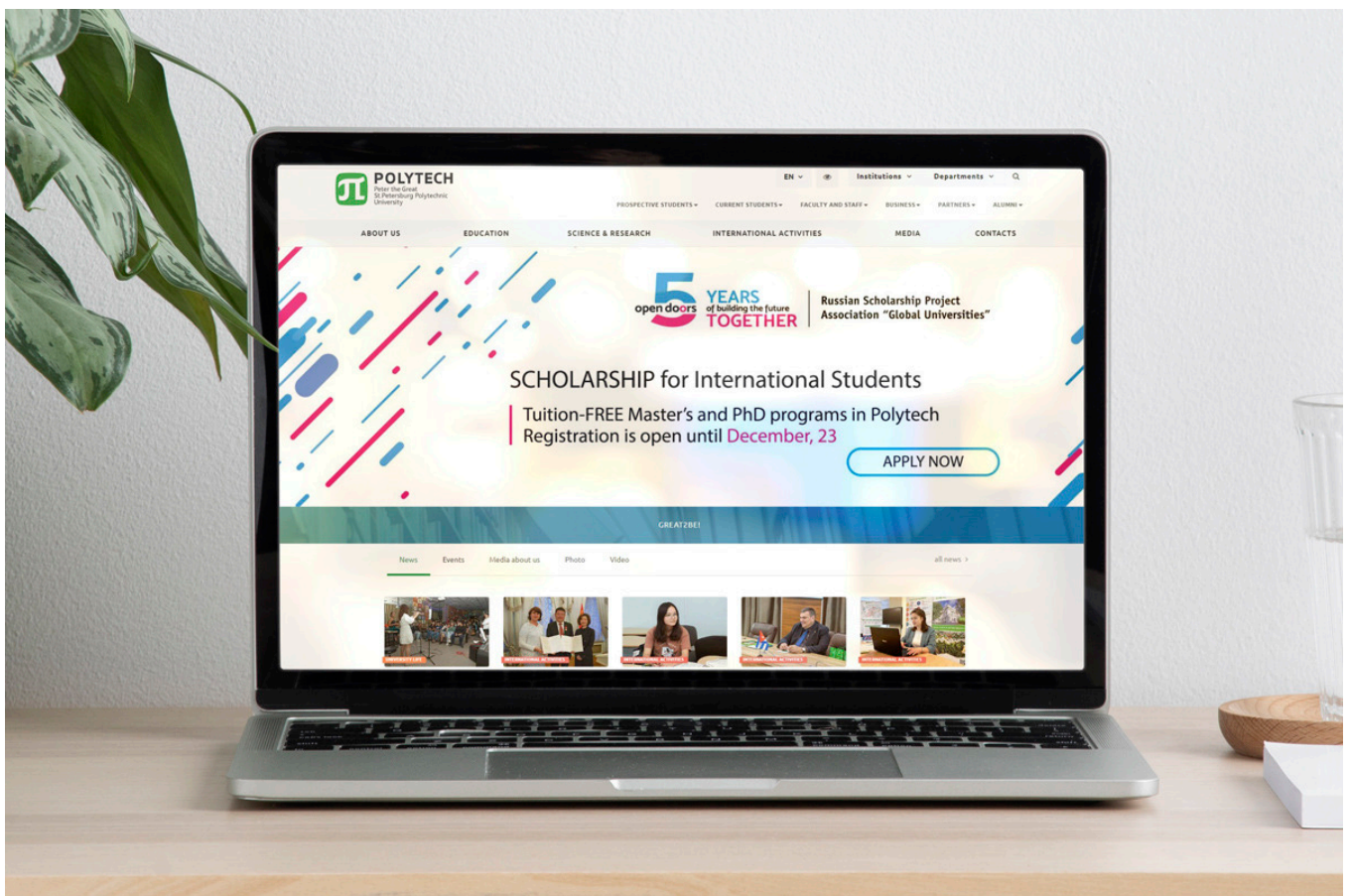


The English-language website of Polytechnic University is in the top 4 in the rating of electronic internationalization

The English-language website of Polytechnic University reinforced its position in the ranking of English-language resources of Russian universities: the university has moved up by one line and now takes the fourth place. The results were published by the Russian International Affairs Council (RIAC) in its annual report «Electronic Internationalization: English-language web resources of Russian universities». A total of 68 leading Russian universities were included in the ranking.



The English-language information resources of the Polytechnic University received a significant boost during the pandemic. For many international students and applicants, they became the only source of communication with the university. International staff members provided round-the-clock advice on a wide range of issues, including through a chatbot integrated into the English-language site.

Polytechnic University's website in English focuses on the information needs of several key target audiences: international applicants, students and foreign partners. Despite the emerging geopolitical situation, the university continues to work with key audiences. Integration of the website with social networks

remains an important aspect: the university is developing bilingual channels in the messenger [Telegram](#) and on the social network [VKontakte](#).

Due to the difficult situation in the world, the number of available tools and platforms for promotion has decreased significantly. Nevertheless, we are looking for new opportunities, testing new ideas and scaling our efforts in those areas that are available to us. Dmitry G. Arseniev, vice-rector for international affairs, annually sets goals for the promotion of the university's English-language resources, monitoring global trends and integrating them into the process of attracting international applicants to the university, which the international Office successfully implements. In spite of all external factors, the Polytechnic University English-language website remains a reliable platform for attracting potential applicants, said Maria Bocharova, Director of the Center for International Recruitment and Communications.

RIAC experts used their own methods to analyze websites of Russian universities in English in terms of content, identified typical problems and gave recommendations to solve them. A separate report included a study devoted to the content analysis of the main pages of English-language university websites.

Prepared by the SPbPU International Office

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