

City, University of London Named as UK's Best University Website

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Websites of the University of Bath and Birkbeck, University of London, came in 2nd and 3rd place based on a new report by leading software company, Monsido.

London, September 22, 2020 - Monsido, a leader in web governance solutions that enhance user experience, released a report analysing the websites of the Top 50 Universities in the UK to reveal the best performing websites in various categories.

The analysis was based on Monsido's website optimisation and management software, which audited each university website for Web Accessibility, Content Quality Assurance, Response Time, and SEO.

City, University of London; University of Bath; Birkbeck, University of London; University of Stirling; and Lancaster University were listed as the Top 5 Best Websites Overall.

With over 2.3 million students enrolling annually, universities in the UK face an extremely competitive digital landscape. Despite the COVID-19 pandemic, universities received a 3.5% increase in student enrollment this year compared to 2019 due to a revision in the grading system. Alongside the rise in admissions, these institutions also face the pressure of having to make their public-facing websites and mobile apps accessible as part of the EU Web Accessibility Directive. This has made it vital for them to deliver a well-structured, error-free, accessible, and responsive website to both strengthen brand reputation and student enrollment.

"Most students today are part of the internet generation whose choices and decisions are greatly influenced by a university's online presence," said Alex Marshall, Sales Director, UK & IE at Monsido. "And with universities having to ensure that their websites are accessible and meet the requirements of the EU Web Accessibility Directive, it has never been more important for them to focus on website optimisation to engage students, fulfill their needs, and comply with regulations."

You can view the full report here: <https://go.monsido.com/top-uk-university-websites-2020>

About Monsido

Monsido is a fast-growing software company founded in 2014 that provides an easy-to-use website management platform that automates processes, ensures regulatory compliance, improves collaboration amongst web teams, and streamlines reporting. Our software helps organisations improve their online presence by auditing websites for content, branding and style, SEO, accessibility, compliance, privacy, and speed issues; and provides recommendations on how to fix these efficiently. Monsido has offices in the United States, United Kingdom, Australia, and Denmark. For more information, visit monsido.com.

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