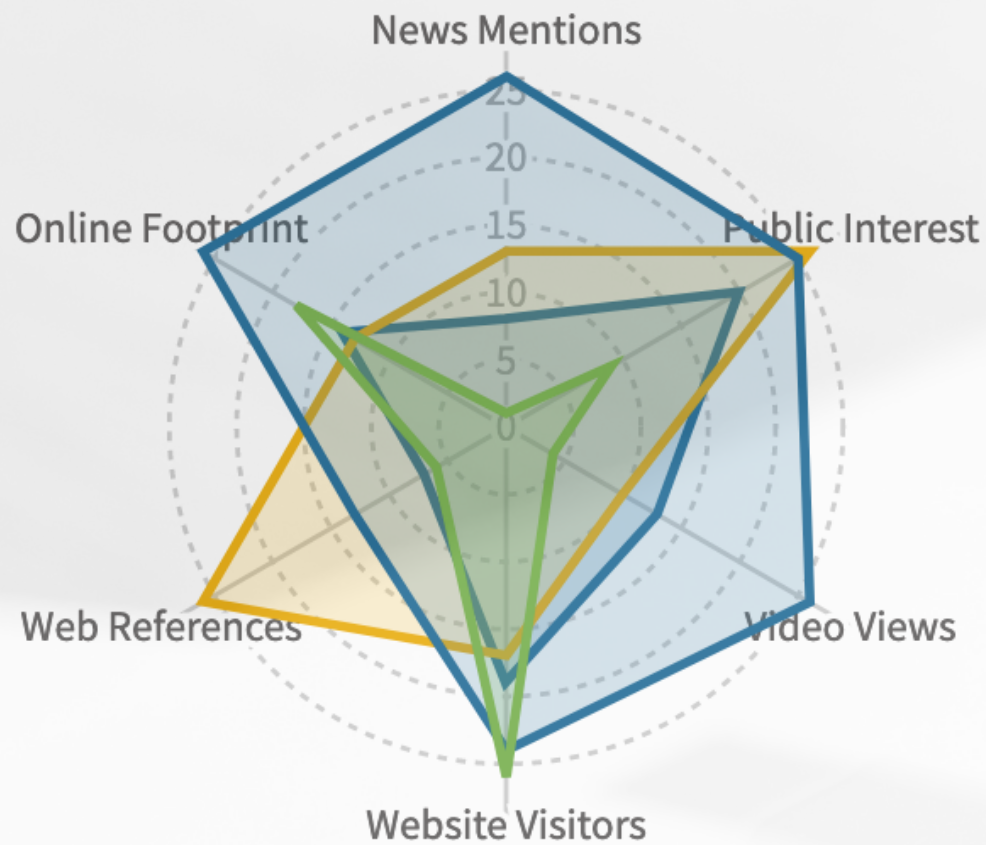




University Visibility Report

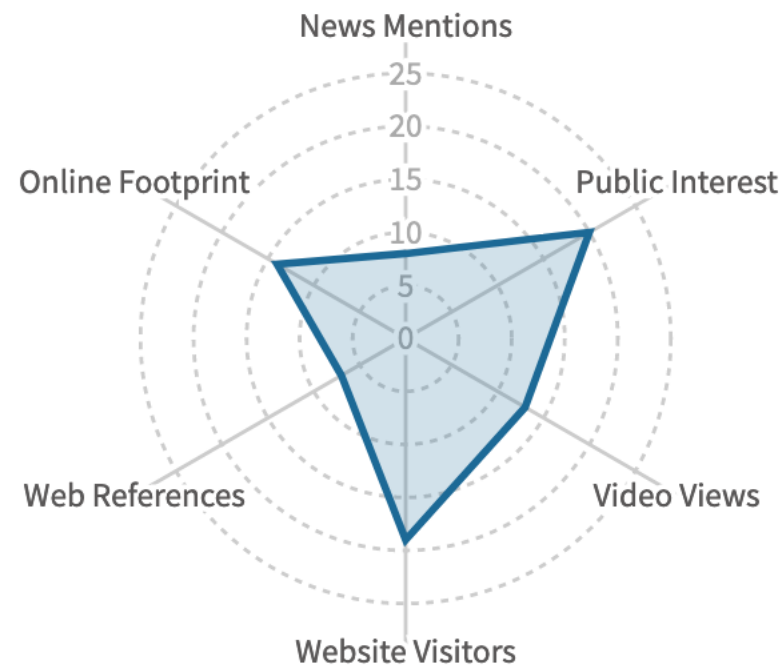
American
Caldwell

HEC Paris Visibility

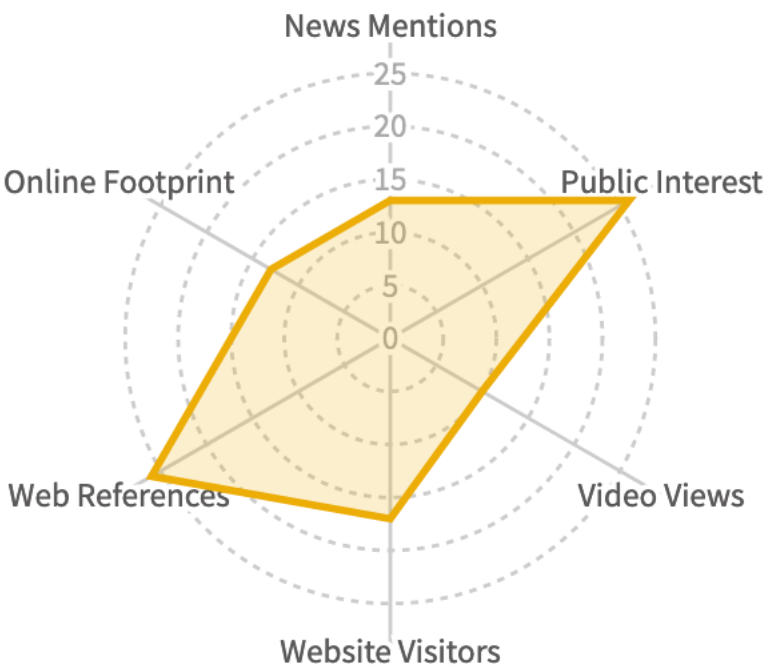
Among industry competitors

American
Caldwell

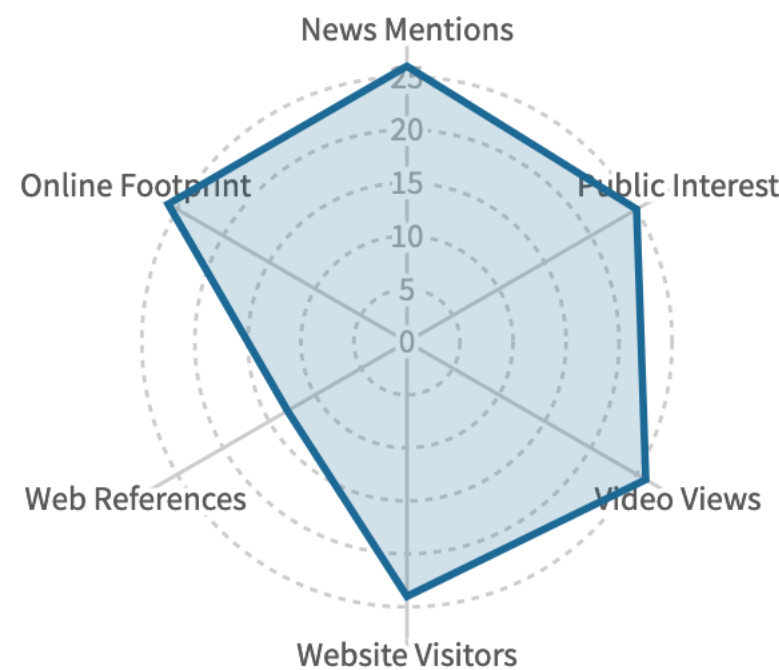
HEC Paris



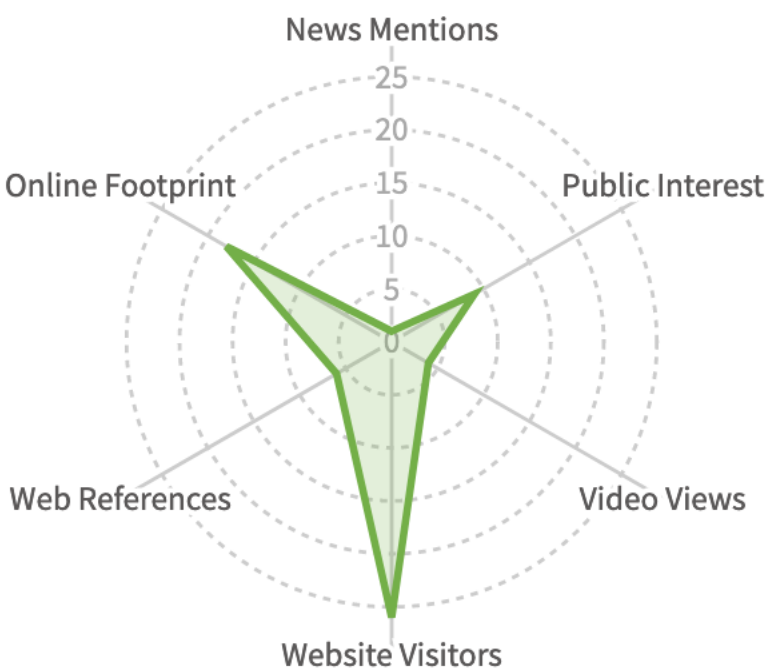
London Business School



INSEAD



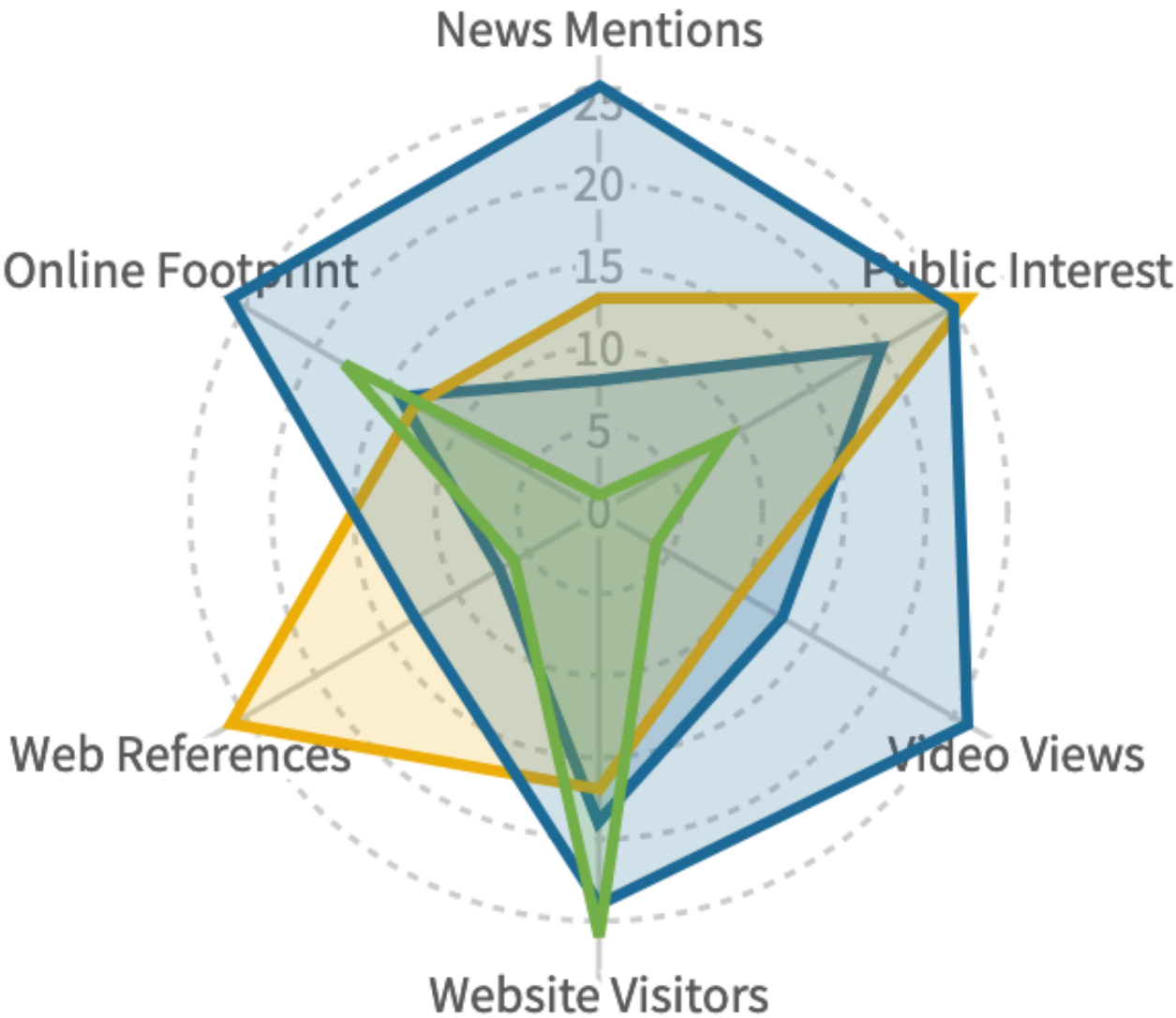
HULT Dubai



INSTITUTION	MEDIA MENTIONS	PUBLIC INTEREST	VIDEO VIEWS	WEBSITE VISITORS	WEB REFERENCES	ONLINE FOOTPRINT	INDEX SCORE
INSEAD	68,000	98,100	37,067,872	660,000	28,000	12,300,000	140
London Business	31,000	102,000	10,749,509	299,000	59,600	6,920,000	105
HEC Paris	18,000	66,600	16,511,530	386,000	10,900	7,070,000	81
HULT Dubai	18	20,200	4,524,080	756,000	9,400	9,340,000	64

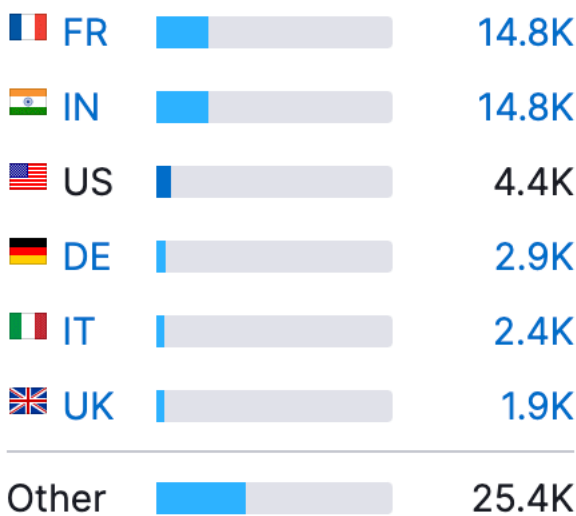
HEC Paris Visibility

Measured across six metrics



Global Search Volume

66.6K



News Mentions - The level of visibility based on the number of news mentions in the previous calendar year. It consists of mentions in mainstream news as well as blogs, forums, Twitter and Reddit.

Public Interest - This metric gauges interest in the university. It is based on the number of people looking for information about the university in major search engines.

Video Views - This combined total amount of YouTube video views on the official university channel. YouTube is the second most visited site around the world as well as the second biggest search engine.

Website Visitors - This reflects the number of people who spent time visiting the university website in a given month.

Web References - This is based on the number of unique online references to the university's website and is akin to the algorithm first popularized by Google's PageRank.

Online Footprint - The university's digital footprint reveals the total amount of online information publicly visible as pertains to the university.

Top Questions About HEC Paris in Qatar



Search Engine Questions

The questions are grouped into seven categories to facilitate a visual representation of the current state.



Leaders in Global Higher Ed Marketing

- A. **Strategy Development** - Create integrated comprehensive plans to increase visibility and achieve results
- B. **Market research** - Analyze current public perceptions and develop new potential markets to attract more students
- C. **Ad Campaigns** - Conduct marketing and advertising campaigns to the right audiences and on the right platforms

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