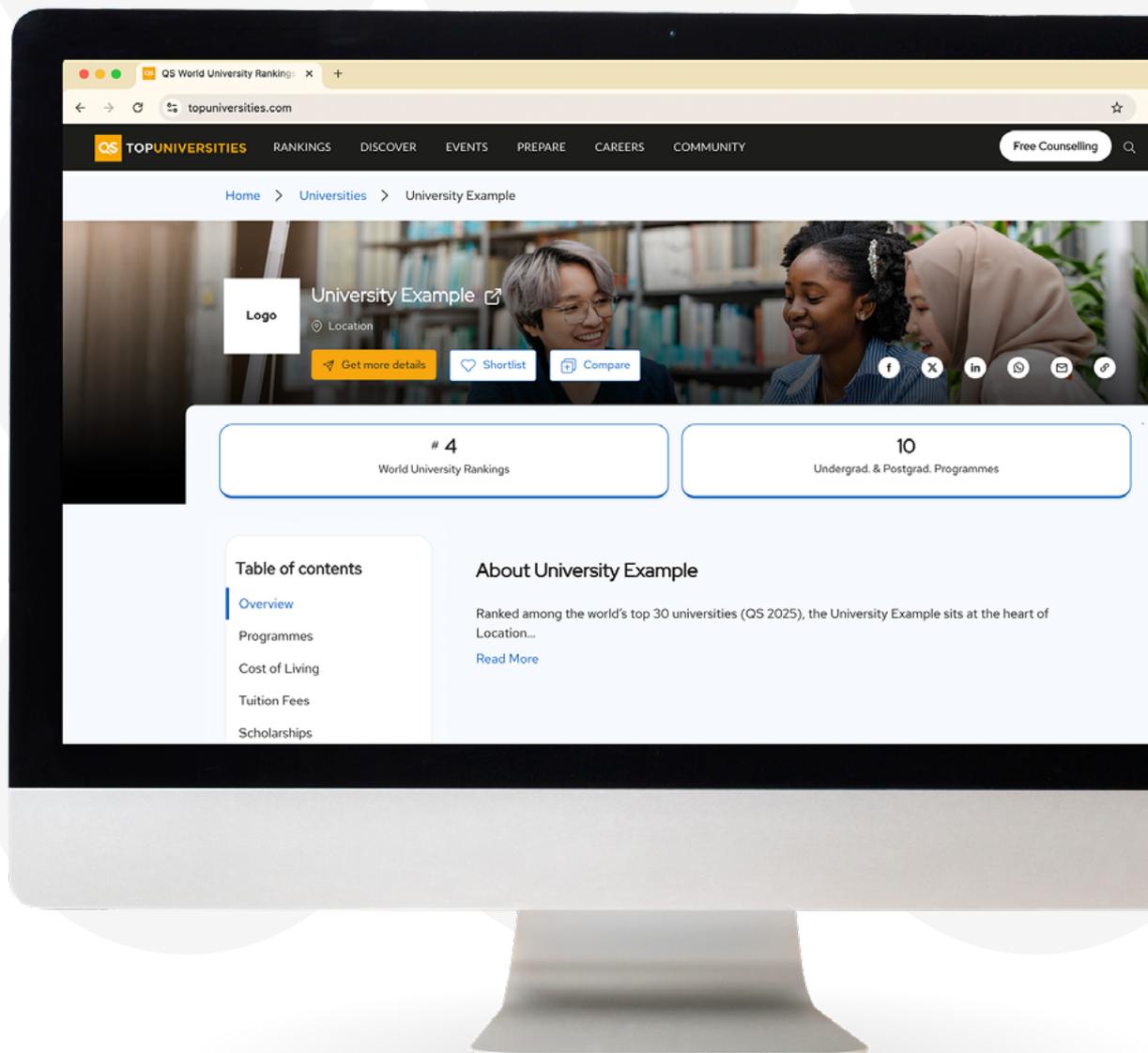


Basic TU profile set up guide



Submission by QS Quacquarelli Symonds - The world's leading provider of services, analytics, and insight to the global higher education sector

Welcome

These guidelines are designed to enable you to create or update a basic profile for your institution on www.topuniversities.com or www.topmba.com, so please follow them carefully.

You will be able to manage the profile by using the QS HUB platform:

[Login here](#)



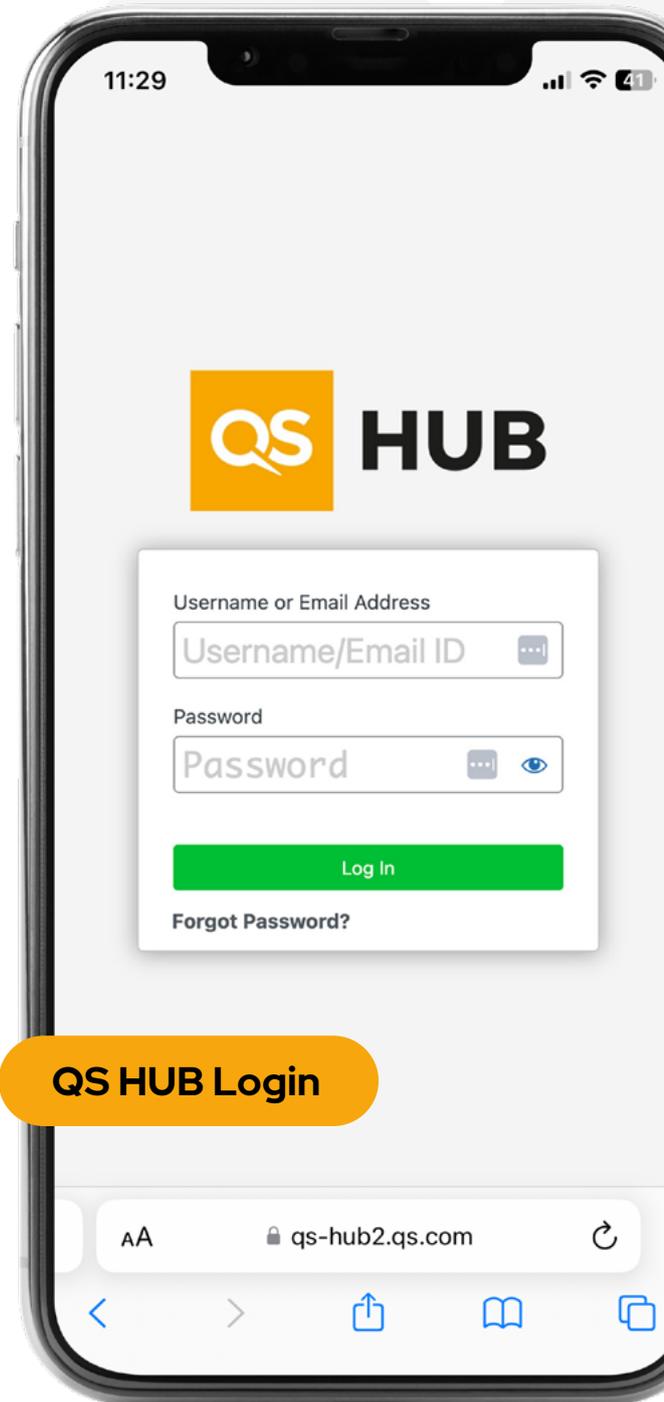
Getting started

You should already have received a unique username and password, which will allow you to access QS Hub.

If you do not have these details, please email: tusupport@qs.com for your TopUni profile or tmsupport@qs.com for your TopMBA profile.

If you are logging in for the first time, please follow the instructions received in your email in order to reset your password for security reasons and only then will you be able to access QS Hub

If you have forgotten your password, please click **"Forgot password"** and follow the instructions.

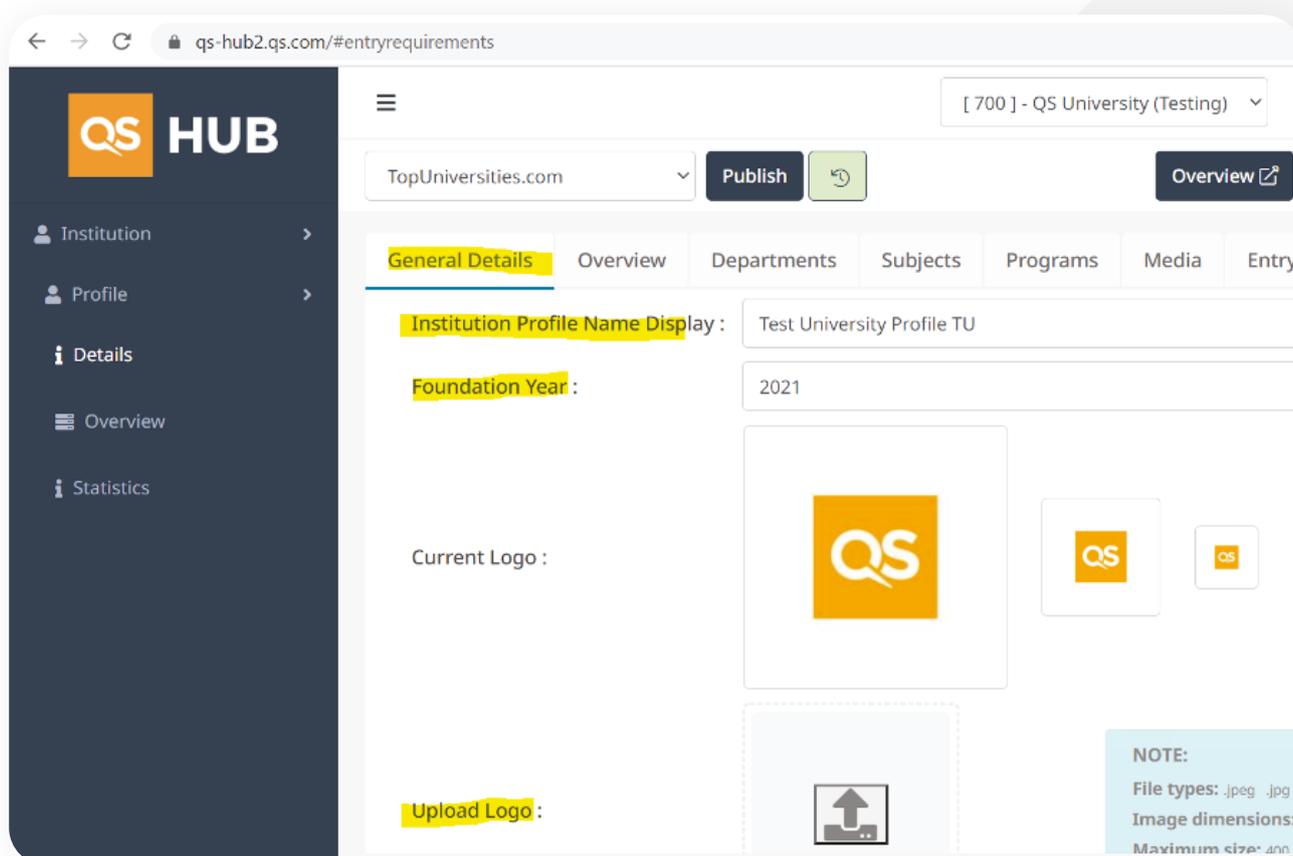


QS HUB Login



General Details

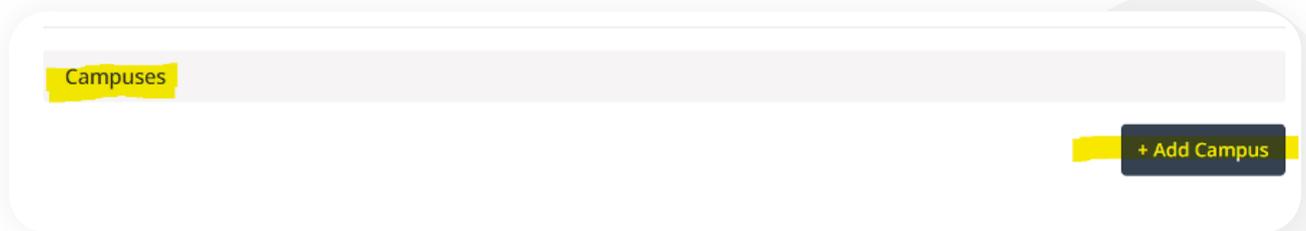
Once you are logged in, your default view will be the **'General Details' tab**, where you can update your institution's profile name, foundation year and upload your logo:



N.B. You can upload your institution's logo only in the exact dimensions of **200x200 pixels** in jpeg format with a maximum file size of **400kb**.



Scrolling down at the same page, you will be able to add your Campuses by pressing the **Add campus button**:

A screenshot of the 'Add Campus' form. On the left, there are several input fields: 'Campus Name*' (text), 'Country*' (dropdown), 'Region*' (dropdown), 'Address Line1*' (text), 'Address Line2' (text), 'Town/City*' (text), and 'State/Province' (text). On the right, there is a 'Locate on map' section with a Google Map. The map has a red location pin and a 'Map' tab selected. Below the map, there is a checkbox labeled 'Primary campus? Please check this box only if this is campus', which is checked and highlighted in a yellow box. At the top right of the form are 'Cancel' and 'Save' buttons.

N.B. Please make sure to tick the primary campus box, when adding the campus for your primary location. You can have only one primary campus.

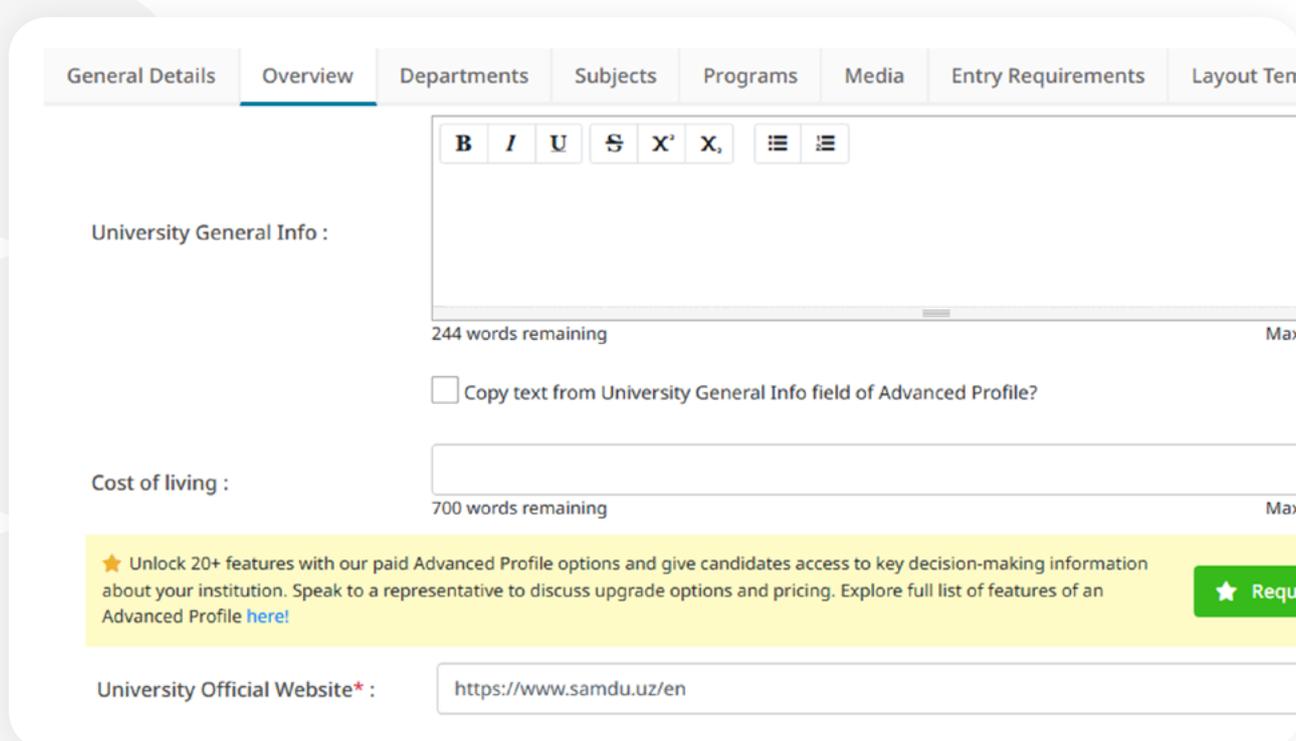


Overview Section

There is a **maximum of 700 words** allowed in this section.

Please be advised that the “General Info” sections for PhD, Masters, MBA, and Bachelors programs will soon be removed from the HUB to eliminate duplicate content.

To ensure comprehensive representation, it is important to complete the “About” section with general information about your institution.



The screenshot displays the 'Overview' section of the QS Hub profile setup interface. At the top, there is a navigation bar with tabs for 'General Details', 'Overview', 'Departments', 'Subjects', 'Programs', 'Media', 'Entry Requirements', and 'Layout Tem'. The 'Overview' tab is selected. Below the navigation bar, there is a rich text editor for 'University General Info :'. The editor includes a toolbar with icons for Bold (B), Italic (I), Underline (U), Strikethrough (ABC), Text Color (X), and Background Color (X), as well as list and link icons. Below the text area, it shows '244 words remaining' and a 'Max' indicator. There is a checkbox labeled 'Copy text from University General Info field of Advanced Profile?'. Below this, there is a text input field for 'Cost of living :', showing '700 words remaining' and a 'Max' indicator. A yellow banner with a star icon contains the text: '★ Unlock 20+ features with our paid Advanced Profile options and give candidates access to key decision-making information about your institution. Speak to a representative to discuss upgrade options and pricing. Explore full list of features of an Advanced Profile [here!](#)'. To the right of the banner is a green button with a star icon and the text '★ Requ'. At the bottom, there is a field for 'University Official Website* :' with the URL 'https://www.samdu.uz/en' entered.

N.B. Please do not copy and paste text from Microsoft Word into the QS Hub interface, as this will cause formatting errors. It is recommended that you write your text descriptions either directly into QS Hub itself or in Notepad. **From Notepad, you will be able to copy and paste directly into QS Hub.**



Best Practices for Writing a Strong University Overview

Crafting an impactful university overview is key to capturing the attention of prospective students and highlighting your institution's strengths. Follow these best practices to ensure your profile is clear, engaging, and optimised for visibility:

- **Start strong**
Open with a compelling sentence that clearly states your institution's identity, global presence, or academic reputation. Begin with your **university name in bold**.
- **Focus on students**
Clearly communicate what sets your university apart for prospective students, such as teaching methods, student support, multicultural environment, or graduate outcomes.
- **Keep it up to date**
Ensure all information reflects your latest achievements, rankings, and academic offerings.
- **Highlight what makes you unique**
Prospective students often search for what a university is "known for." Include unique aspects such as standout programs, renowned faculty, industry connections, or distinctive campus culture.
- **Showcase strengths**
Highlight notable achievements such as global rankings, accreditations, research excellence, or international partnerships.
- **Use concise, engaging language**
Avoid jargon or overly technical language. Keep your messaging student-friendly and easy to understand.
- **Use bolding and headlines**
Break up sections with **bold text** and headers to improve readability and content scanning.
- **Mention rankings and awards**
If your institution has received notable recognition, be sure to include it early in the overview.
- **Incorporate bulleted lists**
Bullet points make content easier to skim and are prioritised by search engines like Google.

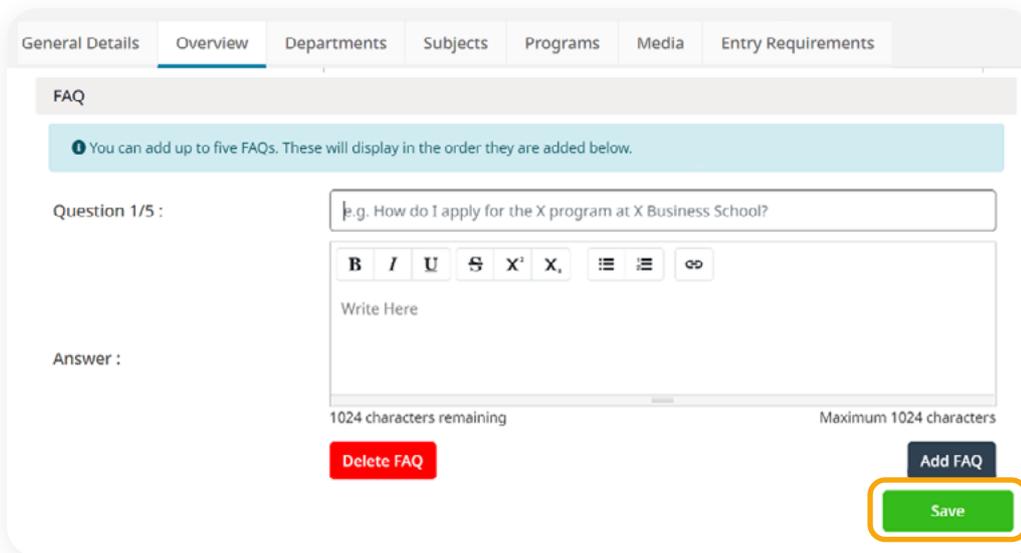
Tip: Think of this section as the headline of your university's story—keep it authentic, informative, and inspiring.



FAQs

You can list **up to five FAQs** with the relevant answers. These will display in the order they are added at the very bottom of your profile.

When you are finished, please make sure all the information you have added is saved by hitting the 'Save' button at the bottom of the page:



Benefit: A well-structured FAQ section enhances the student experience by addressing common questions upfront, reducing confusion and increasing application confidence, especially among international students.

Best Practices:

- Cover high-interest topics such as scholarships, application processes, visa requirements, and international student acceptance rates.
- Organise FAQs by theme (e.g., Admissions, Funding, Campus Life) for easy navigation.
- Keep answers clear, concise, and up to date.
- Include links to relevant sections or contact points for more detailed information.



Subjects

Please make sure that you have ticked and saved the correct subjects* offered by your institution at both Bachelor's and Master's levels.

Doing this allows you to **optimise the search function** and ensures that your institution is **traceable by subject** within our university search tool on the website.

The screenshot shows the QS HUB interface for a university profile. The main navigation menu on the left includes Institution, Profile, Details, Overview, and Statistics. The top navigation bar shows the institution name 'TopUniversities.com', a 'Publish' button, and links for 'Overview' and 'Bachelors'. The 'Subjects' section is active, displaying a grid of subject categories and their respective Bachelors/Masters options. The subjects listed are:

Arts and Humanities	Business & Management	Engineering
<input type="checkbox"/> Archaeology	<input type="checkbox"/> Accounting and Finance	<input checked="" type="checkbox"/> Computer Science and Systems
<input checked="" type="checkbox"/> Architecture & Built Environment	<input type="checkbox"/> Business & Management Studies	<input type="checkbox"/> Engineering - Aeronautics
<input checked="" type="checkbox"/> Art & Design	<input type="checkbox"/> Business Analytics	<input type="checkbox"/> Engineering - Automotive
<input type="checkbox"/> Built Environment	<input type="checkbox"/> Data Science	<input checked="" type="checkbox"/> Engineering - Chemical
<input checked="" type="checkbox"/> Classics & Ancient History	<input checked="" type="checkbox"/> Finance	<input checked="" type="checkbox"/> Engineering - Civil and Structural
<input type="checkbox"/> English Language and Literature	<input type="checkbox"/> Industrial Relations	<input checked="" type="checkbox"/> Engineering - Electrical and Electronic
<input type="checkbox"/> Geography	<input checked="" type="checkbox"/> Marketing	<input checked="" type="checkbox"/> Engineering - General
<input checked="" type="checkbox"/> History		<input type="checkbox"/> Engineering - Manufacturing and Production
<input type="checkbox"/> Linguistics		<input type="checkbox"/> Engineering - Materials
<input checked="" type="checkbox"/> Modern Languages		<input checked="" type="checkbox"/> Engineering - Mechanical and Manufacturing
<input checked="" type="checkbox"/> Performing Arts		<input type="checkbox"/> Engineering - Medical
<input checked="" type="checkbox"/> Philosophy		<input type="checkbox"/> Engineering - Medicine
<input type="checkbox"/> Urban Planning		

N.B. Do not forget to save your selections with the 'Save' button at the bottom of the page.

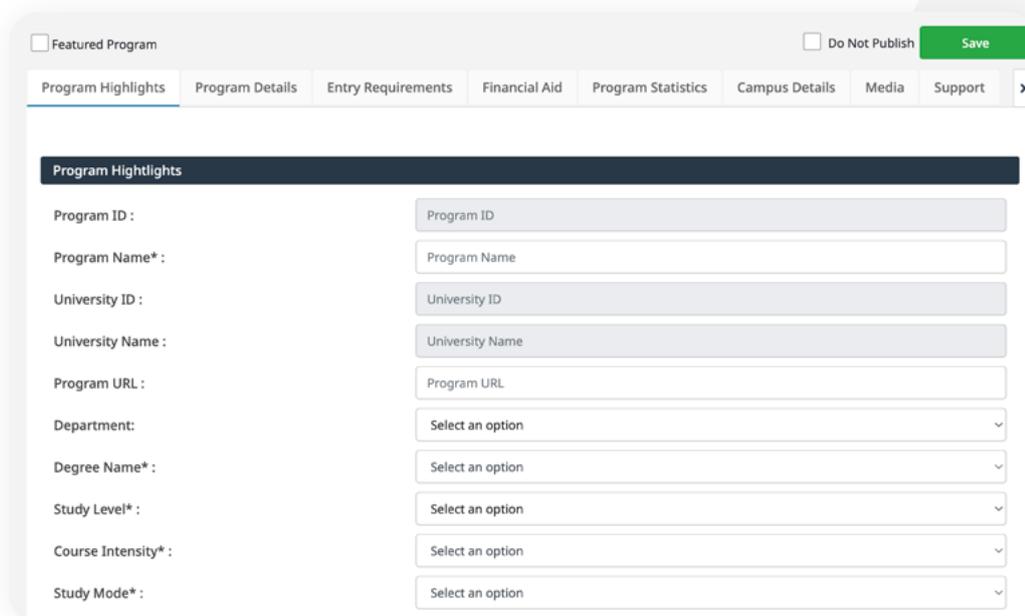
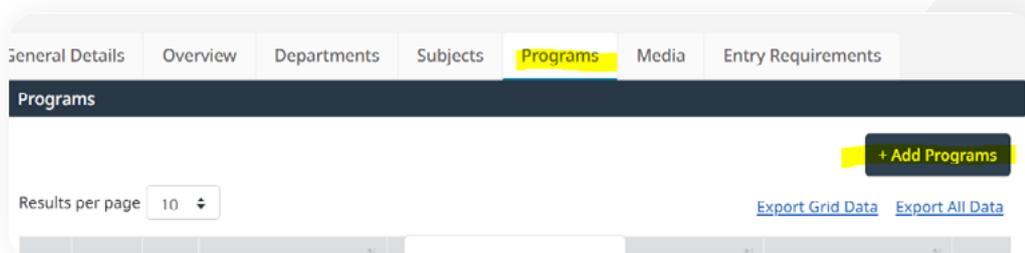
*Not available for TopMBA profiles



Programs

You can list as many programmes/courses as you want for each study level (Bachelor's, Master's, MBA, PhD) on your profile.

To enter a programme onto your profile, select the **'Add Programs'** button in the Programs section



All fields marked with an asterisk are compulsory and you will only be able to save the programme once they are completed.

However, we encourage you to add as much information as possible. **Remember, the more information you add, the more complete your profile will look.**



Benefit: A dedicated Program section offers a clear overview of academic offerings, enhancing navigation and user experience. It supports informed decision-making by presenting key details like objectives, duration, and prerequisites. This helps all users—especially new and international students—easily explore and engage with the university’s programs.

When you are finished adding and editing, make sure to always press the **‘Save’ button** on the top.

Although they are not compulsory, we highly recommend you also complete the following sections:

- Broad Subject Area
- Main Subject
- Custom Subject - can be used for programmes covering more than one subject
- Duration Unit
- Duration Type
- Start Month(s) - best to choose MONTHS ONLY
- Price Information - this field can provide important information about fees and funding
- Exam Type - good to have at least IELTS/TOEFL iBT details and a GPA (for Masters). Of course, the more detailed the information, the better.
- Entry Requirements (Other) - this field can be used to provide information on entry requirements which are not listed in the Exam Type dropdown
- Min, Professional Experience (years) - please populate for programmes requiring candidates to have some professional experience prior to applying
- Tuition Fees - best to have a range (min to max)
- Financial Aid Checkbox - Yes or No
- Scholarship Information



Cost of Living

A dedicated cost of living section based on the primary campus location of the university displays average monthly expenses across key categories:

- Accommodation
- Transport
- Food
- Utilities

The screenshot shows a text editor interface with a navigation bar at the top containing tabs: General Details, Overview (selected), Departments, Subjects, Programs, Media, Entry Requirements, Layout Template, and Support. Below the navigation bar is a rich text editor with a toolbar containing icons for Bold (B), Italic (I), Underline (U), Strikethrough (X), and other formatting options. The main text area contains the text "Cost of living :" followed by a large empty text box with the placeholder "Write Here". At the bottom of the text box, it indicates "1000 words remaining" on the left and "Maximum 1000 words" on the right.

The screenshot shows a university website's "Cost of Living" page. The top navigation bar includes the QS logo, "TOP UNIVERSITIES", and various menu items: RANKINGS, DISCOVER, EVENTS, PREPARE, APPLY, CAREERS, COMMUNITY, Free Counselling, LOG IN, and SIGN UP. On the left, a "Table of contents" sidebar lists: Overview (selected), Upcoming Events, Available Programmes, University Information, Cost of Living, Tuition Fee, Scholarship, Employability, Rankings & Ratings, Alumni Speak, and Videos & Media. The main content area is titled "Cost of living" and features a search bar with "Cost of Living" entered. Below the search bar, a paragraph explains that the cost of living at Universidad del Valle de Guatemala (UVG) is higher than in smaller cities or rural areas. A "Read More" link is provided. The page displays four categories of expenses in a grid:

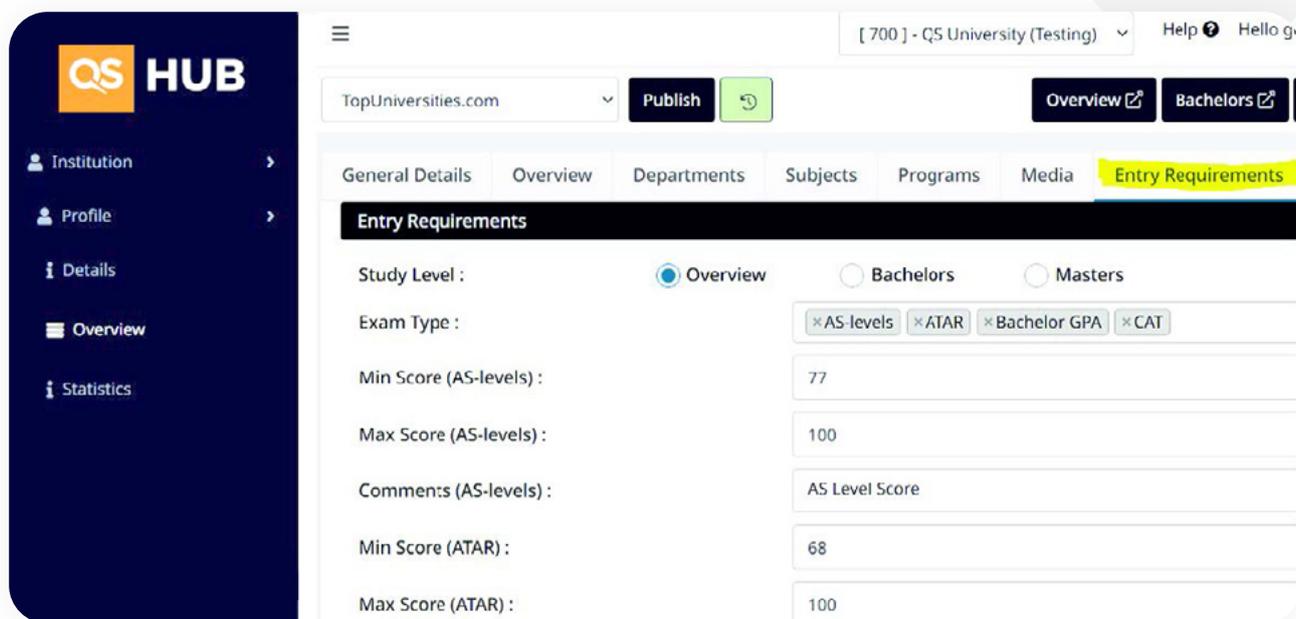
Category	Approximate Monthly Amount
Accommodation	\$3,000
Food	\$7,000
Transportation	\$4,000
Utilities	\$1,000

Benefit: Including accurate information adds credibility to university profiles by offering a transparent financial context.



Entry requirements and fees

Please complete all fields under 'Entry Requirements' and 'Fees' for each study level: Overview, Bachelors* and Masters*



The screenshot shows the QS HUB interface for a university profile. The left sidebar contains navigation options: Institution, Profile, Details, Overview, and Statistics. The main content area is titled 'Entry Requirements' and includes a 'Publish' button and a 'Refresh' icon. The 'Study Level' section has three radio buttons: 'Overview' (selected), 'Bachelors', and 'Masters'. Below this, the 'Exam Type' section has four tabs: 'AS-levels', 'ATAR', 'Bachelor GPA', and 'CAT'. The 'Min Score (AS-levels)' field is set to 77, and the 'Max Score (AS-levels)' field is set to 100. The 'Comments (AS-levels)' field contains the text 'AS Level Score'. The 'Min Score (ATAR)' field is set to 68, and the 'Max Score (ATAR)' field is set to 100.

Don't forget to press the **'Save' button** at the bottom of the page.

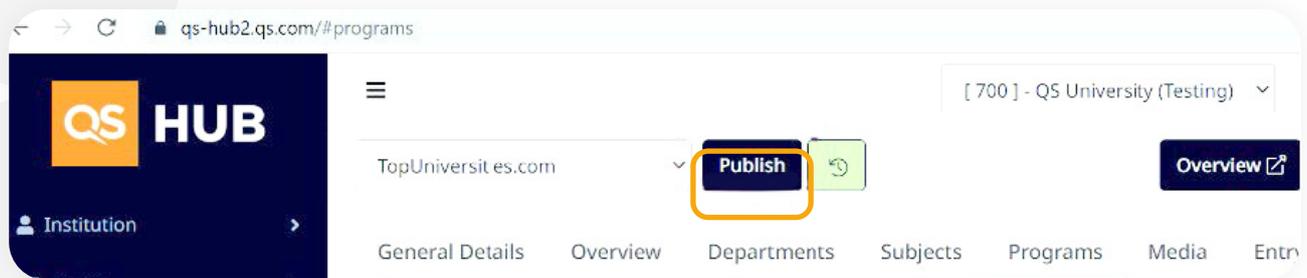
*Not available for TopMBA profiles



Publishing your profile

After you have finished editing your profile you will need to publish the changes so that they appear live on www.topuniversities.com.

The publish tab is located right on top of the profile:



After publishing, please bear in mind it might take couple of seconds for the process to get completed.

N.B. Please be aware that published changes will not appear immediately and could take up to 48 hours to be visible on the website.



Maximise the impact of your university profile

Stand out from the crowd, drive traffic to your website and generate high-quality leads with an **Advanced Profile**.

Additional benefits include:

- Regular reporting on profile traffic and access to QS insights
- Content and profile support from digital experts
- Direct links to your website and social channel with leads delivered directly to your inbox
- Greater personalisation of your profile, including videos, brochures and images
- Removal of ads and “similar universities” section on your profile

Got a Unibuddy account? Integrate your top ambassadors directly onto your Advanced Profile and engage with your audience through authentic voices.

6-10%

average CTR
compared to 1%
on a basic profile

95%

client satisfaction
with their
Advanced Profile

[Explore QS Advanced Profiles](#)

QS

Your university profile is just the start

With over 30 years of experience in supporting and advising the sector, providing solutions, insights and advice to universities, we are perfectly placed to support your institution to meet its goals.

How we'll work with you:

- Engage more students and generate leads using targeted digital campaigns and in-person events
- Build your brand and boost your reputation through our sector-leading platforms
- Support your end-to-end student recruitment through white labelled solutions delivered by higher education experts

Discover our range of student recruitment and engagement solutions today

Ready to recruit smarter?

No matter your recruitment objective or challenge, our student recruitment specialists are here to help.

Let's chat