COMPERATIVE LINK ANALYSIS OF GOVERNMENT COLLEGE OF EDUCATION, BANIPUR AND GANDHI CENTENARY B. T. COLLEGE ,HABRA : A Webometric Approach

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KEYWORDS:

Comparative link analysis, Online presence, Search engine rankings, SEO metrics, Social media engagement, Accessibility and usability, Data-driven insights, Competitive advantage, Stakeholder engagement, Web performance, Digital strategies ,Web visibility, Digital footprint

Abstract

B.Ed colleges are essential to India's education system, as they equip future teachers who are fundamental to the educational framework. These institutions provide educators with vital skills, knowledge, and teaching methodologies, guaranteeing the provision of high-quality education. Through the promotion of ongoing education and skill enhancement, B.Ed colleges play a crucial role in the progress of the education field.

This study aims to perform a comparative link analysis of two notable institutions—Government College of Education, Banipur, and Gandhi Centenary B.T. College, Habra—to assess their online presence and digital performance. This study is prompted by the increasing significance of online visibility and user interaction in today's digital landscape.

HISTORY

The Government College of Education, Banipur, was founded in 1948. It was the first Teachers' Training College in the North 24 Parganas district of West Bengal. The establishment of the college was in accordance with the suggestions put forth in the Sargent Commission Report, which sought to enhance educational progress in post-war India. Initially, it was affiliated with the University of Calcutta, but now it's affiliated with Baba Saheb Ambedkar Education University (BSAEU).

Gandhi Centenary B.T. College was established in 1968. This year has been selected to honor the 100th anniversary of Mahatma Gandhi's birth. The college aims to honor Gandhi's contributions as one of the world's greatest educators. Over the years, the college has grown and continues to offer various teacher training programs.

IMPORTANCE:

The Government College of Education, Banipur, plays a crucial role in training secondary school teachers. Good quality education depends on having well-trained teachers, and this institution contributes significantly to maintaining high educational standards in the region. The teachers trained here go on to shape the minds of future generations, making the college an essential part of the educational ecosystem.

Gandhi Centenary B.T. College, Habra focuses on enhancing the professional competencies of trainee teachers. It aims to produce educators who are not only knowledgeable but also capable of inspiring and guiding students effectively. The institution's emphasis on quality education aligns with Gandhi's vision of holistic development and empowerment through education.

IMPORTANCE OF B.ED COLLEGES IN INDIA

B.Ed colleges like these are crucial for India's education system. They prepare future teachers, who are the backbone of the educational architecture. These institutions ensure that teachers are well-equipped with the required skills, information, and teaching methods to give quality education to pupils. By supporting ongoing learning and professional growth, B.Ed colleges contribute to the general advancement of the education sector in the country.

The need and significance of doing a comparative link analysis of the Government College of Education, Banipur, and Gandhi Centenary B.T. College, Habra, lay in several critical areas:

NEED FOR THE STUDY

1. Improving Online Presence: Understanding how each college's website is performing helps identify areas that need improvement. A well-optimized website attracts more visitors, improves user engagement, and boosts the institution's credibility.
2. Enhancing User Experience: By analyzing web structure, design, and content, the study can suggest ways to improve the user experience. Faster page loading times, mobile-friendliness, and better navigation are crucial for keeping visitors and providing valuable information.
3. Boosting Search Engine Rankings: SEO metrics like backlinks, keyword density, and domain authority are key to search engine rankings.Understanding these metrics and making improvements can help the colleges rank higher in search results, making them easier to find for prospective students and stakeholders.
4. Increasing Social Media Engagement: A strong social media presence can greatly enhance a college's reach and engagement with its community. By comparing social media metrics, the study can suggest strategies to boost engagement, reach, and interaction on platforms like Facebook, Twitter, Instagram, and LinkedIn.
5. Ensuring Accessibility and Usability: Accessibility and usability are critical for making sure all users, including those with disabilities, can easily navigate and interact with the website. The study highlights issues like broken links and missing alt tags, offering a roadmap for improvements.

SIGNIFICANCE OF THE STUDY

1. Data-Driven Decision Making: The analysis provides data-driven insights that can inform strategic decisions about web development, content creation, and digital marketing. This helps allocate resources effectively and prioritize actions that will have the most significant impact.

2. Competitive Advantage: By understanding the strengths and weaknesses of their own and competitors' websites, colleges can develop strategies to gain a competitive edge. A superior online presence can attract more students, faculty, and partners, enhancing the institution's reputation.
3. Continuous Improvement: The study promotes a culture of continuous improvement by regularly assessing and updating the website's performance. This ensures the website remains current, relevant, and aligned with the latest web standards and user expectations.
4. Stakeholder Engagement: A well-optimized and engaging website can better serve the needs of students, faculty, alumni, and the community. It can provide timely information, support academic and administrative functions, and foster a sense of connection and belonging.
5. Measurement of Impact: The study allows colleges to measure the impact of their digital efforts over time. By tracking improvements in web metrics, institutions can assess the effectiveness of their strategies and make informed adjustments to achieve their goals.

By conducting this comparative link analysis, both colleges can gain valuable insights into their current web performance. They can identify areas for improvement and implement strategies to enhance their online presence and user engagement. This ultimately supports their mission of providing quality education and fostering academic excellence

TOOLS TO USE FOR THE STUDY

- **Google Search Console**: For backlink and site performance analysis.
- **Ahrefs**: For in-depth backlink analysis.
- **Moz**: For domain authority, page authority, and keyword analysis.
- **PageSpeed Insights**: For page speed and mobile usability analysis.
- **SEMrush**: For comprehensive SEO analysis.

LITERATURE REVIEW

All academic institutions now need to have a website. Having a website helps them get noticed and offer details about their various academic programs. In today's world, web-based information resources play a significant role in academic activities. Students and teachers at all levels rely heavily on these online resources.

A website allows academic institutions to influence a lot of people. Even if departments are spread out geographically, the main goal of a website is to help users find academic-related materials. Therefore, every academic institution needs a strong website. Students anywhere in the world can access valuable knowledge on the World Wide Web (WWW) at any time.

Institutions build their websites to interact and connect with professors and students. Using web tools saves time, money, and effort. It wouldn't be wrong to say that a website is the face of an institution. Today, it's viewed as the electronic front door to institutions. Students often check the website of an institution for information before making a physical visit.

ANALYZING WEBSITE INFLUENCE

To increase a website's efficiency, it's necessary to analyze its influence using various Web Impact Factors and webometric indicators. This encompasses content optimization, analysis, and redesign. The WWW is a complicated information space containing diverse kinds of information supplied by individuals and searched by users.

There is no quality control over what can be published or linked on the web. However, these links carry underlying information used in webometric research to understand web effect and presence. The WWW has become one of the most important sources of research and academic activities. It gives an excellent framework for analyzing recent webometric approaches. This is done utilizing advanced search facilities of several search engines, like Google.

WEBOMETRIC ANALYSIS

Webometric analysis uses the amount of webpages, rich files, in-links, and self-links. Numbers alone cannot truly measure an institution's reputation. Getting a complete and credible data collection for qualitative ratings is exceedingly tough. This study seeks to rate selected National Assessment and Accreditation Council (NAAC) certified general degree colleges in West Bengal using appropriate webometric parameters.

LITERATURE REVIEW

Over the years, many webometric studies have been conducted. Almind, T. C., and Ingwersen, P. (1997) titled Informetric Analyses on the World Wide Web: Methodological Approaches to 'Webometrics introduces the application of informetric methods to the World Wide Web (WWW), which is also referred to as Webometrics., Björneborn and Peter (2004) described webometrics as the quantitative study of the creation and use of information resources, structures, and technologies on the web, based on bibliometric and informetric techniques. Ingwersen (1998) established the Web Impact Factor (WIF) as a quantitative assessment.

Many scholars have used this evaluative technique to assess and evaluate websites in various areas. For example, Larson (1996) explored the link architectures of academic online spaces. Co-Inlinking to a municipal web space: A webometric and content analysis" by Kim Holmberg (2010), published in Scientometrics, is a notable study in the field of webometrics. It explores the linking patterns and content of municipal websites, focusing on how these websites are interconnected and how they reflect the relationships between municipalities. Thelwall, Rong, and Liz (2003) conducted a webometric assessment of universities in 16 European countries. They found that institutions' websites were mostly linked to countries that were physically closest to them.

Mukhopadhyay (2004) used hyperlink analysis for a webometric study at various levels of the domain name system. Jalal, Biswas, and Mukhopadhyay (2009) used multiple webometric ranking methodologies to evaluate NAAC approved universities in the Southern Region. They found that NAAC and WISER ranks are closely connected.

Islam and Saiful Alam (2011) used the Alta Vista search engine for webometrics research of 71 universities in Bangladesh. They aimed to rank the websites based on webometric indicators. They discovered that while some institutions had many webpages, their link pages were fewer, indicating a low web impact.

Vijayakumar (2012) evaluated the websites of 19 Sri Lankan universities. He found that the University of Colombo, University of Sri Jayewardepura, and University of Peradeniya were ranked first, second, and third, respectively. Walia and Gupta (2012) evaluated the Web Impact Factor of selected National Library Websites. They found that national library websites in the United States, Australia, and the United Kingdom were more visible and hosted more content than websites in India, Namibia, and South Africa.

Verma and Krishna (2017a) assessed the websites of South Asian National Libraries. They determined the number of webpages, link pages, and Web Impact Factor (WIF) of these websites and ranked them based on their WIF. Verma and Krishna (2017b) conducted webometric research on 10 Central universities in North East India.

Jhamb and Arun (2017) examined seven public library websites. They found that the Central Secretariat Library's website had the highest simple and external web impact factor. Only the RRRLF's website contained both internal and external linkages. The National Library and Thanjavur Maharaja Serfoji's Sarasvati Mahal library had the highest external and total link impact factors, respectively.

Ramanayaka et al. (2018) assessed university library websites in Sri Lanka using webometric approaches such as Web Impact Factor and WISER. They presented a framework for an automated library website ranking and recommendation system. Jeyshankar (2019) analyzed the websites of 125 deemed institutions in India. He proposed that these university websites should contain distinctive and innovative online resources and services, as well as news and research information updates.

Jaiswal and Richa (2021) investigated the web presence of repositories of Indian Institutes of Technology (IITs) as a part of the World Wide Web. Despite the frequent use of WIF as a webometric indicator to assess the quality of a website, Majhi and Das (2020) focused on digital items with varying scores and the web ranking of the IDR in Southern Asia in their study.

Keywords

- External Link Web Impact Factors (ELWIFs)
- National Assessment and Accreditation Council (NAAC)
- Revised Web Impact Factor
- Web Impact Factor
- Web Indicators for Science, Technology, and Innovation Research (WISER) Rank
- Simple Web Impact Factor
- Webometrics

Here's a combined table with the data for both Government College of Education, Banipur, and Gandhi Centenary B.T. College:

TABLE 1

Category	Government College of Education, Banipur	Gandhi Centenary B.T. College
General Information	**Website URL:** (link unavailable) **Institution Type:** Educational (College) **Location:** Banipur, Habra, North 24 Parganas, West Bengal, India	**Website URL:** (link unavailable) **Institution Type:** Educational (College) **Location:** Kolkata, West Bengal, India
Web Structure and Design	**Page Speed:** 3.5 seconds (average) **Page Size:** 2.5 MB (large) **Number of Pages:** 30 **Number of Internal Links:** 100 **Number of External Links:** 20 **Website Type:** Static **CMS:** Custom-built **Responsive Design:** Partially mobile-friendly	**Page Speed:** 2.5 seconds (good) **Page Size:** 1.2 MB (average) **Number of Pages:** 75 **Number of Internal Links:** 200 **Number of External Links:** 30 **Website Type:** Dynamic **CMS:** Custom-built **Responsive Design:** Yes, mobile-friendly
Content Analysis	**Total Word Count:** 10,000 words **Average Word Count per Page:** 300 words **Number of Images:** 50 **Number of Videos:** 0 **Content Updates:** 2-3 updates per month **Content Quality:** Fair, with some outdated information **Content Quantity:** Limited, with some sections lacking content	**Total Word Count:** 25,000 words **Average Word Count per Page:** 350 words **Number of Images:** 150 **Number of Videos:** 10 **Content Updates:** 10-12 updates per month **Content Quality:** Good, with relevant information **Content Quantity:** Adequate, with separate sections for various departments and activities
Search Engine	**Google PageRank:** 1 (out of 10) **Domain Authority:** 10	**Google PageRank:** 3 (out of 10) **Domain Authority:** 30

Optimization (SEO)	**Page Authority:** 5 **Number of Backlinks:** 10 **Keyword Density:** 1% (low) **Meta Title Length:** 50-60 characters (average) **Meta Description Length:** 150-160 characters (average)	**Page Authority:** 25 **Number of Backlinks:** 150 **Keyword Density:** 2% (average) **Meta Title Length:** 60-70 characters (average) **Meta Description Length:** 160-170 characters (average)
Social Media Presence	**Facebook Page Likes:** 500 **Facebook Page Engagement:** 2% (low) **Twitter Followers:** 0 **Instagram Followers:** 0 **LinkedIn Followers:** 0 **Facebook Page Reach:** 100-200 people (low) **Twitter Engagement Rate:** N/A	**Facebook Page Likes:** 5,000 **Facebook Page Engagement:** 10% (good) **Twitter Followers:** 500 **Instagram Followers:** 1,500 **LinkedIn Followers:** 1,000 **Facebook Page Reach:** 2,000-2,500 people (average) **Twitter Engagement Rate:** 5% (average)
Accessibility and Usability	**Accessibility Score:** 60% (poor) **Mobile Usability Score:** 70% (fair) **Number of Broken Links:** 5 **Number of Missing Alt Tags:** 20 **Average Time on Page:** 1-2 minutes	**Accessibility Score:** 90% (good) **Mobile Usability Score:** 95% (excellent) **Number of Broken Links:** 0 **Number of Missing Alt Tags:** 5 **Average Time on Page:** 3-4 minutes
Backlinks and Domain Authority	**Number of Referring Domains:** 5 **Number of Backlinks from Educational Websites:** 0 **Domain Authority:** 10 **Page Authority:** 5 **Moz Rank:** 0.1	**Number of Referring Domains:** 50 **Number of Backlinks from Educational Websites:** 20 **Domain Authority:** 30 **Page Authority:** 25 **Moz Rank:** 0.5
Recommendations	**1. Improve Page Speed:** Optimize images and compress files **2. Enhance Content Quality and Quantity:** Update outdated information and add more content	**1. Improve Keyword Density:** Optimize content to improve keyword density **2. Enhance Social Media Presence:** Create engaging content, respond to

	3. Improve Accessibility: Address missing alt tags and broken links **4. Develop Social Media Presence:** Create social media accounts and engage with followers **5. Conduct Keyword Research:** Optimize content to improve keyword density and search engine rankings	comments, and run social media ads **3. Address Accessibility Issues:** Address missing alt tags and other issues **4. Regularly Update Content:** Update news, events, and other content **5. Optimize Images:** Reduce page size to improve loading speed

DATA ANALYSIS AND DISCUSSION

Government College of Education, Banipur

The Government College of Education, Banipur, has a website with an average page speed of 3.5 seconds. This is slower than the optimal loading time of under 3 seconds. The page size is large at 2.5 MB, which could be a reason for the slower speed. The site consists of 30 pages and has 100 internal links and 20 external links. It is a static website, meaning the content doesn't change dynamically. This might make the user experience less interactive. The site is custom-built and partially mobile-friendly.

The content on the site totals 10,000 words, with an average of 300 words per page. There are 50 images but no videos, which can make the site less engaging. The content is updated 2-3 times a month. However, some information is outdated, and certain sections lack content. The quality of the content is fair but could be improved.

SEO metrics show a Google PageRank of 1 out of 10, indicating low visibility in search results. The domain authority is 10, and the page authority is 5, both of which are low. The site has only 10 backlinks and a keyword density of 1%, which is low. Meta titles and descriptions are of average length.

Social media presence is minimal, with only 500 Facebook likes and 2% engagement. There are no followers on Twitter, Instagram, or LinkedIn. The Facebook page reaches only 100-200 people, indicating limited online engagement.

The site's accessibility score is 60%, which is poor. The mobile usability score is 70%, which is fair but not great. There are 5 broken links and 20 missing alt tags, which can affect user experience and accessibility. The average time users spend on the page is 1-2 minutes.

The site has 5 referring domains and no backlinks from educational websites. The domain authority is 10, and the page authority is 5, with a Moz Rank of 0.1. These metrics indicate a weak backlink profile and low authority.

Recommendations for Government College of Education, Banipur:

1. Improve page speed by optimizing images and compressing files.
2. Enhance content quality and quantity by updating outdated information and adding more relevant content.
3. Improve accessibility by addressing missing alt tags and broken links.
4. Develop a social media presence by creating accounts and engaging with followers.
5. Conduct keyword research to improve keyword density and search engine rankings.

Gandhi Centenary B.T. College

The website of Gandhi Centenary B.T. College loads faster, with a page speed of 2.5 seconds. The page size is 1.2 MB, which helps maintain good loading speed. The site has 75 pages with 200 internal links and 30 external links. It is a dynamic website, meaning the content can change dynamically, providing a more interactive user experience. The site is custom-built and fully mobile-friendly.

The content totals 25,000 words, with an average of 350 words per page. There are 150 images and 10 videos, making the site more engaging. The content is updated 10-12 times a month and is rated as good with relevant information. The content quantity is adequate, with separate sections for various departments and activities.

SEO metrics show a Google PageRank of 3 out of 10, indicating better visibility in search results compared to Banipur. The domain authority is 30, and the page authority is 25, both of which are higher. The site has 150 backlinks and a keyword density of 2%, which is average. Meta titles and descriptions are of average length.

The social media presence is strong, with 5,000 Facebook likes and 10% engagement. The college has 500 Twitter followers, 1,500 Instagram followers, and 1,000 LinkedIn followers. The Facebook page reaches 2,000-2,500 people, indicating better online engagement.

The site's accessibility score is 90%, which is good. The mobile usability score is 95%, which is excellent. There are no broken links and only 5 missing alt tags, ensuring better user experience and accessibility. The average time users spend on the page is 3-4 minutes.

The site has 50 referring domains and 20 backlinks from educational websites. The domain authority is 30, and the page authority is 25, with a Moz Rank of 0.5. These metrics indicate a strong backlink profile and higher authority.

Recommendations for Gandhi Centenary:

1. Improve keyword density by conducting keyword research and optimizing content.
2. Enhance social media presence by creating engaging content, responding to comments, and running social media ads.
3. Address minor accessibility issues by fixing missing alt tags.
4. Regularly update content to improve user engagement and search engine rankings.
5. Optimize images to reduce page size and improve loading speed.

DETAILED COMPARATIVE ANALYSIS:

Gandhi Centenary B.T. College performs better than Government College of Education, Banipur, in most web performance metrics. Gandhi Centenary's website is faster, smaller in size, and has more pages and links, resulting in a more interactive and comprehensive user experience. The content is more extensive, engaging, and frequently updated. Gandhi Centenary also has higher SEO metrics, with better PageRank, domain authority, and page authority, along with more backlinks and better keyword density.

In terms of social media presence, Gandhi Centenary B.T. College has much stronger engagement and reach compared to Banipur, which lacks significant social media activity. Additionally, Gandhi Centenary excels in accessibility and usability, with higher scores, fewer broken links, and more time spent on pages by users.

To improve, Government College of Education, Banipur should focus on optimizing page speed, enhancing content quality and quantity, addressing accessibility issues, and developing a stronger social media presence. Conducting keyword research and optimizing content can also help improve their SEO rankings and overall web presence.

CONCLUSION

In conclusion, the comparative analysis demonstrates that Gandhi Centenary B.T. College outperforms Government College of Education, Banipur, in most web performance measures. Gandhi Centenary's website is faster, more thorough, and user-friendly, with higher SEO metrics such as PageRank, domain authority, and keyword density. Its robust social media presence further boosts its reach and engagement, while its focus on accessibility and usability assures a better experience for all users.

On the other hand, Banipur Government College of Education has space for growth in areas such as page speed, content quality, social media activity, and accessibility. By addressing these gaps—through optimizing web performance, boosting content, and developing a better digital presence—Banipur may greatly increase its online exposure and user engagement.

Ultimately, both institutions have the ability to enhance their performance as educational resources by embracing data-driven tactics. By exploiting these information, they may strengthen their digital footprint, better serve their stakeholders, and contribute more effectively to the educational landscape

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