

DOMAIN ANALYSIS FOR THE RENOWNED JESUIT MANAGEMENT INSTITUTES IN INDIA – A WEBOMETRIC STUDY USING CHECK PAGERANK FREE TOOL

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Abstract

A web page's popularity score is sometimes referred to as Google Page Rank. This paper is presented as a webometric study of the websites of five renowned Jesuit management institutes. This study was conducted to measure the number of root domain authority, back links, topic value, global rank, Page rank Quality, total internal links, total external links, and Alexa Reach Rank of the websites. It was found out that, Xavier School of Management (XLRI) led among the five institutes with a CPR score of 4.7 out of 10. The Maximum number of domain authority is XLRI with a score range of 44. When a domain authority has 41-50 the website rating range it is rated as good. Loyola Institute of Business Administration (LIBA) website have maximum number of page authority score range of Forty four (44) out of hundred. This study found that the Trust flow/metric score received for Xavier Institute of Management (XIMB) score was 25 out of one hundred. Maximum number of External back links available from the Xavier School of Management (XLRI), Xavier Institute of Management (XIMB) website has a maximum number of EDU back links, Xavier Institute of Development Action and Studies (XIDAS) website don't have any EDU back links and EDU domain. All the five renowned Jesuit management institutes had shown false status regarding Crawled Flag.

Keywords: Links, Jesuits, Management, Domain, PageRank, Google, Alexa, Websites, XLRI

Introduction

Almind and Ingwersen coined the word "webometrics" in 1997. Webometrics is the measurement of the web, its structure, and application. Web is a set of web pages or text documents containing images, video, audio, and other media that are interconnected through hyperlinks, and metric means measurement, so webometrics is the measurement of the web, its structure, and application. Webometrics is a technique for assessing the effect of the internet. Institutional websites have now become a barometer of the institution's efficiency. On ensuring the content is meaningful, well-written, and in a format that is appropriate for the Web, it is critical to ensure that the material is well structured in the form of various web objects/links on the home page. As a result, the content of the home page must be well structured, with all relevant details in one place (Home Page), and related explanatory elements grouped together, among other things. The quantitative analysis aspects of the construction and technologies on the web and use of information resources, structure, using bibliometric and informetric approaches is described as Webometrics. Alternatively, the field may be described as the analysis of web-based content using primarily quantitative methods for social science research goals while employing techniques that are not limited to a single field of study.

About PageRank

An algorithm used by Google Search to rank the websites in their search engine results is called PageRank. Larry Page named this PageRank, and he is one of the founders of Google. It is a way to measure the importance of any website pages. Google stated that, "Page Rank works by determining a rough estimation of how important the website while counting the number and quality of links to a page in any website. More

importantly, websites are likely to receive more links from other websites is the underlying assumption". It is an algorithm of link analysis and Page Rank assigns a numerical value to each element of a hyperlinked set of documents, such as the WWW (World Wide Web), with the purpose of "evaluating" its relative importance within the set. The algorithm link analysis may be applied to any collection of elements with reciprocal quotations and references. The PageRank of E is the numerical value of weight that it assigns to any given element E and is denoted PR (E).

About Jesuit and Education / Management Institutes

This is a Christian Religious Order founded by Saint Ignatius of Loyola called the Society of Jesus in 1540, from the beginning the Society of Jesus has been enormous active in the field of education throughout the world. Presently, the Jesuits are responsible for 3,897 Educational Institutions in 96 countries. The Society of Jesus (Jesuits) educational Institutes strive to provide integral, personal formation to young people, and to that end, special efforts are made:

- ✚ To help the students to become mature, spiritually-oriented men and women of character;
- ✚ To encourage them continuously to strive after excellence in every fields;
- ✚ To value and judiciously use their freedom;
- ✚ To be clear and firm on principles and courageous in action;
- ✚ To be unselfish in the service of their fellowmen; and
- ✚ To become agents of needed social change in their country.

The Jesuit educational institutions thus aspires to contribute to the transformation of today's social situation, so that ideals of social justice, equality of opportunity, genuine freedom, and respect for religious and moral values, as enshrined in India's constitution, will prevail, and everyone has the opportunity to live a truly human life.

List of Renowned Jesuit Management Institutes

S.N	Renowned Jesuit Management Institute	Place / State	URL
1	Xavier School of Management (XLRI)	Jamshedpur / Jharkhand	https://www.xlri.ac.in/
2	Xavier Institute of Social Service (XISS)	Ranchi/ Jharkhand	www.xiss.ac.in
3	Xavier Institute of Management (XIMB)	Bhubaneswar / Odisha	https://ximb.edu.in/
4	Xavier Institute of Development Action and Studies (XIDAS)	Jabalpur / Madhya Pradesh	www.xidas.in
5	Loyola Institute of Business Administration (LIBA)	Chennai / Tamil Nadu	www.liba.edu

Review of Literature

Verma, M.K. & Pathak, T. (2020) conducted webometric study and provided information on twenty nine (29) research institutes websites of ICSSR. The study found out that The Centre for Policy Research (CPR) has gained a high profile among the twenty (29) research institutes' websites based on Web Impact Factor. While The Centre for the Study of Developing Societies, the Institute for Studies in Industrial Development (ISID) and OKD Institute of Social Change and Development (OKDISCD) are also at the good rank of Web Impact Factor. The website of the Institute of Development Studies is the lowest rank in overall WIF which needs to improve for better accessibility and visibility. It was also noticed that the Centre for the Study of Developing Societies ranked top in IWIF too.

Muthuraja and Veerabasavaiah (2018) Using the Alexa Internet Tool and analyzed Kannada News Paper Websites. The evaluation included the top ten Kannada language newspaper websites from the state of Karnataka. Each newspaper's website was searched in the Alexa databank for relevant information, such as traffic rank, pages visited, speed, links, and bounce percentage, time on site, search percentage, and percentage of Indian/foreign users, and these data were tabulated and analyzed. According to the findings of this report, Vijayakarnataka has India's

highest traffic rank of 2,255. Udayavani is ranked 27,903rd in the world in terms of traffic. Vijayakarnataka has the highest average number of pages visited every day, with visitors spending 12:40 hours per day on the web.

Brahma and Verma (2018) carried out for analyzing the National Institutional Ranking Framework (NIRF) for the year 2017 ranked selected universities library web-sites. The paper investigates a number of WebPages, domain authority, and links and calculates the Web Impact Factor of twenty three universities' library websites. 25 universities are selected for the study due to error in a site and one library don't have website individually. The study revealed that Birla Institute of Technology and Science, Rajasthan has the highest with 3309.52 and hence ranking First for the Internal Web Impact Factor and Simple Web Impact Factor. Whereas, Jamia Millia Islamia occupies second place with 1250 IWIF and 1250.05 SWIF and Jawaharlal Nehru Centre for Advanced Scientific Research with 230.26 IWIF and 230.31 SWIF is the third place.

G. Stephen (2018) conducted a study about Central University websites in North Eastern Region and found that traffic rank in India, the best-ranked Central University of North East Region are North Eastern Hill University and Tripura university with traffic ranks of 8,484 and 8,511 respectively. Highest number of average pages viewed in Nagaland University by users per day (4.1), upstream site of Google among other Central Universities of North East Region is Sikkim University has highest (55.7%) in India, 100% of sub domain at "cau.ac.in" for Central Agricultural University and "manipuruniv.ac.in" for Manipur University website. There was a Higher rate of bounce percentage (42.50) has Sikkim University (SU) and North Eastern Hill University (NEHU) showing weak performance.

Kokila Harshan Ramanayaka et al. (2018) conducted a study titled Application of Webometrics Techniques for Measuring and Evaluating Visibility of University Library Websites in Sri Lanka. The results of the study would help librarians assess the strengths and limitations of their library websites' performance. In general, the successful presence of these library websites on the internet can be passed on as the best by getting the right number of site pages in the website, which affects their deception by web search tools and, as a result, the quantity of external links received. Meanwhile, libraries with a low number of rich files may use the web to publish more rich files to increase their overall ranking.

Buhl et al (2016) found that, in his study entitled "Observing the Dynamics of the Online News Ecosystem: News diffusion processes among German news websites" recognize that the online news product is dictated by the pace of the publication and shifts in the online news ecosystem, such as the comparison of the news source. However, these two topics are diametrically opposed in the study, and there are few studies on the dynamic of news streams at the ecosystem level. Considering applied techniques for automatic analysis of content and large data of online news content, an approach is suggested for performance and dynamic of news diffusion process among online news websites. A few reasoning methods focused on the cover of urgent news with high urgency and imitation from online news presenters are checked for the velocity of online news product.

Jalal, Biswas and Mukhopadhyay (2010) in their article entitled "Web impact factor and link analysis of selected Indian universities", investigates the effectiveness and relevance of web impact factor for Indian universities' websites. Result shows that all the NITs are closely related in the topology framework/their activities whereas nodes are not linked significantly for the case of state universities and central universities.

Objectives

The objective of the study is to analyze the websites of renowned Jesuit management institutes in India. The specific objectives of the study are to analyze/find out and identify number the URL indexed, selected websites Global Rank and Alexa reach ranks, Calculate the number of web pages, domain authority, Trust flow/metric, to find the maximum number of External back links, referring domain, EDU back links, EDU domain, EDU back links, EDU domain, GOV Back links, GOV Domain, spam score out of eighteen, topic value and Crawled flag value True or false, Google or DMOZ.com listed or not and also identify the internal link and external link pages of selected renowned Jesuit management institutes in India.

Methodology

The research method used in this study is of observation. The data was collected from renowned Jesuit management institutes the websites using the tool check pagerank.net (<https://checkpagerank.net/> dated 05/04/21)

which is a search engine optimization tool for links. One of the tools Google uses to assess a page's relevance or significance is Google Page Rank (Google PR). Important pages have a higher Page Rank and are more likely to appear first in search results. The Google Page Rank (PR) scale ranges from 0 to 10. Back links are used to determine Google Page level. It is a Google tool that assists in tracking the connections that lead to a website and is one of the most important tools that provide a wealth of data by collecting, processing, and exporting link data more easily than ever before. It is built with speed and accessibility at the forefront and provides tremendous amount of information about the links to any page or site. The study identified the websites of five selected renowned Jesuit management institutes in India. The study also identifies the individualized domains of selected renowned Jesuit management institutes in India.

Data analysis and Interpretation

Google page rank and cPR score

An algorithm used by Google Search to rank the web pages in their search engine results is called PageRank. PageRank is a metric for determining the value of web pages. The SEO Score or cPR score is a measure of how well the site-user interface and technical aspects of particular site contribute to search engine optimization, and ultimately, higher rankings and organic traffic.

S.N	Renowned Jesuit Management Institute	Google PageRank (10)	cPR Score (10)	Rank
1	Xavier School of Management (XLRI)	4	4.7	1
2	Xavier Institute of Social Service (XISS)	4	3.8	3
3	Xavier Institute of Management (XIMB)	3	3.2	4
4	Xavier Institute of Development Action and Studies (XIDAS)	3	2.9	5
5	Loyola Institute of Business Administration (LIBA)	4	4.4	2

Table 2 - Google page rank and cPR score

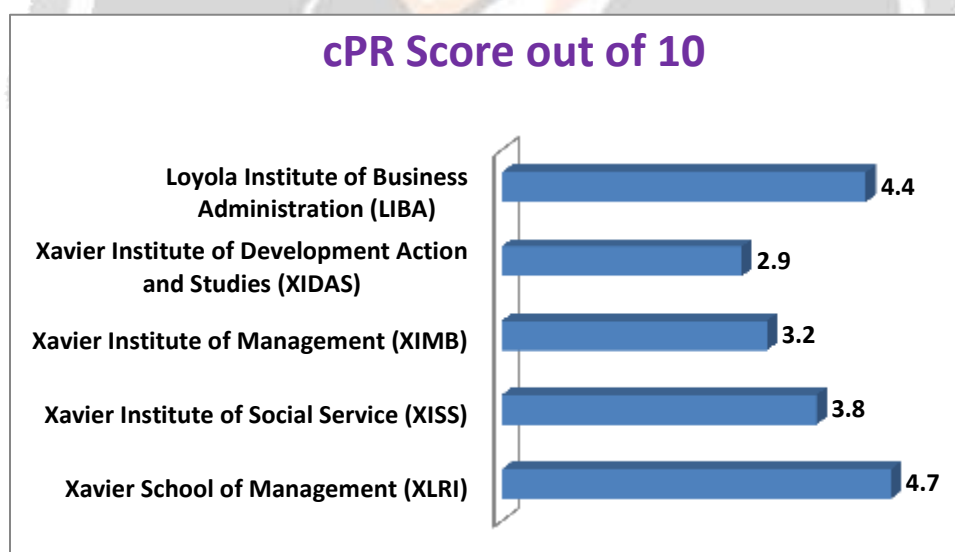


Figure 1 - cPR score

Regarding about Google page rank analyzes XLRI, XISS and LIBA have four points out of ten. XIMB and XIDAS have three points out of ten. Overall in this study, out of five renowned Jesuit management institute websites Xavier School of Management (XLRI) website got first rank, Loyola Institute of Business Administration (LIBA) website is the second rank, Xavier Institute of Social Service (XISS) website is the third place, Xavier Institute of Management (XIMB) is the fourth rank and Xavier Institute of Development Action and Studies (XIDAS) last and fifth rank.

The cPR score calculated for the renowned Jesuit Management Institute websites is given in figure 1. Xavier School of Management (XLRI) has the top of among these five institutes, and it is CPR score is 4.7 out of 10. Followed by Loyola Institute of Business Administration (LIBA) 4.4 out of 10, 3.8 out of 10 is Xavier Institute of Social Service (XISS), 3.2 out of 10 is Xavier Institute of Management (XIMB). Only 2.9 out of 10 are Xavier Institute of Development Action and Studies (XIDAS).

Domain Authority and Page authority

A search engine ranking score predicts developed by Moz the term Domain Authority (DA) is how a website will rank on SERP's (Search Engine Result Pages). The DA (Domain Authority) score varies from one to one hundred, with that higher scores indicating greater ranking potential. Domain Authority is determined by combining multiple values into a single Domain Authority ranking, such total links and linking root domains. This score helps to compare websites or to track a website's "ranking strength" over time. Page Authority (PA) determined how high a particular page will perform in search engine results pages is a Moz score that (SERP). Page Authority scores also vary from one to one hundred, with higher scores indicating greater ranking potential.

S.N	Renowned Jesuit Management Institute	Domain Authority	Page Authority
1	Xavier School of Management (XLRI)	44	43
2	Xavier Institute of Social Service (XISS)	33	37
3	Xavier Institute of Management (XIMB)	27	32
4	Xavier Institute of Development Action and Studies (XIDAS)	27	26
5	Loyola Institute of Business Administration (LIBA)	38	44

Table 3 - Domain Authority and Page authority

Table three indicates the Maximum number of domain authority (DA) score has XLRI which scores range is 44. If domain authority has 41-50 the website rating range is good. Followed by Loyola Institute of Business Administration (LIBA) domain authority score is 38 which means the competitive range (31-40), Xavier Institute of Social Service (XISS) website domain authority score is 33 it comes under the competitive range. Xavier Institute of Management (XIMB) and have a Xavier Institute of Development Action and Studies (XIDAS) have domain authority score is 27 which means Fair range.

In the table above, shows that page authority score range 44 out of hundred Loyola Institute of Business Administration (LIBA), followed by Page authority score 43 for Xavier School of Management (XLRI), PA score range 37 to Xavier Institute of Social Service (XISS), Xavier Institute of Management (XIMB) page authority score range is 32 and minimum PA score range is 26 for Xavier Institute of Development Action and Studies (XIDAS).

Trust Flow and Trust metric

The Trust Flow score ranges from 0 to 100 and is based on the quality of a website. Majestic carefully researched websites to compile a (secret) list of trusted "seed sites" for this statistic. These "seed sites" serve as the foundation for TF, and the closer a website is to one, the higher its TF score. Topical Trust Flow "shows the relative influence of a web page, sub domain, or root domain in any particular topic or category," according to Majestic. This metric identifies the industries a website is authoritative in and assists users in locating influencers in certain categories. Topical Trust Flow is also graded on a scale of one to one hundred.

S.N	Renowned Jesuit Management Institute	Trust Flow	Trust Metric
1	Xavier School of Management (XLRI)	22	22
2	Xavier Institute of Social Service (XISS)	11	11
3	Xavier Institute of Management (XIMB)	25	25
4	Xavier Institute of Development Action and Studies (XIDAS)	6	6
5	Loyola Institute of Business Administration (LIBA)	15	15

Table 4 - Trust Flow and Trust metric

From table4 its shows that the maximum number of Trust flow/metric scored received for the Xavier Institute of Management (XIMB) website that score is 25 out of one hundred, Followed by Xavier School of Management (XLRI) website score is 22, Loyola Institute of Business Administration (LIBA) website score is 15, Xavier Institute of Social Service (XISS) website score is 11 and only six Trust flow/metric scored received Xavier Institute of Development Action and Studies (XIDAS) website.

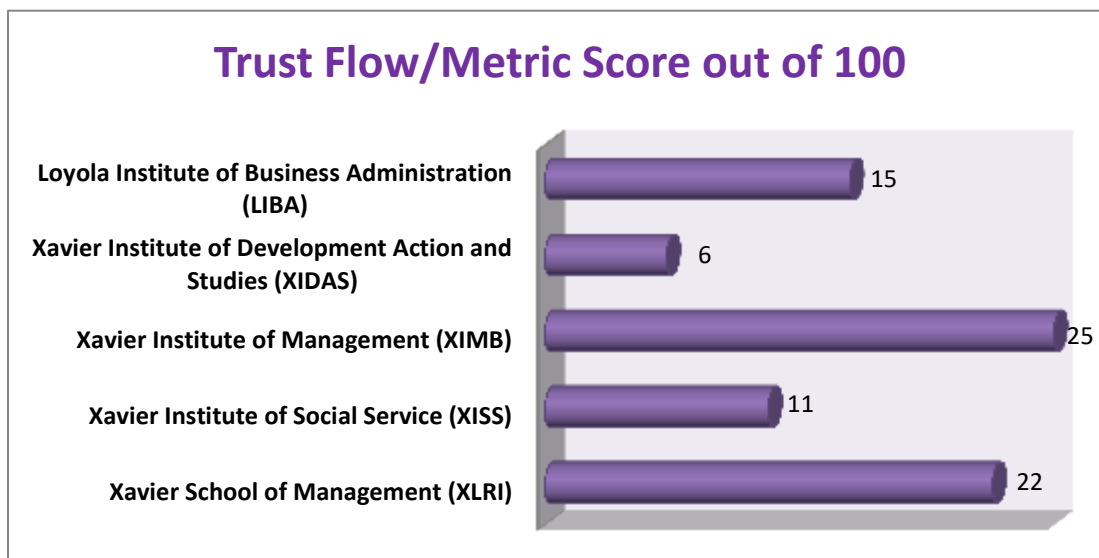


Figure 2 - Trust Flow and Trust metric

Global Rank and Alexa Reach Rank

Alexa is regarded largely as the web's most authoritative ranking websites based on traffic, it also provides a reach ranking. The Alexa Website Reach Rank is determined by the projected number of people who can be reached by a website, expressed as a percentage (reach per million) or fraction of the total web population. It's worth noting that the reach ranking, as well as any websites' Alexa Global Rank and Country Rank, usually march in lockstep or are quite similar. This isn't surprising, given that Alexa's algorithm for establishing for Global Rank takes into account any website's daily reach as well as the average page views over the previous three months.

S.N	Renowned Jesuit Management Institute	Global Rank	Alexa Reach Rank
1	Xavier School of Management (XLRI)	93,194	112,816
2	Xavier Institute of Social Service (XISS)	292,269	341,354
3	Xavier Institute of Management (XIMB)	435,747	455,563
4	Xavier Institute of Development Action and Studies (XIDAS)	5,046,200	6,226,457
5	Loyola Institute of Business Administration (LIBA)	351,272	419,840

Table 5 - Global Rank and Alexa Reach Rank

Only one website lacks ranking out of five renowned Jesuit management institute in the global ranking. Xavier School of Management (XLRI) website global rank is 93,194, Followed by Xavier Institute of Social Service (XISS) website is 292,269th rank, Loyola Institute of Business Administration (LIBA) website is 351,272th rank, Xavier Institute of Management (XIMB) website is 435,747th rank and Xavier Institute of Development Action and Studies (XIDAS) website is 5,046,200th rank.

Table five shows about Alexa Reach Rank, out five renowned Jesuit institutes websites Xavier School of Management (XLRI) website is 112,816th rank, followed by Xavier Institute of Social Service (XISS) website is 341,354th rank, Loyola Institute of Business Administration (LIBA) website is 419,840th rank, Xavier Institute of Management (XIMB) website is 455,563th rank and Xavier Institute of Development Action and Studies (XIDAS) website is 6,226,457th rank.

External Back links and referring domain

A referring domain, also known as a ref domain, It is a domain from which back links are generated. A back link is a link on another website that leads to ones own. A referring domain is the domain from which your back links originate, while back links are links on other websites that go back to your website. Consider the referring domain to be a phone number, and back links to be the number of times you've been called by that number.

S.N	Renowned Jesuit Management Institute	External Back links	Referring Domain
1	Xavier School of Management (XLRI)	77,324	1,002
2	Xavier Institute of Social Service (XISS)	3,165	290
3	Xavier Institute of Management (XIMB)	2,714	350
4	Xavier Institute of Development Action and Studies (XIDAS)	518	64
5	Loyola Institute of Business Administration (LIBA)	11,025	838

Table 6 - External Back links and referring domain

From the table six the maximum number of External back links available from the Xavier School of Management (XLRI). The total number of External Back links in XLRI website is 77,324. Followed by 11,025 Loyola Institute of Business Administration (LIBA) website, 3,165 external back links have Xavier Institute of Social Service (XISS) website, Xavier Institute of Management (XIMB) website have 2,714 external back links. Only 518 external back links have Xavier Institute of Development Action and Studies (XIDAS) websites.

Considering referring domain of the renowned Jesuit management institutes maximum number of referring domain (1,002) have Xavier School of Management (XLRI) website, followed by 838 referring domain has Loyola Institute of Business Administration (LIBA) website, 350 referring domain have Xavier Institute of Management (XIMB) website, 290 referring domain have Xavier Institute of Social Service (XISS) website and only less number of (64) referring domain have Xavier Institute of Development Action and Studies (XIDAS) website.

EDU back links and EDU Domains

An EDU back link is just a reference of a.edu domain in a link. Official websites of schools, universities, and other academic institutions can be found on these domains. Back links from educational institutions are in high demand among SEO practitioners for one basic reason. When it comes to increasing your site's domain and page authority, they are extremely effective. EDU is an abbreviation for educational institution. Schools ranging from kindergarten through higher education use this domain name. If you look at the URL for your school, you'll discover that it ends in domain. The information obtained from sites inside this domain must be thoroughly scrutinized.

Below, the table shows that maximum number of EDU back links has Xavier Institute of Management (XIMB) website, followed by 308 back links have Xavier School of Management (XLRI) website, 202 EDU back links has Loyola Institute of Business Administration (LIBA) website, just 18 EDU back links have Xavier Institute of Social Service (XISS) websites. Considered about EDU domain (27) Xavier School of Management (XLRI) site, followed by Loyola Institute of Business Administration (LIBA) has 13 EDU domains, Xavier Institute of Management (XIMB) has 8 and Xavier Institute of Social Service (XISS) website has only 4 domains. Xavier Institute of Development Action and Studies (XIDAS) website don't have any EDU back links and EDU domain.

S.N	Renowned Jesuit Management Institute	EDU Back links	EDU Domain
1	Xavier School of Management (XLRI)	308	27
2	Xavier Institute of Social Service (XISS)	18	4
3	Xavier Institute of Management (XIMB)	434	8
4	Xavier Institute of Development Action and Studies (XIDAS)	0	0
5	Loyola Institute of Business Administration (LIBA)	202	13

Table 7 - EDU back links and EDU Domains

Spam Score

The percentage of sites with identical qualities that have been penalized or blacklisted by Google is represented by the Spam Score. It is not mean that the website is spammy. It's advisable to use this as a starting point for additional research into suspected spammy websites.

S.N	Renowned Jesuit Management Institute	Spam Score
1	Xavier School of Management (XLRI)	1/18
2	Xavier Institute of Social Service (XISS)	1/18
3	Xavier Institute of Management (XIMB)	1/18
4	Xavier Institute of Development Action and Studies (XIDAS)	2/18
5	Loyola Institute of Business Administration (LIBA)	1/18

Table 8 – Spam Score

Table eight shows that regarding websites spam scores and identified spam score is 1/18 for Xavier School of Management (XLRI), Xavier Institute of Social Service (XISS), Xavier Institute of Management (XIMB), Loyola Institute of Business Administration (LIBA) and 2/18 is for Xavier Institute of Development Action and Studies (XIDAS).

GOV back links and GOV Domains

A GOV back link is one that comes from a domain that includes the.gov extension at the end. Because it only belongs to government institutions, it has more authority and trustworthiness. Through back links, it delivers a large amount of beneficial link juice to the targeted WebPages and websites. In the Domain Name System, the domain name gov is a sponsored top-level domain. The term comes from the term government, implying that it can only be used by government agencies.

S.N	Renowned Jesuit Management Institute	GOV Back links	GOV Domain
1	Xavier School of Management (XLRI)	20	3
2	Xavier Institute of Social Service (XISS)	0	0
3	Xavier Institute of Management (XIMB)	2	1
4	Xavier Institute of Development Action and Studies (XIDAS)	0	0
5	Loyola Institute of Business Administration (LIBA)	6	4

Table 9 – GOV back links and GOV Domains

In the table 9 above, it shows that the maximum number of GOV back links (20) has Xavier School of Management (XLRI) website, followed by (6) Loyola Institute of Business Administration (LIBA) website and two Gov back links have Xavier Institute of Management (XIMB) website. Regarding GOV domain Loyola Institute of Business Administration (LIBA) website has maximum number of GOV domain followed by Xavier School of Management (XLRI) and Xavier Institute of Management (XIMB). There is no any Gov back links and Gov Domain for the Xavier Institute of Social Service (XISS) and Xavier Institute of Development Action and Studies (XIDAS) websites.

PR quality

PR also referred to as PageRank. It analyzes the website and ranks the website in the scale 0 to 10. In the Google database every page has its own Page Rank. To rank the page, it is based on the higher value. In order to receive a higher page rank, websites must receive more links to any site from other websites.

S.N	Renowned Jesuit Management Institute	PR Quality
1	Xavier School of Management (XLRI)	Very Strong
2	Xavier Institute of Social Service (XISS)	Moderate

3	Xavier Institute of Management (XIMB)	Moderate
4	Xavier Institute of Development Action and Studies (XIDAS)	Weak
5	Loyola Institute of Business Administration (LIBA)	Strong

Table 10 – PR quality

The above table shows that Page Rank Quality of renowned Jesuit Management Institutes it clearly indicates there is a Very Strong status of Xavier School of Management (XLRI) website. Loyola Institute of Business Administration (LIBA) website PR quality status is strong. Xavier Institute of Social Service (XISS) and Xavier Institute of Management (XIMB) websites status shown in the moderate level. Out of five only Xavier Institute of Development Action and Studies (XIDAS) website PR quality is weak.

Topic and Topic Value

S.N	Renowned Jesuit Management Institute	Topic	Topic Value
1	Xavier School of Management (XLRI)	Reference /Education	22
2	Xavier Institute of Social Service (XISS)	Science/Research Groups and Centers	11
3	Xavier Institute of Management (XIMB)	Science/Publications	25
4	Xavier Institute of Development Action and Studies (XIDAS)	Reference/Education	6
5	Loyola Institute of Business Administration (LIBA)	Reference/Education	15

Table 11 – Topic and Topic Value

Out of five renowned Jesuit management institutes three institutes' websites topic is comes under Reference / Education. That institutes are Xavier School of Management (XLRI) topic valued is 22, Xavier Institute of Development Action and Studies (XIDAS) website topic value is 6 and Loyola Institute of Business Administration (LIBA) website topic value is 15. Xavier Institute of Management (XIMB) website topic is Science Publications its topic value is 25 out of 100. Xavier Institute of Social Service (XISS) website indicated the topic as Science/Research Groups and Centers and its topic value is 11.

Indexed URL

Indexing the URL or Link is the process of adding web pages into Google search. Depending upon which Meta tag website used (index or NO-index), Google will crawl and index website pages. A no-index tag indicates that the page will not be included in the search engine's index.

S.N	Renowned Jesuit Management Institute	Number of Indexed URLs
1	Xavier School of Management (XLRI)	25,219
2	Xavier Institute of Social Service (XISS)	2,568
3	Xavier Institute of Management (XIMB)	1,550
4	Xavier Institute of Development Action and Studies (XIDAS)	72
5	Loyola Institute of Business Administration (LIBA)	1,552,054

Table 12 – Indexed URL

Table twelve shows that number of indexed URL's in renowned Jesuit management institute and identified a maximum number of indexed URL's from the Loyola Institute of Business Administration (LIBA) website. Followed by Xavier School of Management (XLRI) website with 25,219 indexed URL's, Xavier Institute of Social Service (XISS) website has 2,568 indexed URL, Xavier Institute of Management (XIMB) website with 1,550 indexed URL's. Only 72 indexed URL's have a Xavier Institute of Development Action and Studies (XIDAS) website.

Crawled flag, Google listed and DMOZ.com listed

Crawling is the technique through which a search engine uses a bot to visit each and every page of the website. Crawl problems happen when a search engine tries but fails to reach a page on the website. It's a common occurrence in which search engines (such as Google) have difficulty indexing a page (s). A Google listing is not a website; rather, it is a Google listing that displays when potential customers search for the company name or service. It's like a central hub where customers can discover all of for contact information in one spot. The Open Directory Project is referred to as DMOZ (ODP) it is a manually categorized directory of websites and pages that is evaluated by a volunteer staff before being included; all DMOZ listings are free. Page Rank is a big aspect of Google's ranking system, and DMOZ listings boost your Page Rank because you'll get one link from DMOZ and one from the Google directory.

S.N	Renowned Jesuit Management Institute	Crawled Flag	Google Listed	DMOZ.Com Listed
1	Xavier School of Management (XLRI)	False	Yes	No
2	Xavier Institute of Social Service (XISS)	False	Yes	No
3	Xavier Institute of Management (XIMB)	False	Yes	No
4	Xavier Institute of Development Action and Studies (XIDAS)	False	Yes	No
5	Loyola Institute of Business Administration (LIBA)	False	Yes	No

Table 13 - Crawled flag, Google listed and DMOZ.com listed

Above the table shows that all five renowned Jesuit management institutes are shown false status regarding Crawled Flag and all five websites are responding for yes those websites are the Google listed. But the response for NO those websites are DMOZ.com listed.

Findings and suggestions

Xavier School of Management (XLRI) leads the five institutes regarding cPR score, which got the highest ranking. In Regard to Google page rank which analyzes XLRI, XISS and LIBA which tied. Out of five Renowned Jesuit Management Institutes websites Xavier School of Management (XLRI) was first ranked and Xavier Institute of Development Action and Studies (XIDAS) ranked fifth. Maximum number of domain authority has XLRI website had the highest score range if a domain authority has average, and then the website rating range is good. Loyola Institute of Business Administration (LIBA) website domain authority score is below average which was at the competitive range considering the page authority score ranged average at Loyola Institute of Business Administration (LIBA) website.

Trust flow/metric scored received for the Xavier Institute of Management (XIMB) website is 25 out of one hundred; Followed by Xavier School of Management (XLRI) website score is 22. Xavier School of Management (XLRI) website global rank is 93,194, Alexa Reach Rank out five institutes Xavier School of Management (XLRI) website is 112,816th rank. Maximum number of EDU back links has Xavier Institute of Management (XIMB) website EDU domain (27) Xavier School of Management (XLRI) website. Maximum number of GOV back links (20) has Xavier School of Management (XLRI) website, followed by (6) Loyola Institute of Business Administration (LIBA) website. About Page Rank Quality of renowned Jesuit Management Institutes it's clearly indicated the Very Strong status of Xavier School of Management (XLRI) website. Xavier Institute of Development Action and Studies (XIDAS) website don't have any EDU back links and EDU domain. Maximum number of indexed URL's from the Loyola Institute of Business Administration (LIBA) website. Followed by Xavier School of Management (XLRI) website.

To increase the page rank of any website, technicians need to follow the tricks firstly Quality content, that is the number one driver of website search engine rankings and there is no substitute for great content. Secondly identifying and targeting a specific keyword phrase for each page on institute website. Third point is beyond page URL, title, and headings, content are most influential on search engine rankings. Repeat keyword phrase several times throughout the page once or twice in the opening and closing paragraphs, and two to four more times throughout the remaining content. Update Content Regularly. And concentrate the metadata when designing any

website, each page contains a space between the <head> tags to insert metadata, or information about the contents of your page. Also need to increase the domain authority while Focus on creating relevant links within the text. Instead of "click here" links, consider writing out the destination's name. Improvement of institute website link profile, try to remove bad links from the websites and Make websites link profile stronger. Technicians also need to concentrate on the Natural Link building, Blogger outreach, On-Page SEO Optimization, Make Sure Website is Mobile Friendly, and improve websites Page Speed, increase websites Social Signals Pages that are popular in Google tend to have many likes, shares, and tweets.

Conclusion

A website is just a live and accessible web page, or a collection of web pages hosted less than one domain name. A website is created when a set of web pages with that domain is hosted and made available on the Internet. A website's relevance in marketing extends to every facet of for digital marketing plan. Every sort of communication, piece of information, or commercial for post online will direct the consumer back to the website, which serves as the backbone of the online presence. The study has been exploratory. Links analysis of the websites of the in five renowned Jesuit management India is an unexplored area of webometrics research. This study gives a fair idea about the information available by the five renowned Jesuit management websites of the India. These finding open the door to the future studies of new area of the webometrics. If the web masters of Jesuits management websites follow the above suggestions so they can improve the web ranking.

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