Evaluating Websites of Selected Universities in Karnataka by using Web Tool

Chidananda M.[1]; Mahadeva Prasad M S[2]; MallinathKumbar[3]

Research Scholar, Department of Studies in Library and Information Science, University of Mysore, Mysuru and Librarian, JSS Law College, Mysuru, Karnataka, India[1]; Lecturer (Sr. Scale), Department of Library and Information Science, Government Polytechnic for Women, Hassan[2]; Professor, Department of Studies in Library and Information Science, University of Mysore, Mysuru, Karnataka, India[3]

chidanandammlisc@gmail.com, mahadevap@gmail.com,mallinathk@yahoo.com

ABSTRACT

Comparisons of the websites of selected universities are takes place in the present study. The Seobility (Search Engine Optimiser) online software tool is used to retrieve the information and evaluate the websites. Further with the help of the software tool the researcher analyses the results of the tool regarding the contents of the websites, quality of the pages, popularity, digital content find ability and visibility on the web, and ranking the websites of universities.

.

KEYWORDS: Universities, Websites, Search Engine Optimiser, Content, Meta Information, Page Quality.

1. INTRODUCTION

The information Communication Technology (ICT) is being developed at the high pace. The websites which are part of ICT are playing one of the major roles in the development of ICT. In addition to these, to check the quality, visibility, and ranking of the websites the Search Engine Optimization (SEO) technology has developed these days. This technology attracts the attention of IT, LIS and other professionals. The SEO technology works on the basis of indexation mechanism, selection of keywords, their deployment, back links quality, constitution & structure of website, quality & quantity of content, traffic to websites, etc. It is essential for the commercial websites to optimize their websites to appear on first in the search engines results to increase their popularity and revenue. There are many commercial and free SEOs available to use and some of them are Seobility, SEO Checker, Grade My Website, Marketing Grader, Nibbler, Clarity Grader, etc.

1.1. SEOBILITY

The Seobility is an online Search Engine Optimization Software for better website optimization. It was developed in 2013 at Germany. The software checks small websites with up to 1.000 pages freely. The software has wide range of customers like Samsung, Targo Bank, Business School, Akamai, WWF, Slick Deals, Abus, Best Western, Baxi, etc. It will help to build better websites easily, immediately, and also sustainably. This software checks the complete website by crawling all linked pages. It will find all the pages with errors and problems. It provides on-page optimization and determines the problems regarding the duplicate page content. It will further collect and displays every section in details. This software tests your website's search engine optimization and gives valuable tips for a better website optimization and higher rankings. This will check the on-page optimization for websites and make sure it is optimized correctly for important search terms. It checks your website rankings for any keyword in Google's search results through desktop and mobile for different countries and at city levels. It uses Term Frequency-Inverse Document Frequency Tool to analyze the top ranked content on Google and optimize your pages for topical relevance. It also has the ability to keyword ranking by monitoring the website. It also monitors the other websites by analysing the back links.

1.2. UNIVERSITIES WEBSITES

There are more than 29 universities were established in the State of Karnataka. There are plenty of challenges to succeed to run the universities in this competitive world. It is a basic necessity to attract the student community and other stakeholders. To fulfil this need and other benefits the universities have websites as a primary information source for its user community to market themselves and also to showcase the activities, significance, and excellence. These websites provide overall brand consistency to the universities, provide opportunities to their staff members and students to produce personalise pages, and also to publishes their research output. The aim of the websites of universities is to provide information in a clear, authoritative, and accessible format and also to encourage the best user experience. Thus websites of universities are very much necessary to have and to maintain minimum standard in higher education system.

2. OBJECTIVES OF THE STUDY

The objectives of the study are as follows:

- To check the visibility of the websites of universities on the web
- To determine the quality and popularity of the websites
- To rank the websites of universities

3. METHODOLOGY AND LIMITATION

The study is limited to the selected universities established in Karnataka which are given in Annexure. The data will be collected from the report of the Seobility web tool with evaluation of the visibility performance of the websites. At the time of data collection the websites must allow the Seobility web tool to retrieve the information from the server of the university website. The universities which are established for a specific purpose or subject specific like university for women, university for technical subjects, and university for specific subject are exempted from the study. The details collected only from 9 universities which are common to the certain extent. The websites of 3

universities which belong to the said group did not allow the Seobility tool to retrieve and evaluate the data from their server are also kept out of the study.

4. DATA INTERPRETATION AND ANALYSIS

The collected data were interpreted and analysed by classified and grouping to Meta Information, Page Quality, Page Structure, Link Structure, Server, and External Factors. The results of the analysis are as follows.

4.1 Meta Information

Name of University	Score	Meta Tag: Generator
Bangalore University	73%	WordPress 5.5.3
Bengaluru Central University	80%	WordPress 5.2.2
Bengaluru North University	80%	SR 6.1.5 Plugin for WordPress
Davangere University	73%	SR 6.1.5 Plugin for WordPress
Karnatak University	0	-
Mandya University	78%	WPBakeryPB for WordPress
Tumkur University	97%	-
University of Mysore	75%	Drupal 7
Vijayanagara Sri Krishnadevaraya University	80%	SR 5.3.1 Plugin for WordPress

Out of 9 universities websites 8 have disclosed more than 70% their Meta information of the websites.6universities websites were used WordPress generator to create the websites and remaining were used other generators and they did not allow the Seobility web tool to crawl and extract the names of generator in Meta information.

4.2 Page Quality

Name of University	Score	Words	Facebook:Shares / Likes / Comments
Bangalore University	19%	865	124
Bengaluru Central University	60%	1011	115
Bengaluru North University	11%	944	0
Davangere University	67%	735	506
Karnatak University	32%	160	119
Mandya University	26%	288	0
Tumkur University	71%	1361	32
University of Mysore	42%	988	15
Vijayanagara Sri Krishnadevaraya University	53%	732	271

Only 4 universities websites have good quality in their web pages with the score more than 50% and remaining 5 have less than 50% score. 7 universities websites have good descriptions of web page with more than 500 words but

2 universities websites have used less than 500 words to describe themselves. 2 universities websites gets more than 200 likes, shares, and comments by Facebook users, 5 gets less than 200 likes, and 2 universities websites did not allow the Seobility web tool to retrieve information regarding their Facebook likes.

4.3 Page Structure

Name of University	Score	Heading Structure	Media files
Bangalore University	75%	11	22
Bengaluru Central University	79%	7	28
Bengaluru North University	50%	15	36
Davangere University	27%	22	19
Karnatak University	58%	18	31
Mandya University	79%	8	34
Tumkur University	95%	8	88
University of Mysore	29%	29	68
Vijayanagara Sri Krishnadevaraya University	79%	11	83

7 universities websites were built with good page structure having more than 50% score and 2 have less than 50% score. 6 universities websites have more than 10 headings but 3 have less than 10 headings. 6 universities websites have used more than 30 media files and 3 have used less than 30 media files.

4.4 Link Structure

Name of University	Score	Number of Links
Bangalore University	65%	117 Internal / 41 External
Bengaluru Central University	25%	249 Internal / 13External
Bengaluru North University	56%	113Internal / 15External
Davangere University	56%	145 Internal / 16External
Karnatak University	25%	33Internal / 6External
Mandya University	45%	61Internal / 2External
Tumkur University	0	164 Internal /139External
University of Mysore	78%	128 Internal / 19External
Vijayanagara Sri Krishnadevaraya University	38%	162 Internal / 39External

Only 4 universities websites have more than 50% score in link structure and 5 have less than 50%. 7 universities websites have more than 100 internal links and 2 have less than 100. Only one university website has more than50 external links and 8 have less than 50.

4.5 Server

Name of University	Score	Response Time	File Size	Server
Bangalore University	54%	0.82 s	200.20 kb	Openresty
Bengaluru Central University	73%	0.6 s	587.9 kb	Apache/2.4.29
Bengaluru North University	54%	0.52 s	213.2 kb	Openresty
Davangere University	0	3.89 s	133.3 kb	Apache
Karnatak University	0	0.46 s	29.6 kb	Cloudflare
Mandya University	54%	1.98 s	85.3 kb	Apache
Tumkur University	0	1.2 s	144.4 kb	Apache/2.2.21
University of Mysore	0	1.63 s	111.4 kb	Nosniff
Vijayanagara Sri Krishnadevaraya University	70%	0.32 s	88.3 kb	Apache

5 universities websites have more than 50% score in server details and 4 have not disclosed the score. 5 universities websites response time was less than 1 second and 4 universities websites response time was more than 1 second. 3 universities websites file size was more than 200 kb and 6 universities websites file size was less than 200 kb. 5 universities websites were using Apache server and remaining universities are using other.

4.6 External Factors

Name of University	Score	Wikipedia	Back Links
Bangalore University	92%	Yes	794 different IP Addresses
Bengaluru Central University	92%	Yes	104
Bengaluru North University	92%	No	32
Davangere University	92%	Yes	211
Karnatak University	92%	Yes	457
Mandya University	32%	No	5
Tumkur University	92%	Yes	239
University of Mysore	92%	Yes	1200
Vijayanagara Sri Krishnadevaraya University	92%	Yes	205

8 universities websites score more than 90% and only 1 scores less than 30% external factors. 7 universities websites have information on Wikipedia and only 2 have no information on Wikipedia. 6 universities websites have more than 200 back links of different IP addresses and only 4 have less than 200 back links.

FINDINGS & CONCLUSION

Present study is conducted based on the results in the form of score given by the Seobility software and it is found as follows:

● Vijayanagara Sri Krishnadevaraya University website has secured first place in the ranking with highest score in total 332% among other universities website and also the information was retrieved within 0.32 s server response time.

● Tumkur University website is good at Meta information with 97% score, highest words in page of 1361, page structure with 95% score, highest number of 88 media files, and 139 external links.

● Davangere University website is good at page quality with 67% score and popular with 506 Facebook shares, likes and comments.

● University of Mysore website has highest number 29 in heading structure, link structure score of 78%, and 1200 back links of different IP addresses.

● Bangalore Central University website has highest 249 internal links, server score of 73%, and587.9 kb file size.

The web tool is good enough to analyse the website quality with lot of rankings of individual parameters. The above results clearly shows that there is always scope to improve the quality of websites in any parameters. Every university website is good in one or other parameter. The quality of websites will attract the user community towards the institution in many aspects. It enhances the reputation of the institution. So far there are only few studies are conducted on this topic.

REFERENCES

[1] Onaifo, D. and Rasmussen, D. (2013), "Increasing Libraries' Content Find ability on the Web with Search Engine Optimization", *Library Hi Tech*, Vol. 31 No. 1, pp. 87-108.

[2] https://www.seobility.net/en/

[3] https://www.webfx.com/internet-marketing/5-free-website-grading-tools.html

[4] https://www.ugc.ac.in/stateuniversitylist.aspx?id=12&Unitype=2

ANNEXURE

Data Collected from

● Bangalore University

● Davangere University

● Karnataka University

● Mysore University

● Tumkur University

● Bengaluru Central University

● Bengaluru North University

● Mandya University

● Vijayanagara Sri Krishnadevaraya University

Data Could not Collected

- Gulbarga University
- Kuvempu University
- Mangalore University

Universities Not Considered

- Akkamahadevi women's University
- Kannada University
- Karanataka State Law University
- Karanataka State Open University
- Karanataka Veterinary, Animal & Fisheries Science University
- Karnataka Folklore University
- Karnataka Sanskrit University
- Karnataka State Rural Development and Panchayat Raj University
- KSGH Music and Performing Arts University
- Maharani Cluster University
- National law School of India University
- Rajiv Gandhi University of Health Science
- Rani Channamma University
- University of Agricultural Sciences
- University of Horticultural Sciences
- Visveswaraiah Technological University
- Bengaluru Dr. B. R. Ambedkar School of Economics University

_____