

Keyword Trend Analysis for LPU and It's Competitors

Dr. Jolly Mash

Senior Officer Research & Assistant Professor, LPU, Punjab

Abstract: *Lovely Professional University (LPU) is a private university situated in Jalandhar, Punjab, India. With 35,000 students in 2017, it claims to be the largest single-campus private university in India. The university campus spreads over 600 acres (2.4 km²) on the outskirts of Jalandhar and houses 10,000 students (as of 2010). LPU ranks among the top universities of India in more than 20 prestigious researches and rankings. LPU has been consistently ranked as top university in various areas like placements, quality education, industry interface, infrastructure, international relations etc. This research paper aims to compare online keyword searches for LPU and its competitors namely Amity University, Chandigarh University, Chitkara University, VIT, SRM, Amrita and Sharda University to understand that which university is not popular online. This study would help to understand that during which time of the year, maximum people search online about LPU and other universities. Study would also focus that in which parts of world searches are being made and which. To get higher traffic on webpages, universities can use the keywords identified in this report. These keywords are those words which people and students search about that particular university. Thus when these keywords are tagged with university webpage or social media pages, it would lead to higher traffic on web and social media pages, thus leading TO higher publicity of university for a free of cost or at a very low cost.*

Keywords: Amity University, Chandigarh University, Chitkara University, VIT, SRM, Amrita and Sharda University, Lovely Professional University, Google trends

1. Introduction

Lovely Professional University (LPU) is a private university situated in Jalandhar, Punjab, India. The university was established in 2005 by Lovely International Trust, under The Lovely Professional University Act, 2005 (Punjab Act 25 of 2005) and started operation in 2006. With 35,000 students in 2017, it claims to be the largest single-campus private university in India. The university campus spreads over 600 acres (2.4 km²) on the outskirts of Jalandhar and houses 10,000 students (as of 2010).

In India, LPU is recognized by the University Grants Commission (UGC), the National Council for Teacher Education (NCTE) and the Council of Architecture (COA) and approved by the Pharmacy Council of India (PCI). It is also a member of the Association of Indian Universities (AIU). Internationally, LPU is accredited by the Accreditation Council for Business Schools and Programs (ACBSP) and a member of the Association of Commonwealth Universities (ACU).

LPU has several interesting market-oriented inventions/patented technologies like targeted drug delivery of colon cancer, and fitness bracelet, for which NRDC will be looking forward to transfer these technologies to industries, a press release stated.

LPU ranks among the top universities of India in more than 20 prestigious researches and rankings. LPU has been consistently ranked as top university in various areas like placements, quality education, industry interface, infrastructure, international relations etc.

This research paper aims to compare online keyword searches for LPU and its competitors namely Amity University, Chandigarh University, Chitkara University, VIT, SRM, Amrita and Sharda University to understand that

which university is not popular online. This study would help to understand that during which time of the year, maximum people search online about LPU and other universities. Study would also focus that in which parts of world searches are being made and which. To get higher traffic on webpages, universities can use the keywords identified in this report. These keywords are those words which people and students search about that particular university. Thus when these keywords are tagged with university webpage or social media pages, it would lead to higher traffic on web and social media pages, thus leading TO higher publicity of university for a free of cost or at a very low cost. Keywords: LPU, Lovely Professional University, Amity University, Chandigarh University, Chitkara University, VIT, SRM, Amrita and Sharda University

2. Methodology

Time span: One year data was taken from 1st July 2016 to 1st July 2017 for all the universities. Source of data: Google trends analytics (Google trends analytics fetched data for Lovely Professional University, Amity University, Chandigarh University, Chitkara University, VIT, SRM, Amrita and Sharda University from Google, social media platforms and other search engines).

Technique: Time series analysis from 1st July 2016 to 1st July 2017.

Trend analysis: Top trends (based on percentile of keywords) and rising trends (based on growth percentile of keywords). Keywords are popular words related to any topic which helps to refine our online search and provide us results related to topic.

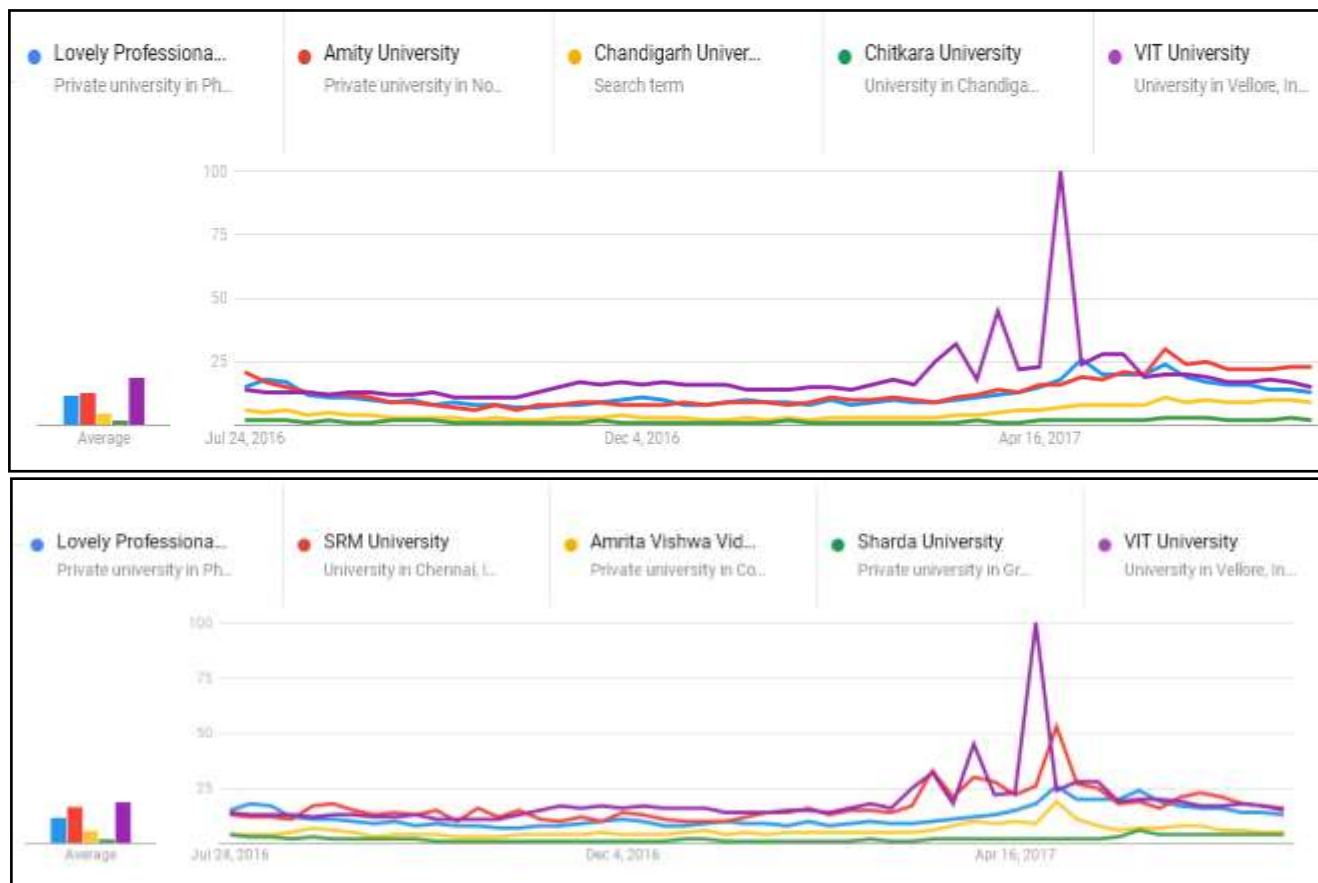
3. Findings & Analysis

Volume 6 Issue 10, October 2017

www.ijsr.net

Licensed Under Creative Commons Attribution CC BY

1. LPU and its competitors timeline search



Amongst all the competitors of LPU, maximum searches were made about University of Vellore, followed by Amity University. These two universities can be considered as major competitors of LPU. Chandigarh University also provides a tough competitor to LPU.

2. LPU Search Worldwide

Top trends	Growth percentile	Rising trends	Percentage
lpu ums	100	lpu result 2017	Breakout
ums	100	lpu university admission 2017	Breakout
lpu university	40	lpu results 2017	Breakout
lpu login	25	lpu admit card 2017	Breakout
lpu connect	20	lpu nest result 2017	Breakout
lpu e connect	15	lpunest result 2017	Breakout
ums login	15	lpu convocation 2017	Breakout
lpu ums login	15	lpu hall ticket download 2017	Breakout
lpu admission	10	lpu admission 2017	Breakout
lpu college	10	lpu nest 2017	5000%
lpucavite	10	lpu application form 2017	3250%
lpu distance	10	lpu ums login for students	350%
lpu fee structure	10	lpu ums login students	250%
lpu fees	10	lpu slot booking	190%
lpu result	10	lpu 16	190%
lpumba	10	aims student 02 lpucavitephcv students	170%
lpu nest	10	aims lpu manila	160%
lpupunjab	10	lpu online fee payment	120%
lpu manila	10	lpunest	110%
lpujalandhar	5	lpu 24	100%
online lpu	5	lpu full form	90%
lpu courses	5	lpu nest admit card	90%
lovely professional university	5	lpu campus area	90%
lpu distance education	5	lpu hostel fee	70%
lpu portal	5	lpumba fees	70%

Top trends were related to LPU UMS, distance education, fees and MBA. Rising trends were related to LPU Nest results, convocation and admission.

3. Amity Search Worldwide

Top trends	Growth percentile	Rising trends	Percentage
amity	100	amity result 2017	Breakout
amity university	55	amity admission 2017	Breakout
noida	20	amity university kolkata admission 2017	Breakout
amity noida	20	amity university admission 2017	Breakout
amity university noida	10	amity marathon 2017	Breakout
amity admission	5	amity application form 2017	Breakout
mba	5	amity jee 2017	Breakout
amity mba	5	amity university noida admission 2017	Breakout
amity delhi	5	amity university application form 2017	4450%
amity college	5	www.amity.edu.microsite	2300%
amity university admission	5	amity fest 2017	1200%
amity online	5	amity suicide	600%
amity fees	5	amity student suicide	500%
amity distance	5	www.amity.edu.in	350%
amity university fee	5	www.amity.edu admission noida	300%
amity fee structure	5	neet	250%
amity university india	5	amity.edu/microsite	150%
amity university delhi	5	amity slot booking	150%
mba amity university	5	amity microsite	120%
amity university fee structure	5	pg near amity noida	120%
amity login	5	amity university owner	100%

Top trends of Amity were related to admission, fees and MBA. Rising trends related to Amity were amity result 2017, amity admission 2017, amity marathon 2017 and amity application form 2017

4. Chandigarh University Search Worldwide

Top trends	Growth percentile	Rising trends	Percentage
punjab university chandigarh	100	panjab university chandigarh admission 2017	Breakout
punjab university	100	chandigarh university admission 2017	Breakout
panjab university	80	panjab university chandigarh results 2017	Breakout
panjab university chandigarh	80	baba farid university of health sciences	120%
chandigarh university admission	45	pg near chandigarh university	100%
chandigarh university result	30	panjab university chandigarh roll no download	90%

Top trends of Chandigarh University were related to admission and result. Rising trends related were 'chandigarh university admission 2017', 'panjab university chandigarh results 2017' and 'pg near chandigarh university'.

5. Chitkara University Search Worldwide

Top trends	Growth percentile	Rising trends	Percentage
chitkara	100	chitkarachalkpadhp	70%
chitkara university	60		
chalkpadchitkara	25		
chitkara university chandigarh	10		
chitkara university punjab	5		
chitkara university rajpura	5		
chitkara university baddi	5		
chitkara university chalkpad	5		

Very general online searches were made for Chitkara University. Searches were made by writing its name in different styles, example 'chitkara', 'chitkara university' and 'chalkpadchitkara'. Only one rising trend was found namely 'chitkarachalkpadhp'.

6. VIT University Search Worldwide

Top trends	Growth percentile	Rising trends	Percentage
vit	100	vit 2017 result	Breakout
vit 2017	15	vit counselling 2017	Breakout

vit university	15	vit admit card 2017	Breakout
vellore	10	vit slot booking 2017	Breakout
vellorevit	10	www.vit.ac.in 2017	Breakout
vit result	5	viteee result 2017	Breakout
vit college	5	vit result date 2017	Breakout
vit engineering	5	Vit result 2017	Breakout
vit exam	5	vit fee structure for btech 2017	Breakout
srm	5	vit answer key 2017	Breakout
vit form	5	vit counselling dates 2017	Breakout
vit fee	5	vit application form 2017 last date	Breakout
vit admission	5	viteee 2017 results	Breakout
vitchennai	5	jee main result 2017	Breakout
vit login	5	www.vit.ac.in result 2017	Breakout
vit application	5	vit form 2017	Breakout
vit 2017 result	5	vit results 2017	Breakout
vellore institute	5	vit 2017 application form	Breakout

Top trends of VIT University were related to result, vit college, exams, fees and admission. Rising trends were 'vit 2017 result', 'vit counselling 2017', 'vit admit card 2017' and 'vit slot booking 2017'.

7. SRM University Search Worldwide

Top trends	Growth percentile	Rising trends	Percentage
srm	100	srm result 2017	Breakout
srm university	35	srm 2017 results	Breakout
srm 2017	15	srm counselling 2017	Breakout
srm login	10	srmjee 2017	Breakout
srm student	10	srm entrance exam 2017	Breakout
student login	10	jee main 2017	Breakout
srm student login	10	srmjee results 2017	Breakout
srm college	5	srm result date 2017	Breakout
srmchennai	5	srmjee 2017 result	Breakout
academia	5	srm counselling dates 2017	Breakout
srm academia	5	srm entrance exam 2017 date	Breakout
srmerp	5	srm university slot booking 2017	Breakout
erp	5	srm cut off marks 2017	Breakout
srm results	5	srm hall ticket 2017	Breakout

Top trends of SRM University were related to student login, results, academia and erp. Rising trends were 'srm 2017 results', 'srm counselling 2017', 'srmjee 2017', 'srm entrance exam 2017'.

8. Amrita Vishwa Vidyapeetham University Search Worldwide

Top trends	Growth percentile	Rising trends	Percentage
amrita	100	amrita entrance exam 2017	Breakout
amrita university	35	amrita results 2017	Breakout
amritha	30	amrita university admission 2017	Breakout
amrita college	15	amrita admit card 2017	Breakout
amrita engineering	10	amrita university entrance exam 2017	Breakout
amrita coimbatore	10	amrita university results 2017	Breakout
aeee	10	amrita slot booking 2017	Breakout
amrita entrance	5	aeee 2017 results	Breakout
amrutha	5	amrita engineering entrance exam 2017	Breakout
amrita medical	5	amritha results 2017	Breakout

Top trends of Amrita Vishwa Vidyapeetham University were related to engineering, entrance and medical. Rising trends were 'amrita results 2017', 'amrita university admission 2017', 'amrita admit card 2017' and 'amrita slot booking 2017'.

9. Sharda University Search Worldwide

Top trends	Growth percentile	Rising trends	Percentage
sharda	100	sharda university mbbs	90%
sharda university	85	sharda university admission	60%
sharda university noida	15	sharda medical college	60%
sharda university delhi	10	sharda university fees	50%
sharda university admission	10		

sharda university fees	5
sharda medical college	5
sharda university courses	5

Top trends of Sharda University were related to fees, courses and admission. Rising trends were 'sharda university admission', 'sharda medical college' and 'sharda university fees'.

4. Conclusion

LPU has gained high popularity in India and abroad due to its wide range of courses, distance education courses, great infrastructure and other core competencies. In Northern India, major competitor of LPU is Amity University and in Southern India, major competitor of LPU is VIT. Maximum online searches are made during admissions and entrance test. People also search for fee structure and placements and compare them with other universities. Google Trends is an effective free analytical tool which can be used by researchers to compare different keywords for different industries.

References

- [1] "Lovely Professional University". Retrieved from <http://www.lpu.in/> on 27th oct, 2017
- [2] "Lovely Professional University". Retrieved from https://en.wikipedia.org/wiki/Lovely_Professional_University on 27th oct, 2017
- [3] "State-wise List of Private Universities as on 29.06.2017" (PDF). *ugc.ac.in. University Grants Commission*. 29 June 2017. Retrieved 1 July 2017.
- [4] "State-wise List of Private Universities as on 29.06.2017" (PDF). *www.ugc.ac.in. University Grants Commission*. 29 June 2017. Retrieved 31 August 2017.
- [5] "NRC - Search". *www.nrcncte.in. National Council for Teacher Education Northern Regional Committee, Jaipur*. Retrieved 31 August 2017.
- [6] "AIU Members". *www.aiu.ac.in. Association of Indian Universities*. Retrieved 31 August 2017.