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Assessment of Online Traffic of Library Websites of IITs and Central Universities: A Study by Check PageRank.net

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Abstract

This study explores the web traffic of four selected library websites in order to find domain authority, page authority, cPR score, trust flow, trust metric, alexa rank, spam score, global rank, internal backlink, external backlink, referring domain, edu. Backlinks, etc. and rank them based on these parameters. Google PageRank has been used for data analysis to measure the web traffic. The study found that website of the Delhi University Library System is the top website amongst the four library websites selected for the study in securing highest rank in most of the online traffic measures and values as represented by Google PageRank whereas the website of the Central Library, Indian Institute of Technology, Delhi has been found to be at the last among the selected library websites. The Central Library, Indian Institute of Technology, Bombay have also secured top rank in two measures which are domain authority and cPR score whereas Dr.BR Ambedkar Central Library, JNU secured top rank in terms of trust flow, trust metric and Google rank.

Keywords: *Online Traffic Assessment; Website Traffic; IIT Delhi; IIT Bombay; Delhi University; JNU; Google PageRank; Search Engine Optimisation; Webometrics.*

Introduction

In this digital era, academic institutions are becoming smarter day by day by using technology upgradation in their way of providing services to the users. Now, we can use digital tools with the help of internet in our academic institutions and information centers for making our academic journey easier and smarter. The availability of internet makes it possible to develop a decentralized system in an organization, reduce the gap between the providers and users of information and encourage the library professionals to control the technical aspects of the web based library system **(Pathak et al., 2010)**. There are many purposes for which a website is being used, like the new or prospective students who use university website for their admission process, looking the admission related notices and updates. They have to fill the admission form and pay their admission fees with the help of university website. However, current students use university website for looking about their exam updates, checking their results, paying fine and penalties, filling the examination and continuation forms, etc. Teachers also use university website for their study and for looking about their job and carrier related information **(Jalal et al., 2009)**. Nowadays, the librarians are using digital platforms for

information management as to satisfy the needs of users. Unlike the traditional pattern, now we can access our needed information through digital tools virtually, without going somewhere and reaching physically to libraries. They use library websites and digital library repositories for searching their needed information. Almost all the academic libraries of reputed academic organizations of India having their websites for satisfying their user needs. Library websites plays a great role in providing support in research, teaching, dissemination of information and reflecting the features and services of libraries such as library collection, library staff, library news, library initiatives, working hours etc. **Stover (1997)** described that the researcher, teachers and others users of library website can access full-text databases, online public access catalogue and all other online resources on the website and be facilitated by online services such as online reference service. They can read and download their needed content through library websites, if available on library website. When different users landed over their needed websites for looking their required information, they actually are doing nothing but increasing the traffic of website in the virtual world. This type of traffic, which we cannot see through our eyes but can measure with the help of different analysis tools, is known as web traffic. **Pande et al. (2014)** are of the view that the increase in the usage of internet impacted the web traffic also and therefore web analysis tools are required for handling and categorizing such traffic. Different library websites have different standards and rankings about their usage and authenticity. We can study and analyse such standards and rankings as to know the authenticity and working behavior of a particular library website in the virtual world. Library traffic shows the efficiency of library website. We can measure that how many visitors are landing on the websites from their room. All such measuring can be done with the help of different analysis tools. Google analytics, Bitly, Piwik, Open web analytics, Clicky, SimilarWeb, SEMrush and Moz Explorer, etc. are some examples of web traffic analysis tools.

The term Search Engine Optimization (SEO) is commonly used for website traffic or webometric analysis and is a process of designing a website in such an effective way that it would attract the most of the visitors and shows on the higher position among all the competitors on the search engines such as Google, Bing, and Yahoo, etc. In this study, we have analysed four central library websites of four different academic institutes. Two central university libraries and two IIT libraries have been selected for this study. The websites of Dr BR Ambedkar Central Library, Delhi University Library System, Central Library, Institute of Technology Delhi and Central Library, Institute of Technology Bombay have been analysed by using Google PageRank, Ahref Website Traffic Checker and Ahref Backlink Checker.

Objectives

The main thrust of the present study is to investigate the online traffic of the library websites in terms of various assessment measures and values used to determine the rank of websites based on the google PageRank and ahref parameters. The following of the broader objectives of the present study:

a) To find the Domain and Page Authority of selected websites.
b) To know the Google Page Rank of the selected websites.
c) To search and analyse the different rankings including cPR score, trust flow, trust metric, alexa rank, spam score, global rank, internal backlink, external backlink, referring domain, edu. Backlink and edu. Domain in order to explore the virtual working status of selected websites.

Methodology

The methodology of the study has been described in the following sections:

(a) Website Selection: Four Indian library websites have been selected, two are central library websites and other two are IIT library websites in order to find and analyse the web traffic. We have noticed that some library websites are not specific and merged with the university website, which we can say, the specific website page and not the specific library website. If we take the data of library website merged with university website then we got the data of the university website not the data of only library website (where library website data will be included in the overall university website data), so we have chosen only those library websites which have sub-domains (i.e., specific website not merged with university website). We have selected two IIT libraries and two central university libraries of most reputed institutions of India.

(b) Webometric Tools: Check PageRank.net was used as a webometric tool to find the web traffic and various other allied criteria of assessing the online traffic of library websites in the study.

(c) Methods of Searching:

In case of Google PageRank, first we have searched the name of a particular library website, as per our selection in the search engine "Google" and open the website of library. After opening up the library website, we have copied the URL of library website from the link box. Then, for reaching the portal of Check PageRank.net, we can use the terms such as "Google page rank" or "Page rank" or "Check page rank" on Google. After searching for Check PageRank's dashboard, we have selected the result showing the term "Check your PageRank Free". After opening the selected result, we pasted the copied URL in the box showing on the portal where the phrase "enter domain name" is mentioned and submitted the

URL as to recover the needed data. Then, finally we reached to the dashboard where various measures and rankings are given along with the facility to download the pdf form.

I) Comparison of Websites and Data Analysis: Different values and rankings have been presented with the help of tabular representation and their interpretation in the study. The tables and graphs have been used for showing the ranked institutions in different measures. Tables have been made for showing the ranking of the library websites.

Literature Review

The study has been widely explored by many researchers in the field and lot of investigations are available, however the relevant studies which are similar in nature as far as the variables and constructs of the present study are concerned, the following research studies are being reviewed to provide a basic framework and importance of the present study:

Boell et al. (2008) highlighted the importance of search engines in conducting the webometric study. In their study, different type of web impact factors have been described which are used in terms of ranking Australian universities. Comparison of WIF and staff related WIF have also been made. List of 39 Australian universities have been made in the study and the search engine Exalead.com is used to find out inlinks. The study found the progress of Australian universities on the web. Sites indexed by Exalead.com are increased and the growth rates of number of pages have also been increased and in certain cases, it has been doubled. **Jalal et al. (2010)** conducted a study for Indian central universities using the web impact factor and web presence including their performance on the web**.** AltaVista, Yahoo, Google, Exalead, MSN and Google Scholar were used for data collection. The study found the Aligarh Muslim University got the top rank as per WIF-inlinks, whereas University of Delhi secured highest rank based on WISER. Among Indian central universities, very less correlation has been found between WISER rank and WIF-inlink. It also found that the highest number of webpages are secured by University of Delhi whereas highest number of inlinks have been secured by Aligarh Muslim University. University of Delhi has the highest world rank among all central universities of India whereas **Anwarul Islam (2011)** conducted a webometric study of all the universities of Bangladesh having web presence, with the objective to find out simple WIF, self link WIF and external WIF by using the search engine AltaVista however **Jeyshankar and Sujitha (2014)** conducted the webometric study of website links of universities of Kerala and it found that Kerala agricultural university got the highest rank whereas The University of Calicut got second highest rank in the number of WebPages i.e. 12700 (30.49%) and 7820 (18.77%) respectively among all the universities of Kerala. While in the case of Self links, external links and

inlinks, Kerala agricultural university got 8th, 9th and 4th rank respectively whereas The University of Calicut secured 3rd, 6th and 1st rank respectively. However **Zia and Mushtaq (2021)** explored the performances and efficiency of International digital library websites by using Moz link explorer and Google PageRank in order to find out Web Impact Factor (WIF), Domain Authority, Page Authority, Referring Domains etc. They have selected 10 international digital libraries for their study whereas **Verma and Brahma (2017)** did a webometric analysis of 9 selected library consortia of India in order to find out number of web pages, domain authority, search engine performance, link-equity, internal link, external link and web impact factor of selected library consortia of India. They have used open site explorer as a data retrieval tool. From their study it is found that e-ShodhSindhu and DeLCon secured top ranks in different in different measures however **Shevchenko (2020)** conducted a behavioural study of users of library websites in order to study their browsing pattern. Users of SPSTL SB RAS have been selected for this study from and tools used for data retrieval was Google Analytics and Yandex. Matrica. It is found that the most of the users of SPSTL SB RAS website visited the resource "Electronic Catalogue" on the web whereas **Paul (2009)** described the importance of analytics tool for measuring the productivity and efficiency of library websites. The freely available tool "Google Analytics" is used to retrieve the data for this study and interactive group study have also been done in order to find out the necessity of analytics for decision making. **Vallez and Ventura (2020)** conducted an analysis of websites of 20 libraries. Sistrix toolbox was used for retrieving the data for this study in order to find out the web visibility of selected libraries. The visibility index of selected libraries have been found low in the study.

Data Analysis and Discussion

There are many parameters of assessing the online performance of websites and these are based on the features and options provided by the SEO tools available. Here the parameters are determined on the basis of the Google Page rank which has been described as below:

List of libraries with their URLs.

Table 1: Selected Library Websites

Name of the Library	Websites
Dr. BR Ambedkar Central Library, JNU	http://lib.jnu.ac.in/
Delhi University Library System, DU	https://crl.du.ac.in/
Central Library, Indian Institute of Technology Delhi	https://library.iitd.ac.in/
Central Library, Indian Institute of Technology Bombay	https://www.library.iitb.ac.in/

(a) Tabular representation and deep analysis of the data retrieved from the source Check PageRank.net

Google Page Rank (https://checkpagerank.net/)

Google Page rank is the oldest system, developed by Larry Page and Sergey Brin, (the co-founders of Google) at Stanford University in 1996 for the purpose of giving rank to the web pages. This system measures the quality and quantity of links to a page to identify the importance of web pages. That's why this system is also known as Link analysis algorithm. Scores of this system ranges from 1 to 10.

In this section we have analysed the data retrieved by using the tool "Google PageRank". There are four tables which are provided to represent the retrieved data. Figures and ranks are according to the retrieved data from Google PageRank.

Domain Authority and Page Authority

Domain Authority and Page Authority has been developed by Moz.Com. The word authority means value. Domain authority means value of complete website whereas page authority means value of a particular web page. Scores of DA and PA ranges from 0 to 100. It is revealed that Central Library, India Institute of Technology Bombay website has the highest domain authority i.e. 76 whereas Dr BR Ambedkar Central Library website has the lowest domain authority i.e. 60. Domain authorities of Delhi University Library System website and Central Library, Indian Institute of Technology Delhi website are 61 and 65 respectively. Website of Delhi University Library System and Central Library, Indian Institute of Technology Delhi has the same and highest page authorities i.e. 50 whereas Central Library, Institute of Technology Bombay has the lowest page authority i.e. 45. Page authority of Central Library, Indian Institute of Technology Delhi website is 50. The ranking of websites based on the DA and PA values have also been given in the Table 2.

Table 2: Domain Authority and Page Authority and Ranking of Websites

Name of the Library	Domain Authority	Ranking (DA)	Page Authority	Ranking (PA)
Dr BR Ambedkar Central Library	60	4	49	2
Delhi University Library System	61	3	50	1
Central Library, Indian Institute of Technology Delhi	65	2	50	1
Central Library, Indian Institute of Technology Bombay	76	1	45	3

Google PageRank

This ranking system is based on most old algorithm, developed by Larry page and Sergey Brin for calculating the authority of websites and to know the importance of website. They have analysed that a websites have more backlinks results in high authority. The scale of this ranking system is 0-10. The website having zero PR out of 10 means that quality of web pages is lowest and PR10 out of 10 means that web pages deserve highest authority. It is found that Google page rank of the 3 selected websites is same i.e. 6 out of 10 whereas only Dr BR Ambedkar Central Library website has different Google page rank i.e. 5 out of 10.

Table 3: Google PageRank and its Ranking

Name of the Digital Library	Google Page Rank	Secured Rank
Dr BR Ambedkar Central Library	5/10	2
Delhi University Library System	6/10	1
Central Library, Indian Institute of Technology Delhi	6/10	1
Central Library, Indian Institute of Technology Bombay	6/10	1

cPR Score

This score is the measure of effectiveness of website content. Central Library, Institute of Technology Bombay secured the highest cPR Score i.e. 6.5/10 whereas Dr BR Ambedkar Central Library website secured the lowest cPR score i.e. 5.9/10. cPR scores of Delhi University Library System website and website of Central Library, Indian Institute of Technology Delhi are 6.0/10 and 6.2/10 respectively.

Table 4: cPR Score and its Ranking

Name of the Digital Library	cPR Score	Secured Rank
Dr BR Ambedkar Central Library	5.9/10	4
Delhi University Library System	6.0/10	3
Central Library, Indian Institute of Technology Delhi	6.2/10	2
Central Library, Indian Institute of Technology Bombay	6.5/10	1

(b) Other measures used for the websites

Trust Flow and Trust Metric

Trust flow is a metric given by Majestic that investigates the

trustworthiness of a website by measuring the quality of links of a website. Scores of trust flow ranges from 0 to 100. Trust flow is calculated by using two metrics, Citation flow (No. of total links/No. of Backlinks) and domain authority. It is found from the study and represented in Table 5 that Dr BR Ambedkar Central Library website has the highest trust flow i.e., 41 whereas Central Library, Indian Institute of Technology Delhi website secured the lowest trust flow i.e. 36. Trust flow of Delhi University Library System website is 37 and the trust flow of Central Library, Indian Institute of Technology Bombay has retrieved zero. It is found that all four selected websites are having same trust metric as that of trust flow.

Alexa Rank

Alexa rank is a worldwide ranking system which measures the popularity of a website. This rank tells about the value and popularity of a website in comparison of other websites. The lower the Alexa rank means the higher popularity of a website. Delhi University Library System website secured the lowest number of Alexa rank (i.e., 10311) whereas Dr BR Ambedkar Central Library website secured the highest number of Alexa rank (i.e., 56119) which mean that Delhi University Library System website got the first rank whereas Dr BR Ambedkar Central Library website got the last rank. Number of Alexa Rank secured by Websites of Central Library, Indian Institute of Technology Delhi and Central Library, Indian Institute of Technology Bombay 21072 and 18824 respectively which means that Indian Institute of Technology Bombay website secured third and Indian Institute of Technology Delhi website secured fourth rank.

Spam Score

Spam score has been developed by moz and it is calculated in percentages and shows the probability of offering irrelevant content and hence can be penalized and banned by search engines. Spam score shows that probability. Google have banned and penalized many websites due to spam score and other factors. If there is a high percentage of spam score in any website then it means that the website has some similar characteristics of any banned and penalized website. The spam score of all four selected websites is same i.e. 1/18 (0.05%).

Global Rank

Dr BR Ambedkar Central Library website has a global rank of 50690 whereas Delhi University Library System is having 9223. The Global ranks of Central Library, Indian Institute of Technology Delhi website and website of Central Library, Indian Institute of Technology Bombay are 18100 and 16668 respectively.

External Backlinks

There are two types of Backlinks - Internal Backlink and External Backlink. The Internal backlink navigates the visitor to another page of same website but external backlink navigates the visitor to the webpage of another

website. It was found that the Delhi University Library System website has the highest number of external backlinks i.e. 287546 whereas Central Library, Indian Institute of Technology Bombay has the lowest number of external backlinks i.e. 14. The External backlinks of Dr BR Ambedkar Central Library website and Central Library, Indian Institute of Technology Delhi website were 5310 and 6414 respectively.

Referring Domain

It means a website that refers the visitor to another website by using backlinks. The Referring domain is also known as linking domain and external website. Suppose a website named as "A" having backlink which refers to another website named as "B" and there is also a third website which has a backlink referring to website "B". It means that both "A" and "C" are the referring domain of "B". In this case, Delhi University Library System website has the highest number of referring domain i.e. 446 whereas Central Library, Indian Institute of Technology Bombay has the lowest number of referring domains i.e. 12. The Referring Domains of Dr BR Ambedkar Central Library website and Central Library, Indian Institute of Technology Delhi website are 201 and 144, respectively.

EDU Backlinks

It means the backlinks from educational websites, which consists of the website of a school, college, university etc. and the domain name normally ends with .edu extension. High EDU Backlinks increases the trust and authority of a website. Here in this case, Delhi University Library System website has the highest number of EDU Backlinks i.e. 134882 whereas Dr BR Ambedkar Central Library website has the lowest number of EDU Backlinks i.e. 6 and EDU Backlink of Central Library, Indian Institute of Technology Bombay website were retrieved as zero whereas Central Library, Indian Institute of Technology Delhi is having 96 EDU backlinks.

Edu Domain (.edu)

Various types of domains may be divided on different bases, such as national or international, and the type of organization, etc. Examples include .in, .com, .org, .edu, and .gov. Edu domain (.edu) is basically a domain name created to represent US educational institutes. Delhi University Library System website has the highest number of EDU domains, i.e. 77, whereas Dr BR Ambedkar Central Library website has the lowest number of EDU domains, i.e., 4. The EDU Domains of Central Library, Indian Institute of Technology Delhi website and website of Central Library, Indian Institute of Technology Bombay are 13 and 0 respectively.

Table 5: Other Parameters

Parameters	Library			
	BRAL	**DULS**	**IITD**	**IITB**
Trust Flow	41	37	36	0
Trust Metric	41	37	36	0
Global Rank	50690	9223	18100	16668
Alexa Reach Rank	56119	10311	21072	18824
Spam Score	1/18	1/18	1/18	1/18
External Backlinks	5310	287546	6414	14
Referring Domains	201	446	144	12
EDU Backlinks	6	134822	96	0
EDU Domain	4	77	13	0

BRAL = Dr BR Ambedkar Central Library
DULS = Delhi University Library System
IITD = Central Library, Indian Institute of Technology Delhi
IITB= Central Library, Indian Institute of Technology, Bombay

Table 6: Website Ranking on different Measures

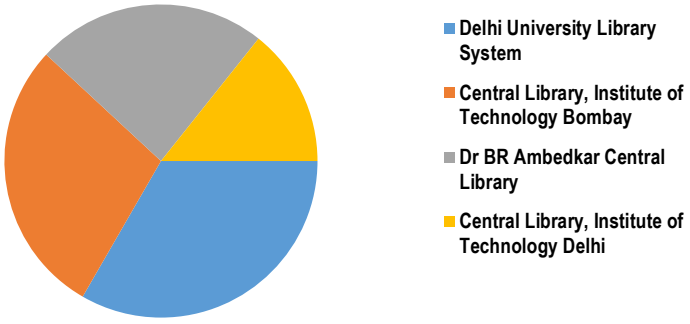
Measures	First Rank	Second Rank	Third Rank	Last Rank
Trust Flow	BRAL	DULS	IITD	IITB
Trust Metric	BRAL	DULS	IITD	IITB
Global Rank	BRAL	IITD	IITB	DULS
Alexa Reach Rank	BRAL	IITD	IITB	DULS
External Backlinks	DULS	IITD	BRAL	IITB
Referring Domains	DULS	BRAL	IITD	IITB
EDU Backlinks	DULS	IITD	BRAL	---

BRAL = Dr BR Ambedkar Central Library
DULS = Delhi University Library System
IITD = Central Library, Indian Institute of Technology Delhi
IITB= Central Library, Indian Institute of Technology, Bombay

Overall Performance of Websites

The website of Delhi University Library System secured top rank in most of the parameters used in this study including Page Authority, Alexa Reach Rank, External Backlinks, Reffering Domain, Edu Backlink and Edu Domain followed by Dr BR Ambedkar Central Library secured second rank based on top ranks in Trust Flow, Trust Metric and Global Rank. The Central Library, Indian Institute of Technology Bombay secured third rank based on the top ranks in Domain Authority and cPR score whereas Central Library, Indian Institute of Technology Delhi secured last rank based on the top rank in the parameter of Page Authority.

Fig. 1: Overall Performance of Websites



Conclusion

Websites are playing an important role in providing the information to the users on the screen. Nowadays almost each and every organization is creating their websites in the virtual world as to represent their goals, objectives and services etc. We can measure the productivity and efficiency of websites by using different webometric tools as to explore the ranking and scores of every aspect of different websites. Of course, good ranking and scores means highly productive and efficient website in the context of usage and working behavior. Every organization is working hard as to achieve highest number of rank and scores in comparison of other organization website. There are also some artificial techniques and methods through which website owners can increase their ranking but increased ranking does not always mean that the website is good and effective. We have to analyse the website from different aspects as to inspect the efficiency of website properly. In this study rankings and scores have been measured by using Check PageRank.net. In terms of various parameters used, the website of Delhi University has been identified as the top website securing highest ranks in most of the measures undertaken in this study followed by Central Library, Indian Institute of Technology Bombay, Dr BR Ambedkar Central Library and Central Library, Indian Institute of Technology Delhi on the second, third and last position respectively.

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