

A Comparison of the Websites of Haryana State's University Libraries Based on Visibility Index

Somvir*, Priti Sharma**

Abstract

This article compares the web visibility of 51 library websites that correspond to the 20 state universities, 25 private universities and 06 deemed universities of Haryana state. The ranking based on visibility index investigated by the authors. A search engine optimisation application named Sistris Toolbox was utilised to research web visibility. It examines a significant quantity of data, the most famous of which is the visibility index, which combines various data indications to examine site visibility. In this study, after analysing the data, it is concluded that most of university libraries' websites have low ranking level. Few university library websites have good ranking.

Keywords: Visibility Index, Sistris, Library Website Analysis

Introduction

The search engine optimisation (SEO) provides a position to website in the natural results section of search engines and gain visibility (Yalçın & Köse, 2010; Váñez & Ventura, 2020). Any organisation that wants to be visible in the digital age must now use SEO. Being found by search engines entails having a high ranking as a source of information for the estimated 9.8 million internet users from Haryana (Moinuddin, 2020). According to BrightEdge Research (2023), 53.3% of all traffic to websites originates from organic searches, meaning that search engines are the main source of more than half of all traffic to websites. As a result, achieving strong positioning in search engines requires both standing out as a reference institution and being able to address a significant segment

of user searches. Google's 93.12% market dominance of search engines makes Google ranks particularly significant (Oberlo, 2023; StateCounter, 2023).

Universities' websites must change and reflect people's changing methods of finding information. Because libraries need to deliver high-quality content to their consumers quickly and effectively (Balasubramanian & Sabarish, 2016; Onaifo & Rasmussen, 2013), proper SEO practises should be used by universities as well.

It would be important to know if libraries can affect how visible their universities are on the web. This article responds to three research questions in this way. First, what is the sample's chosen university libraries' visibility index? Second, does this visibility have an impact on the universities' fields of study? Finally, how does the overall web visibility of each university's libraries affect the visibility of the library subdomains?

There have been studies done on the use of SEO methods for academic library websites, but none have compared the visibility indices of various libraries in India. In this paper, 52 university libraries' exposure is compared, with a focus on the university libraries in the state of Haryana. The main goals of this study were to compare and analysis the websites of university libraries; find out the high visibility ranking and the low visibility ranking from the university libraries.

These goals were as follows when stated in more detail:

- To assess visibility of university libraries' websites.
- To find any connections between the visibility of the university domain and the related library subdomain.
- To take into account how library subdomains might raise the profile of university.

* Research Scholar, Department of Library and Information Science, Career Point University, Kota, Rajasthan, India.
Email: somvir.research@gmail.com

** Associate Professor, Department of Library and Information Science, Career Point University, Kota, Rajasthan, India.
Email: preetsharma1977@gmail.com

In this paper, we examine the pertinent literature with a focus on the website visibility of academic institutions and SEO strategies used by libraries. The method used to calculate the visibility index is then described. We then present and debate the findings by summarising our findings, highlighting their limits and suggesting areas for future study.

Literature Review

Academic literature has long debated the visibility of universities (Björneborn & Ingwersen, 2004; Thelwall et al., 2005). Vázquez and Ventura (2020) made a study to analyse the web visibility of university libraries and their impact on the parent university. For instance, since 2004 (Aguillo et al., 2008), the Webometrics Ranking, which assesses colleges based on their visibility and effect on the online, has been available. As a result of the globalisation of higher education, numerous comparable worldwide ranking systems exist (Aguillo et al., 2010). Libraries have also been the subject of the same kind of investigation (Verma & Brahma, 2017). The influence and results of libraries have long been measured (Salisbury & Peasley, 2018). However, there is little research on how library websites affect their organisations.

It is therefore intriguing to investigate whether university libraries give their universities as a whole web visibility. In relation to the academic field, a lot of studies to analyse the library websites have been conducted, covering subjects like SEO techniques, visibility of website and content analysis of websites (Tokic, 2014; Eidaroos, 2015; Shahzad et al., 2017; Brunskill, 2021); university visibility in academic social networks (French & Fagan, 2019). However, there are few studies that

particularly address SEO and the visibility of universities in search engines, and those that do tend to concentrate on particular instances, whether local or thematic (Yalcin & Kilic, 2016; Özkan et al., 2019).

Methodology

A quantitative design was used to evaluate the web visibility of libraries of their respective universities. Selected for analysis were 52 universities: the 20 universities are state universities, 25 are private universities, 01 is central university and 06 are deemed universities.

Using Sistrix Toolbox, data on the sample of university libraries' websites' visibility was recorded. This resulted in a visibility index showing performance in Google (not an SEO-related website traffic index). The first week of May 2023 saw an SEO analysis of the library subdomains. The Sistrix Toolbox searches the internet, determines a domain's visibility index, and displays information on similar websites. The weighting of the visibility index is determined by the number of searches made and the position in the search results list. The Sistrix Toolbox visibility index does not indicate website traffic; rather, it reflects a domain or subdomain's ranking in Google while ignoring outside variables that may affect traffic, such as seasonality (Härting et al., 2016).

Other SEO metrics that determine site exposure exist. However, the Sistrix Toolbox visibility index was selected since it includes several indicators (number of keywords placed, volume of searches and inbound links) that make it easier to compare other domains in a more thorough manner.

Results

Table 1: Sistrix Index Score of the Sample Library Websites

Sr. No.	Name of University	Year of Est	Type	Library Website	Sistrix Index Score
1.	LVU, Faridabad	2009	Deemed	NA	
2.	MMU (DU), Mullana	2017	Deemed	https://www.mmumullana.org/e-resources/	2829
3.	MRIIRS, Faridabad	2008	Deemed	https://mriirs.edu.in/international-institute-of-research-and-studies/central-library/	407
4.	NBRC, Gurgaon	2002	Deemed	http://14.139.62.11/nbrcweb/library/contactus.php	0
5.	NDRI, Karnal	1989	Deemed	https://ndri.res.in/ndri-library/	1475

Sr. No.	Name of University	Year of Est	Type	Library Website	Sistrix Index Score
6.	NIFT, Sonapat	2012	Deemed	NA	
7.	AFU, Faridabad	2014	Private	https://alfalahuniversity.edu.in/books/	112
8.	AU, Gurgaon	2010	Private	https://www.amity.edu/gurugram/library	4675
9.	Apeejay, Sohna	2010	Private	https://university.apeejay.edu/campus-life/learning-resource-centre	5116
10.	Ashoka Uni, Sonapat	2014	Private	https://library.ashoka.edu.in/	5324
11.	BMNU, Rohtak	2012	Private	https://bmu.ac.in/library.php	11
12.	BMLMU, Gurgaon	2014	Private	https://www.bmu.edu.in/campus-life/infrastructure/library/online/	5194
13.	GDGU, Gurgaon	2013	Private	https://www.gdgoenkauniversity.com/library	192
14.	GU, Panipat	2013	Private	NA	
15.	IILMU, Gurugram	2018	Private	https://www.iilm.edu/libuniwp/	1531
16.	JNU, Jhajjar	2013	Private	https://www.jagannathuniversityncr.ac.in/infrastructure/library.php	26
17.	KRMU, Gurgaon	2013	Private	https://www.krmangalam.edu.in/cpage.aspx?mpgid=249&pgidtrail=249	1473
18.	MVNU, Palwal	2012	Private	NA	
19.	MMU, Ambala	2010	Private	NA	
20.	MRU, Faridabad	2014	Private	https://mriirs.edu.in/international-institute-of-research-and-studies/central-library/	407
21.	NIILMU, Kaithal	2011	Private	https://www.niilmuniversity.in/facility/library/	252
22.	OPJGU, Sonapat	2006	Private	https://jgu.edu.in/campus-life/#library	4861
23.	OSGU, Hisar	2019	Private	https://www.osgu.ac.in/infrastructure/library-facilities/	82
24.	PDMU, Bahadurgarh	2016	Private	https://www.pdm.ac.in/central-library/	1104
25.	RU, Sonapat	2020	Private	NA	
26.	SGGSTT, Gurgaon	2013	Private	https://sgtuniversity.ac.in/online-library/	254
27.	SRMU, Sonapat	2013	Private	NA	
28.	SU, Gurugram	2016	Private	https://www.starexuniversity.com/library	11
29.	Sushant Uni, Gurugaon	2012	Private	https://sushantuniversity.edu.in/academics/library-resource-centre	1616
30.	TNU, Gurgaon	2009	Private	https://www.ncuindia.edu/library/	2536
31.	WUD, Sonapat	2018	Private	NA	
32.	BPSMV, Khanpur	2006	State	http://www.bpswomenuniversity.ac.in/lib/index.html	134
33.	CBLU, Bhiwani	2014	State	https://new.cblu.ac.in/library/	1497
34.	CDLU, Sirsa	2003	State	http://www.cdlu.ac.in/index.php/library.html	4041
35.	CRSU, Jind	2014	State	http://112.133.194.135/	0
36.	CCSHAU, Hisar	1970	State	https://tlsgroup.co.in/hau/lib-rules.html	0
37.	DCRUST, Murthal	2006	State	https://dcrustlibrary.com/#/home	0
38.	DBRANLU, Sonipat	2012	State	https://www.dbranlu.ac.in/library/	0
39.	GJUST, Hisar	1995	State	http://www.gjust.ac.in/library/	4453
40.	GU, Gurugram	2018	State	https://gurugramuniversity.ac.in/digital-library/	1623

Sr. No.	Name of University	Year of Est	Type	Library Website	Sistrix Index Score
41.	IGU, Rewari	2013	State	https://igu.ac.in/2021/central-library/	1252
42.	JCBUST (YMCA), Faridabad	2009	State	https://jcboseust.ac.in/library	2664
43.	KU, Kurukshetra	1956	State	https://www.kuk.ac.in/information.php?m=dg==&L01_id=NjE=&L01_direction=H	1970
44.	LLRUVAS, Hisar	2010	State	https://www.luvass.edu.in/library.html	1827
45.	MPHU, Karnal	2016	State	https://www.mhu.ac.in/central-library.html	332
46.	MBSU, Kaithal	2018	State	NA	
47.	MDU, Rohtak	1976	State	http://mdurohtak.ac.in/library/lib_libraryprofile.html	6039
48.	PLCSUPVA, Rohtak	2014	State	https://plcsupva.ac.in/UI/Library/Library.aspx	157
49.	PBDSUHS, Rohtak	2008	State	https://www.uhsr.ac.in/detail.aspx?artid=49&menuid=63	3893
50.	SKAU, Kurukshetra	2017	State	https://skau.ac.in/library	113
51.	SVSU, Palwal	2016	State	https://www.svsulibrary.in/	0

The Table 1 contains all the data collected using the Sistrix Toolbox. It presents the visibility index for the 42 libraries that were examined, noting that nine of the analysed libraries did not possess websites. The gathered data reveals a generally low visibility index for the sampled library websites, with 10 of them having visibility levels of zero or very low. However, nine libraries stand out due to their significantly higher prominence.

Table 2 shows a distribution of Sistrix Visibility Index score according to some predefined ranges. There are twenty nine library websites of universities have less than 1900 visibility score, four libraries have score between

1901 and 3800, and eight libraries have score between 3801 and 5700 and only library website have the score above 5701.

Table 2: Range of Visibility Score of the Sample Library Websites

Sr. No.	Range	No. of Library Websites
1	< 1900	29
2	1901-3800	4
3	3801-5700	8
4	5701 <	1

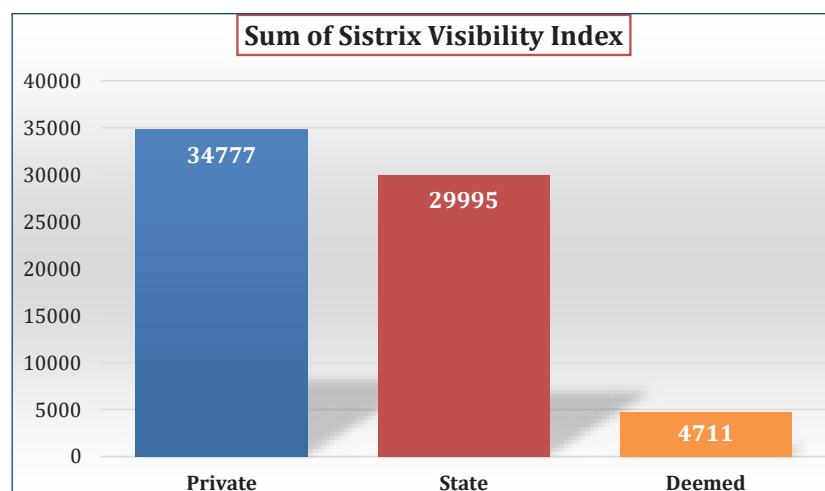


Fig. 1: Sistrix Visibility Index Score Comparison by University Type

As per the data, private university libraries have the sum of visibility index (see Fig. 1) is 34777, State university

libraries have the sum of 29995 and deemed university libraries have the sum of 4711.

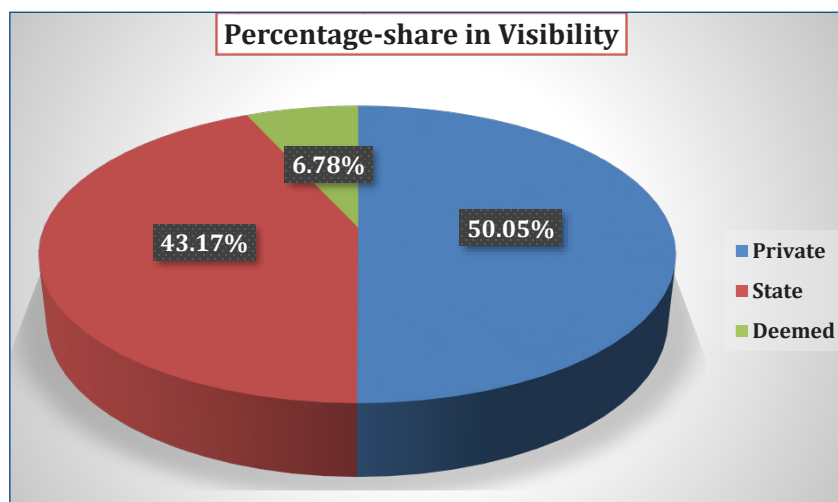


Fig. 2: Percentage-Share in Visibility

In total visibility index score, the private university libraries have 50.05 % share and state university libraries

have 47.17% share, while 6.78% share of deemed university libraries (see Fig. 2).

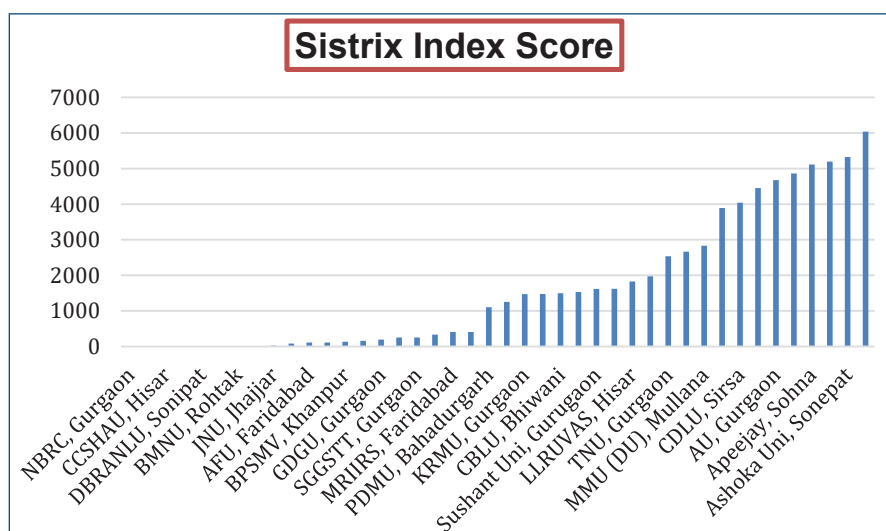


Fig. 3: Sistrix Index Score of the Sample Library Websites

The library of MD University, Rohtak has the highest visibility index among all library websites. Among top 10 university library websites, there are five private university libraries, four state university libraries and one deemed university library website stand.

Discussion

With a few notable exceptions, the statistics show that university libraries' websites typically have very little or

no visibility, namely MDU Rohtak, Ashoka University Sonapat, BMLMU Gurgaon, Apeejay Sohna, OPJGU Sonapat, AU Gurgaon, GJUST Hisar and CDLU Sirsa. Here are a few potential causes of low library visibility:

- If the library's URL is a directory of the university's website address, does not have its own unique subdomain.
- The library subdomain is decentralised, which happens when faculties have their own libraries.

- Content is timeless and not linked to current issues, which are what generate more searches. Most of libraries just have webpage, they don't provide the proper information and resources to users.

Conclusions

This study offers a broad review of university library websites' web exposure and highlights its significance for elevating each institution's ranking in search engine results. The 10 universities in the Haryana state are the subject of the analysis. The results demonstrate that, with a few notable exceptions, like MDU Rohtak, Ashoka University Sonapat, BMLMU Gurgaon, Apeejay Sohna, OPJGU Sonapat, AU Gurgaon, GJUST Hisar and CDLU Sirsa, university libraries typically have limited visibility in search engine results rankings. By addressing the factors for low exposure mentioned in the debate, including the crucial problem of libraries having their own subdomain, web positioning can be improved. In general, libraries must adopt new information access methods and implement efficient SEO tactics. Additionally, it would be intriguing to track the results of the SEO tactics used.

Limitations and Future Lines of Research

There are two primary drawbacks to this study. First, the visibility of libraries is directly impacted by the fact that a large portion of library content is inaccessible to search engines on the invisible web or can only be accessed through technologies that are not provided by the library. Second, using the Sistrix Toolbox commercial software could have introduced bias. An SEO audit is planned for the most visible libraries, as determined by this research, in order to further investigate the visibility of higher education institutions. This audit will enable a thorough examination of the value of libraries' contributions and the formulation of suggestions for enhancing the accessibility of academic institutions' and university libraries' websites.

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