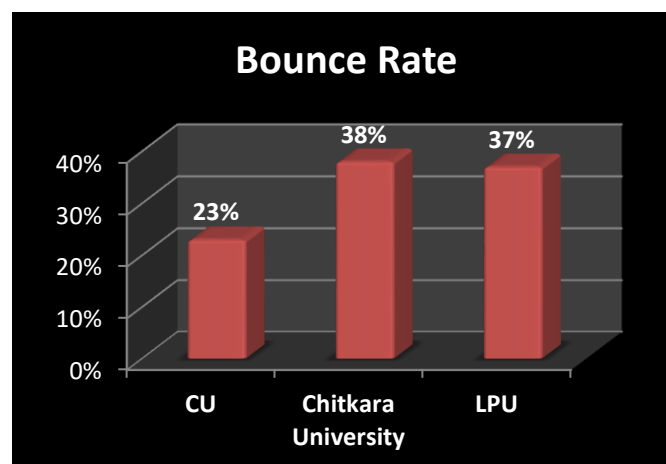
So here in this perimeter there some drastically changes and some interesting statics. Chandigarh University is leading on this parameter. Whereas with nearly 38% of bounce rate the LPU and Chitkara University are doing worst performance on this parameter.

**Reasons behind low bounce rate of Chandigarh University's websites are as following:**

- More organic visitors on Chandigarh University's website.
- Eye catching statistics presented on home page.
- Attractive UI and popular name of the university due to the name of city Chandigarh.

**Reasons behind high bounce rate of LPU & Chitkara University's websites are as following:**

- High inorganic visitors on website means forcefully landed visitors on their website i.e. by showing ad in front of that person who isn't interesting.
- Might be spam messages and links are very high.
- Might be irrelevant notifications to those students who already passed out orr taken admission in other universities.
- As compare to competitor less engaging home page of both the websites.



**Fig A1.4:** Audience retention of university's websites in India

**Daily Page Views per Visitors:** means how many page visited by user when landed on your website more the page Views means more the engagement of user with website.

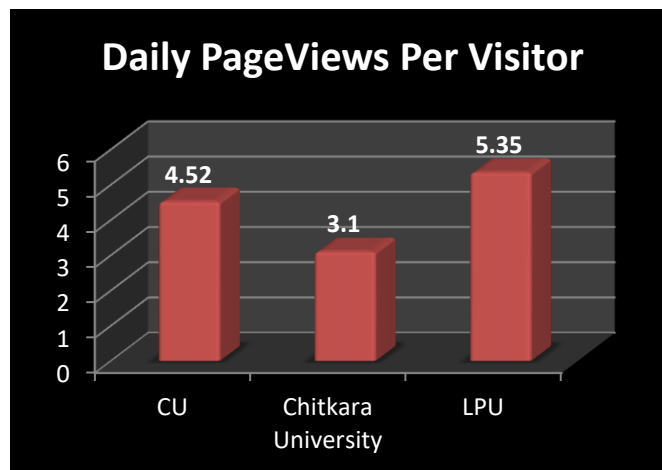
Here on this parameter LPU is doing very well also Chandigarh University's website with 4.52 page view per visitor is a good engagement rate. But still Chitkara University's website is doing worst again.

**Reasons behind low page view per visitor on Chitkara University's websites are as following:**

- Almost the same reason those were in the bounce rate and audience retention are in the page view visitors.
- Low engaging & eye catching graphics used on the website.
- High use of text as compare to the graphics makes website more bowering to explore.
- Selection of navigation is more complex due to some kind of lag on navigation bar.

**Reasons behind more daily page view per visitors on LPU & Chandigarh University's websites are as following:**

- In both the websites not just the home page but also the navigation page are filled with good graphics and eye catching contents.
- On each navigation user find relevant information immediately and link to next page is involved properly.
- Important information is shown with minimalist text approach and at the top of each page with good graphics.



**Fig A1.4:** Audience retention of university's websites in India

**Website & percentage of Overlap:** This parameter shows how other website is preferred on your website when user searched your website. So here are not much shocking facts almost same result are found all the websites are overlapped by each other's competitors with almost same overlap rate.

Only in case of LPU we can see a website codetanta.com is overlapping LPU with high percentage but that platform is sponsoring LPU's online classes. That's why percentage is bit higher.

**Website visited just before and after:** In all the three universities Google.com is highest percentage of visited website just after and before. And this is very bayous most of the user are searching these website on Google and also for comparison with competitor users are using google.com

But in case of Chitkara University its showing high traffic coming from Google nearly 50% it means Cjitkara University is using many ads directly on SEO. That's the only reason sometime unwanted user are lading on their website. That is causing very high bounce rate on Chitkara University's website.

**Top Traffic Source:** This is intrusting that here also the Chitkara University is show very high contributor of traffic as Google. That means most of the ads Chitkara is only putting of SEO and top four bidding of SEO. Whereas if we see CU and LPU. Both the websites are taking a small traffic from Google as compare to Chitkara University's website.

Even LPU is getting only 15% of its traffic from Google other from different social media websites or other chatting apps. That's the only reason that LPU is able to gain more views because it is able to highly engage with students on other platform as well.

**Buyer's Keywords:** Almost same keywords have been used in all the three websites. So with this parameter there are very less possibilities to gain more unique visitors.