EVALUATION OF THAILAND RAJABHAT UNIVERSITY WEBSITE CONTENT BASED ON WEBOMETRICS

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Abstract - Nowadays, important online tool which present organization is website. Content on website is the most key to communicate between organization and user who travel on the site and educational institution too. Moreover, university also use website to exhibit their information to outside for display course, activities and other in their campus. Therefore, website university ranking is significant thing to focus. Webometrics ranking of world university is the ranking of website educational institution, they emphasize about user accessibility of website. In this paper, we study about university website user, top 10 and bottom 10 of Thailand rajabhat universities ranking and Webometrics visibility indicators. This article aims to evaluate the average times which user use in website, total of non-unique visitors of website and percentage of bounce rate of Thailand University's website which ranked in Webometrics. The result should help website's administrator manage their content and It may help them to move up their site in Webometrics Ranking of World Universities too.

Index Terms - Webometrics; Website Visibility; Bounce Rate; Website Content; Content**.**

I. INTRODUCTION

Today, people surf internet for searching something which they want by using search engine tools because of that way is quickly and easily to find something which they want. Website is a representative of an organization to present academic news, courses, student life and other useful information. Webometrics (Isidro F. Aguillo, 2017) ranking of world universities is an organization which rank educational institution around the world by Consejo Superior de Investigaciones Científicas (CSIC) in Cybermetrics Lab of Spain. They start the project of university ranking in 2004.

Webometrics ranks educational institution 2 times per year, the first times is the end of January and another one is the end of July. The main purpost of the ranking is user accesssibility concept and transfer knowledge from educational institution to whole society. Webometrics using 2 indicators (Isidro F. Aguillo, 2017) to rank website information accessibility. The first indicator is 50% of website visibility by evaluation from website impact score and the other one is 50% of website activity. The activities of website include 5% of Presence, 10% of Openness and the last one is 35% of Excellence.

In this paper, we study a relationship between educational institution website visibility of top 10 and bottom 10 of Thailand rajabhat universities and information from SimilarWeb Tools consist of total user who visited website, average visit duration times and bounce rate of their website.

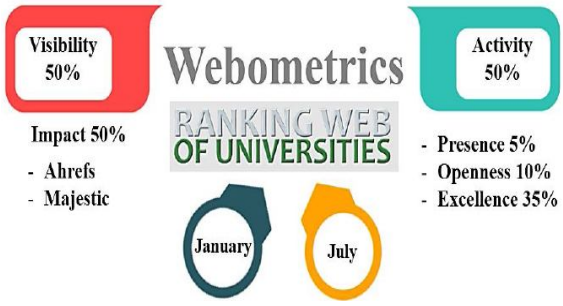


Figure. 1 Webometrics indicator

II. LITERATURE REVIEW

Article of Journal of Computer Science and Information Technologies [3] selected 1 to 19 universities from Webometrics ranking of world universities of July 2010, Academic Ranking of World Universities (ARWU), Times Higher Education (TIMES) and 4 International Colleges and Universities (4ICU) to comparing each other and the result is 35% of indicators of Webometrics can manage by website owner and 65% is evaluated from website visibility and google scholar. The evaluation of website visibility is number of backlink to website. The number of backlinks to website is a business which huge income in website searching business. In addition, Ahmad Bakeri, Abu Baka and Nur Leyni [4] study about website visibility of Webometrics by compare the backlinks between 1 to 30 of webometrics ranking and 30 from bottom in webometrics word ranking universities 2013 and the result is number of backlinks and number of website accessibility of top 30 in webometrics ranking more than 30 bottom in webometrics ranking.

III. METHODOLOGY

A. Methodology

The methodology of webometrics ranking of world universities have two indicators to rank educational institution website and the one from two of webometrics indicators is visibility which evaluate by impact values. Impact values can get from Majestic SEO and Ahrefs database by get the total numbers of backlinks from outside educational institution website and bring them to normalize. After that, the maximum value between the two sources is selected. It's present in Impact Rank on webometrics ranking table. SimilarWeb Tools is the website analyze tool. In this paper focus on total visits pages, average visit duration time and bounce rate of the website.

B. Objectives

To finding relationship between impact ranking of the website in webometrics and result of data analytic from SimilarWeb tool.

C. Population and Sample

Population of this article is Thailand rajabhat universities's website which ranked by Webometrics ranking of world universities in January 2018 overall 180 websites and the sample of the paper is top 10 and bottom 10 of Thailand Rajabhat universities's website which ranked by Webometrics in January 2018.

IV. FINDING AND DISCUSSION

Top 10 and Bottom 10 of Thailand rajabhat raking in Webometrics is shown on Table 1.

Table 1. Top ten and bottom ten of Thailand university website in Webometrics ranking

Thailand Webometrics Ranking	Impack Rank in Webometrics	University	University Website
22	1320	Suan Dusit University	www.dusit.ac.th
23	2011	Suan Sunandha Rajabhat University	https://ssru.ac.th
34	1759	Nakhon Pathom Rajabhat University	www.npru.ac.th
37	893	Buriram Rajabhat University	www.bru.ac.th
40	4662	Pibulsongkram Rajabhat University	www.psru.ac.th
42	4283	Chiang Mai Rajabhat University	www.cmru.ac.th
45	4379	Yala Rajabhat University	www.yru.ac.th
47	2585	Nakhon Ratchasima Rajabhat University	www.nrru.ac.th
49	7888	Rajabhat Maha Sarakham University	www.rmu.ac.th
54	7166	Phuket Rajabhat University	www.pkru.ac.th
84	6726	Suratthani Rajabhat University	www.sru.ac.th
87	6414	Chiang Rai Rajabhat University	www.crru.ac.th
94	9257	Nakhon Sawan Rajabhat University	www.nsru.ac.th
96	9215	Kanchanaburi Rajabhat University	www.kru.ac.th
97	10372	Dhonburi Rajabhat University	www.dru.ac.th
99	9872	Surindra Rajabhat University	www.srru.ac.th
105	10717	Thepsatri Rajabhat University	www.tru.ac.th
107	10853	Rajanagarindra Rajabhat University	www.rru.ac.th

118	12440	Muban Chom Bung Rajabhat University	www.mcru.ac.th
128	14033	Chaiyaphum Rajabhat University	www.cpru.ac.th

From Table 1, it presents the impact ranking of Top 10 and bottom 10 of Thailand rajabhat university which get from Webometrics ranking of world university, January 2018 edition. The sorting of impact ranking of Thailand University is shown on Table 2.

Table 2. Top ten and bottom ten of Thailand Rajabhat university website in Webometrics ranking

Thailand Webometrics Ranking	Impack Rank in Webometrics	University	University Website
37	893	Buriram Rajabhat University	www.bru.ac.th
22	1320	Suan Dusit University	www.dusit.ac.th
34	1759	Nakhon Pathom Rajabhat University	www.npru.ac.th
23	2011	Suan Sunandha Rajabhat University	https://ssru.ac.th
47	2585	Nakhon Ratchasima Rajabhat University	www.nrru.ac.th
42	4283	Chiang Mai Rajabhat University	www.cmru.ac.th
45	4379	Yala Rajabhat University	www.yru.ac.th
40	4662	Pibulsongkram Rajabhat University	www.psru.ac.th
87	6414	Chiang Rai Rajabhat University	www.crru.ac.th
84	6726	Suratthani Rajabhat University	www.sru.ac.th
54	7166	Phuket Rajabhat University	www.pkru.ac.th
49	7888	Rajabhat Maha Sarakham University	www.rmu.ac.th
96	9215	Kanchanaburi Rajabhat University	www.kru.ac.th
94	9257	Nakhon Sawan Rajabhat University	www.nsru.ac.th
99	9872	Surindra Rajabhat University	www.srru.ac.th
97	10372	Dhonburi Rajabhat University	www.dru.ac.th
105	10717	Thepsatri Rajabhat University	www.tru.ac.th
107	10853	Rajanagarindra Rajabhat University	www.rru.ac.th
118	12440	Muban Chom Bung Rajabhat University	www.mcru.ac.th
128	14033	Chaiyaphum Rajabhat University	www.cpru.ac.th

The best impact ranking of Thailand are ranked in top 10 of Thailand rajabhat university and impact ranking of bottom 10 are put on the last table of ranking. From Table 2, the first ranking of impact rank of Thailand rajabhat university are set on top 10 of Webometrics ranking, Buriram Rajabhat University is the first of the impact ranking table and the last ranking of impact rank of Thailand rajabhat university are set on bottom 10 of Webometrics ranking too. Table 3 present the data from SimilarWeb tool and the data are average duration times and bounce rate of university website.

Table 3. Result of top ten and buttom ten of Thailand university website which get from SimilarWeb Tool - 1

Thailand Webometrics Ranking	Impack Rank in Webometrics	University	SimilarWeb Tools	
			Total Visits	Page per Visit
37	893	Buriram Rajabhat University	549,799	4.43
22	1320	Suan Dusit University	569,121	4.36
34	1759	Nakhon Pathom Rajabhat University	460,426	6.57
23	2011	Suan Sunandha Rajabhat University	874,364	8.89
47	2585	Nakhon Ratchasima Rajabhat University	477,861	6.62
42	4283	Chiang Mai Rajabhat University	648,859	9.36
45	4379	Yala Rajabhat University	290,299	7.54
40	4662	Pibulsongkram Rajabhat University	368,194	4.17
87	6414	Chiang Rai Rajabhat University	644,540	4.65
84	6726	Suratthani Rajabhat University	508,731	5.98
54	7166	Phuket Rajabhat University	231,624	4.35
49	7888	Rajabhat Maha Sarakham University	312,227	7.78
96	9215	Kanchanaburi Rajabhat University	87,828	7.23
94	9257	Nakhon Sawan Rajabhat University	322,922	5.66
99	9872	Surindra Rajabhat University	296,638	5.33
97	10372	Dhonburi Rajabhat University	244,333	7.21
105	10717	Thepsatri Rajabhat University	304,502	5.12
107	10853	Rajanagarindra Rajabhat University	180,466	6.40
118	12440	Muban Chom Bung Rajabhat University	81,236	4.70
128	14033	Chaiyaphum Rajabhat University	71,060	4.08

Table 3 present traffic analytics of Rajabhat university's website consist total visits pages and average of page per visit. Total visits pages is the total

number of web pages which user access on website and page per visit is the average total number of pages which user open webpage on the site per times. The result shown the most of total visits and the most of page per visit is ranked in group of top ten of Thailand Rajabhat university and the less of total visits and page per visit is ranked in bottom ten group of Thailand Rajabhat university.

Table 4. Result of top ten and buttom ten of Thailand university website which get from SimilarWeb Tool – 2

Thailand Webometrics Ranking	Impack Rank in Webometrics	University	SimilarWeb Tools	
			Avg. Visit Duration	Bounce Rate
37	893	Buriram Rajabhat University	00:09:48	32.70%
22	1320	Suan Dusit University	00:03:43	50.60%
34	1759	Nakhon Pathom Rajabhat University	00:04:44	51.53%
23	2011	Suan Sunandha Rajabhat University	00:05:59	46.80%
47	2585	Nakhon Ratchasima Rajabhat University	00:05:05	35.60%
42	4283	Chiang Mai Rajabhat University	00:06:01	33.94%
45	4379	Yala Rajabhat University	00:05:00	36.21%
40	4662	Pibulsongkram Rajabhat University	00:04:77	47.94%
87	6414	Chiang Rai Rajabhat University	00:03:17	55.89%
84	6726	Suratthani Rajabhat University	00:04:29	41.84%
54	7166	Phuket Rajabhat University	00:03:32	48.90%
49	7888	Rajabhat Maha Sarakham University	00:04:46	29.64%
96	9215	Kanchanaburi Rajabhat University	00:07:23	47.65%
94	9257	Nakhon Sawan Rajabhat University	00:04:21	44.92%
99	9872	Surindra Rajabhat University	00:03:53	35.06%
97	10372	Dhonburi Rajabhat University	00:07:21	32.17%
105	10717	Thepsatri Rajabhat University	00:06:09	36.93%
107	10853	Rajanagarindra Rajabhat University	00:03:58	37.05%
118	12440	Muban Chom Bung Rajabhat University	00:03:10	48.07%
128	14033	Chaiyaphum Rajabhat University	00:03:51	34.59%

From table 4, it presents traffic analytics of Rajabhat university's website include average visit duration time and percentage of bounce rate on website.Visit duration time is the time which user spent on university's website. Percentage of bounce rate is the ratio of duration time when user open the web page and close that page immediately. We found more average time which user focus on webpage of top ten than bottom ten of Thailand Rajabhat university website in webometrics ranking. Impact ranking of webometrics show on Table 1 and the meaning of that is, if the Rajabhat university ranked in the top of impact ranking, that university will ranked on top of Webometrics ranking too. The sorting of impact rank is shown on Table 2. Moreover, Table 3 and Table 4 shown the traffic which get from SimilarWeb tool. The result which we get from SimilarWeb Tool explain about content on university website like, if the Rajabhat university website have more average visit duration time, it mean that website have many interesting content which attract user. Total visits pages shown the total number of pages which user access on university website. Page per visit display total number of page which user open when they travel on the university website but meaning of this factor could not refer to interesting content because of it have many reason of that like some content must link to other page. The last one is percentage of bounce rate, it present the percentage of visitors who enter the site and then leave bounce rather than continuing on to view other pages within the same site. If educational website have high percentage of bounce rate, they have to consider about their content and should find solution to solve them.

CONCLUSION

The relationship between impact ranking of the website in webometrics and result from SimilarWeb tool which we found include if website have more average visit duration time, it present the during time which user travel in the site that may help website administrator know about time which user use in the site and the percentage of bounce rate help website administrator know about interesting content of website, if university website have many interesting content, the percentage of bounce rate will reduce.

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