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Webometric Study of National Institute of Technology (NIT) Websites in India

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Abstract: In this analysis, the data of thirty-two National Institutes of Technology websites from India will be reviewed. The contribution I am submitting concentrates on webometric studies that cover the aspects discussed: practitioners rely on an array of techniques, such as domain name, domain age, external and internal links. Along with this undertake, the emphasis also remains on creation of home websites of the country and participation of the online platforms from outside the country. This study by hence aiming on the webometric factors of India's top institutes of NIT, will be gathering and studying the data. Webometrics of the institution websites were used as factors in a ranking system and website development.

Keywords: ***Link analysis, Web impact, Webometrics analysis, Web search behavior, Search engines, Web-based Services, Web portals.***

Introduction:

One of the research lines that have been initiated recently and contacts with other researchers on collaborative projects to develop new webometric indicators are being conducted as well. However, webometric studies concerned their analyses considerably on the domains of the academic web in terms of performance that has been generally limited to academic institutions such as colleges and universities which have remained stable and well-defined by long even on the internet. In most countries, nowadays academic institutions and web sites are rather large multi-faceted communication tools that have expanded functions finding application for diverse needs, from the promotion of the numbers of novices to this or that institution or providing online library catalogues. In terms of research, individuals and those institutions can put their research online through noticed institutions such as the academic centers or even web sites like these introduce an individual a group or institution or a department just have made its achievements recognized. They may also spread their findings through either publishing columns or sharing abstracts, datasets and/or resources. Usually, one is given the ability to create paged themselves centrally by administrators of webmasters or locally created for his own use or research groups like project. The onus of effectiveness is required because the benefits associated with effective web presence promotes research impact, learning gain attracting students, media interest and commercial contacts among others. In this regard, it is reasonable to analyze the estimates of web site effectiveness specifically in order to observe the communication activity characterized and determine valuable assessment criteria.

National Institute of Technology (NIT):

(*Department of Higher Education | Government of India, Ministry of Education*, 2023) Based on the eight recommendations of Engineering Personnel Committee (EPC) created by Planning Commission set and year (1955), eight Regional Engineering Colleges (RECs) have been established in early 60's as co-operative ventures between central and state governments; four were with a view to providing technical manpower needed for industrial venture developed during 2nd Five Year Plan. These institutes were enrolled as autonomous bodies under the Society Registration Act 1860 and

related to regional state Universities in this case states. Thereafter was development of Seventeen RECs which were set up in different States as a joint effort and co-operative beautiful among the Central and State Governments involved. The number of RECs formed with that impetus should be such that there shall be one REC, on the model of all-India institutions like IIT and AIEEE, which would admit students and recruit faculty from various parts of India. However, by this time fifty percent of admissions-each intended to cater for a maximum intake capacity per annum of two hundred and fifty students-of these Institutions were reserved for students coming from States other than the one they have been established in. Besides the under-graduate courses, these colleges have post graduate course subject that would be enrolled to each.

The primary objective of developing these RECs was to cater for technical personnel in having undergraduate degree and practical training in various fields of engineering & technology. In addition, the RECs were also intended to be vanguards and intellectual mentors of the technical institutions in their geographical zones.

The year 2003 proved to be crucial in the transformation of the Seventeen RECs to the National Institutes of Technology (NITs). The latter was christened by the Central Government which was responsible for paying their salaries and emoluments as well as granting them deemed to be the university status. On top of this, the Central administration possesses also the right to take over three other technical colleges namely Bihar Engineering Colleges, Patna; Government Engineering College, Raipur and Tripura Engineering Colleges, Agartala and later on convert them into National Institutes of Engineering (NITs) on 28th January 2004, 1st December 2005 resulting in These institutions are projected to get the same position as the other nationally owned technical institutes, who on the basis of their skill and power over the undergraduate and the graduate fields in engineering and technology, can maintain high quality education. In 2007 the year, the Parliament passed the National Institute Piece of Law named as National Institute of Technology (NIT), which gave laws for all the NIT. The law is commonly referred to as the NIT.

AIEEE, Central Board of Secondary Education (CBSE)'s offered bond, is the entrance exam that links with the National Institute of Technology (NIT).

Table 1: List of NITs in India

Sr. No.	Name of NIT's	City	State / UT	Year of Estd.	URL
1.	National Institute of Technology	Tiruchirappalli	Tamil Nadu	2002	http://www.nitt.edu/
2.	National Institute of Technology	Kozhikode	Kerala	2002	http://www.nitc.ac.in/
3.	National Institute of Technology	Surathkal	Karnataka	2002	http://www.nitk.ac.in/
4.	National Institute of Technology	Karaikal	Puducherry	2010	http://www.nitt.edu/home/nitp/
5.	National Institute of Technology	Farmagudi	Goa	2010	http://www.nitgoa.ac.in/
6.	National Institute of Technology	Warangal	Telangana	2002	https://www.nitw.ac.in/
7.	National Institute of Technology	Tadepalligudem	Andhra Pradesh	2015	http://www.nitandhra.ac.in/
8.	Maulana Azad National Institute of Technology	Bhopal	Madhya Pradesh	2002	http://www.manit.ac.in/
9.	Visvesvaraya National Institute of Technology	Nagpur	Maharashtra	2002	http://www.vnit.ac.in/
10.	Sardar Vallabhbhai National Institute of Technology	Surat	Gujarat	2002	http://www.svnit.ac.in/
11.	Malaviya National Institute of Technology	Jaipur	Rajasthan	2002	http://www.mnit.ac.in/
12.	National Institute of Technology	Raipur	Chhattisgarh	2005	http://www.nitrr.ac.in/
13.	National Institute of Technology	Jamshedpur	Jharkhand	2002	https://www.nitjsr.ac.in/
14.	Motilal Nehru National Institute of Technology	Allahabad	Uttar Pradesh	2002	http://www.mnnit.ac.in/
15.	National Institute of Technology	Patna	Bihar	2004	http://www.nitp.ac.in/
16.	National Institute of Technology	Durgapur	West Bengal	2002	https://nitdgp.ac.in/
17.	Indian Institute of Engineering Science and Technology	Shibpur	West Bengal	2014	https://www.iiests.ac.in/
18.	National Institute of Technology	Ravangla	Sikkim	2010	http://www.nitsikkim.ac.in/
19.	National Institute of Technology	Rourkela	Odisha	2002	http://www.nitrkl.ac.in/

20.	National Institute of Technology	Hamirpur	Himachal Pradesh	2002	https://nith.ac.in/
21.	Dr. B. R. Ambedkar National Institute of Technology	Jalandhar	Punjab	2002	http://www.nitj.ac.in/
22.	National Institute of Technology	Delhi	Delhi	2010	http://nitdelhi.ac.in/
23.	National Institute of Technology	Kurukshetra	Haryana	2002	http://www.nitkkr.ac.in/
24.	National Institute of Technology	Srinagar	Jammu and Kashmir	2002	https://nitsri.ac.in/
25.	National Institute of Technology	Srinagar	Uttarakhand	2010	http://nituk.ac.in/
26.	National Institute of Technology	Agartala	Tripura	2006	http://www.nita.ac.in/
27.	National Institute of Technology	Silchar	Assam	2002	http://www.nits.ac.in/
28.	National Institute of Technology	Shillong	Meghalaya	2010	http://www.nitm.ac.in/
29.	National Institute of Technology	Dimapur	Nagaland	2010	https://nitnagaland.ac.in
30.	National Institute of Technology	Yupia	Arunachal Pradesh	2010	http://www.nitap.ac.in
31.	National Institute of Technology	Imphal	Manipur	2010	http://www.nitmanipur.ac.in
32.	National Institute of Technology	Aizawl	Mizoram	2010	http://www.nitmz.ac.in/

Review of Literature:

(Elgohary, 2008) included 99 universities from Arab countries and AltaVista browser was used for data collection and it was found that 40% of Jordanian universities in top ten list with revised web impact factor and there was a correlation between external links and web presence. More than 40% Arab universities had low web presence with less than 500 pages and few universities had a relatively low number of external links.

(Jalal et al., 2009) made a study in order to analyze the websites of central universities of India. Google and yahoo search engines were applied using specific query syntax. They revealed universities of Delhi secured first place with 4.28 and Sikkim last place in the list with1.64 score among all central universities.

(Jalal et al., 2010) investigated effectiveness and relevance of WIF for universities of west Bengal. ScoSciBot 3.0 was used to generate link data. They said web impact factor has been widely used as a webometric indicator to assess the quality of websites based on the value of its co-efficient but is rarely yield reliable results. Topology framework/activities of NITs are related, while nodes of universities were not related to each other.

(Islam & Alam, 2011) examined websites of 44 private universities of Bangladesh to identify the no. of pages, link pages, web impact factor etc. They used Altavista search engine for this study. They also stated, these universities doesn't have satisfying impact factor and few universities have higher number of page but their link page are small in numbers.

(Majhi & Das, 2019) analyzed websites of High Courts to find out page size, load time and daily page use time etc. Alexa, Google page rank, Neil Patel SEO analysis and SocSciBot4 were used for data collection and visualization. In external link web impact factor, Meghalaya high court website secured first place with RWIF 12.9 followed by Uttarakhand High Court (2nd rank) and Madras High Court (3rd rank) and Meghalaya high court also secured first position in in-link and self-link web impact factor category.

(Verma & Jaiswal, 2020) conducted webometric study of Medical Universities and revealed as per WISER index values (14.919) AMU, Aligarh achieve first place and JSS last place. SRM institute of science and technology has fastest load time on Google for desktop and mobile version. It was also found that there was negative correlation between WISER and WIF (in-links) ranking.

(Hadagali et al., 2021) explored websites of Indian Institute of technology and found that all IITs have .ac.in domain extension and IIT Mandi has the highest SWIF and SLWIF in comparison of other IITs, while IIT Gandhinagar has highest ELWIF. In terms of RWID and broken links IIT Mandi and IIT Palakkad secured first position respectively.

(Dhar & Gayan, 2022) conducted webometric study on library association websites and evaluated with 19 criteria. Simple web impact factor and external web impact factor are highest international association of Law libraries while internal web impact factor of Jewish libraries. They also mentioned 87.5 % international library associations have domain authority and page authority below 50.

(Yadav et al., 2023) Not even a single attempt has been made ever to study the National Law University website of India through webometrics. It is the first step towards accessing data and provides the user with an overview of resources available on websites of 23 National Law Universities in the world. Google indexes most of these websites in its search results list, while other search engines that include Yahoo!, Hotbot, Exalead, and Bing cannot access and process data from them. The site of all information is Google, and that it was the source of the future. Eventually, ranked sites among Indian National Law University websites were made by using Web Impact Factor (WIF), which is got by dividing the number of links on a web page by the number of web pages on the site.

Objectives:

The objectives for the study are as follows:

1. To determining the domain extensions and domain age of NITs websites.
2. To discover the domain and page authority of NITs Library Websites.
3. To find out the WIF, SWIF and EWIF of NIT websites.
4. To conduct a link analysis and determine the web impact factor of NIT's websites.

Methodology:

Rectified study considers a webometric analysis of only the libraries websites of all NITs (North India Technological Institutes) and that pages will be divided by their respective regions. As a point of clarification, the research concentrates on the 32 NITs (see Table 1). All websites of NITs were taken out and their domain address information was collected verifiably by the sampling technique used for webometric evaluation, there are many unique approaches to deal with every website of the institutions that are under scrutiny. For collecting data, we used a toolset of services like whois.com or domain age and domain registration. Smollseotools.com which was used for calculating the summed up and inside-out bound links on websites and domain authority and domain authority of different websites.

(Ingwersen, 1998) designed the Web Impact Factor to quantify impact of a webpage in terms of the number of incoming links it receives. It is a computer-generated program which calculates, positions, assess and format of websites.

- SWIF: The Simple Web Impact Factor
- IWIF: The Internal Web Impact Factor
- EWIF: The External Web Impact Factor

SWIF: The following formula was used to determine the simple web impact factor.

$$\frac{\textit{Total number of link}}{\textit{Total number of Webpages}}$$

IWIF: The following formula was used to determine the internal web impact factor.

$$\frac{\textit{Total number of internal links}}{\textit{Total number of Webpages}}$$

EWIF: The following formula was used to determine the external web impact factor.

$$\frac{\textit{Total number of external links}}{\textit{Total number of webpages}}$$

Results and Discussion:

Table: 1 List of NITs and their Library websites

Sr. No.	Name of the Institution	State	URL	Library Websites	Domain Registration on Date
1	NIT, Surathkal	Karnataka	http://www.nitk.ac.in/	https://library.nitk.ac.in/joomla/	8-Aug-2002
2	NIT, Rourkela	Odisha	http://www.nitrkl.ac.in/	https://library.nitrkl.ac.in/	30-Oct-2002
3	Dr. B. R. Ambedkar NIT, Jalandhar	Punjab	http://www.nitj.ac.in/	http://202.164.58.103/library/	6-Jan-2003
4	SVNIT, Surat	Gujarat	http://www.svnit.ac.in/	https://www.svnit.ac.in/web/library/library.php	9-Mar-2003
5	MNNIT, Allahabad	Uttar Pradesh	http://www.mnnit.ac.in/	http://mnnit.ac.in/index.php/lib-home	19-May-2003
6	MNIT, Jaipur	Rajasthan	http://www.mnit.ac.in/	https://library.mnit.ac.in/	20-May-2003
7	NIT, Tiruchirappalli	Tamil Nadu	http://www.nitt.edu/	https://www.nitt.edu/home/students/facilitiesnservices/library/	12-Aug-2003
8	NIT, Karaikal	Puducherry	https://www.nitpy.ac.in/	http://nitpy.ac.in/library	12-Aug-2003
9	NIT, Kurukshetra	Haryana	http://www.nitkkr.ac.in/	https://nitkkr.ac.in/?page_id=250	6-Nov-2003
10	NIT, Silchar	Assam	http://www.nits.ac.in/	http://www.nits.ac.in/academics/library.php	15-Nov-2003
11	NIT, Durgapur	West Bengal	https://nitdgp.ac.in/	https://nitdgp.ac.in/p/library	17-Nov-2003
12	MANIT, Bhopal	Madhya Pradesh	http://www.manit.ac.in/	http://www.manit.ac.in/central-library	15-Apr-2004
13	NIT, Kozhikode	Kerala	http://www.nitc.ac.in/	https://www.library.nitc.ac.in/	30-Jun-2004
14	NIT, Srinagar, J&K	Jammu and Kashmir	https://nitsri.ac.in/	https://nitsri.ac.in/Department/Deptindex.aspx?page=a&ItemID=io&nDeptID=ck	13-Aug-2004
15	NIT, Patna	Bihar	http://www.nitp.ac.in/	https://www.nitp.ac.in/facilities?tab=library	14-Sep-2004
16	NIT, Jamshedpur	Jharkhand	https://www.nitjsr.ac.in/	http://archive.nitjsr.ac.in/library/	17-Feb-2006
17	NIT, Warangal	Telangana	https://www.nitw.ac.in/	https://www.nitw.ac.in/path/?dept=/facilities/library	1-Jun-2006
18	VNIT, Nagpur	Maharashtra	http://www.vnit.ac.in/	https://vnit.ac.in/library/	17-Jun-2006
19	NIT, Raipur	Chhattisgarh	http://www.nitrr.ac.in/	http://www.nitrr.ac.in/dept-cl.php	26-Jun-2006
20	NIT, Agartala	Tripura	http://www.nita.ac.in/	https://idp.nita.ac.in/	6-Apr-2009
21	NIT, Hamirpur	Himachal Pradesh	https://nith.ac.in/	http://library.nith.ac.in/library/#gallery/libimages/1.jpg	5-Nov-2009
22	NIT, Farmagudi	Goa	http://www.nitgoa.ac.in/	https://www.nitgoa.ac.in/Deptindex.aspx?page=a&ItemID=93&nDeptID=20	11-May-2010
23	NIT, Ravangla	Sikkim	http://www.nitsikkim.ac.in/	https://kic.nitsikkim.ac.in/	13-Jul-2010
24	NIT, Srinagar, UK	Uttarakhand	http://nituk.ac.in/	https://nituk.ac.in/library	9-May-2011
25	NIT, Aizawl	Mizoram	http://www.nitmz.ac.in/	https://www.nitmz.ac.in/DisplayPage.aspx?page=ck&ItemID=cq	5-Dec-2011
26	NIT, Yupia	Arunachal	http://www.nitap.ac.in	https://www.nitap.ac.in/section/home	9-Dec-2011

		Pradesh		?section=7f6e1080c4	
27	NIT, Delhi	Delhi	http://nitdelhi.ac.in/	https://nitdelhi.ac.in/?page_id=12031	14-Dec-2011
28	NIT, Shillong	Meghalaya	http://www.nitm.ac.in/	https://www.nitm.ac.in/department/central-library-4	16-Jan-2012
29	NIT, Dimapur	Nagaland	https://nitnagaland.ac.in	https://www.nitnagaland.ac.in/index.php/facilities/library	21-Feb-2012
30	NIT, Imphal	Manipur	http://www.nitmanipur.ac.in	https://www.nitmanipur.ac.in/DisplayPage.aspx?page=cq&ItemID=eg	13-Nov-2013
31	IIEST, Shibpur	West Bengal	https://www.iiests.ac.in/	http://library.iiests.ac.in:30000/dqpas/	9-May-2014
32	NIT, Tadepalligudem	Andhra Pradesh	http://www.nitandhra.ac.in/	https://www.nitandhra.ac.in/main/library	15-Jun-2015

Table 1 represent the name of the NITs with situated state along with URL of institute and library. The table also represent the domain registration date. NIT, Surathkal and NIT Odisha is the oldest of 32 NITs, having been established in 2002. The oldest domain, which was registered on August 08, 2002.

Table: 2 Domain Extension of NITs

Sr. No.	Domain Extension	No. of NITs	Percentage (%)
1	.edu	2	6.25 %
2	.ac.in	30	93.75 %
Total		**32**	**100 %**

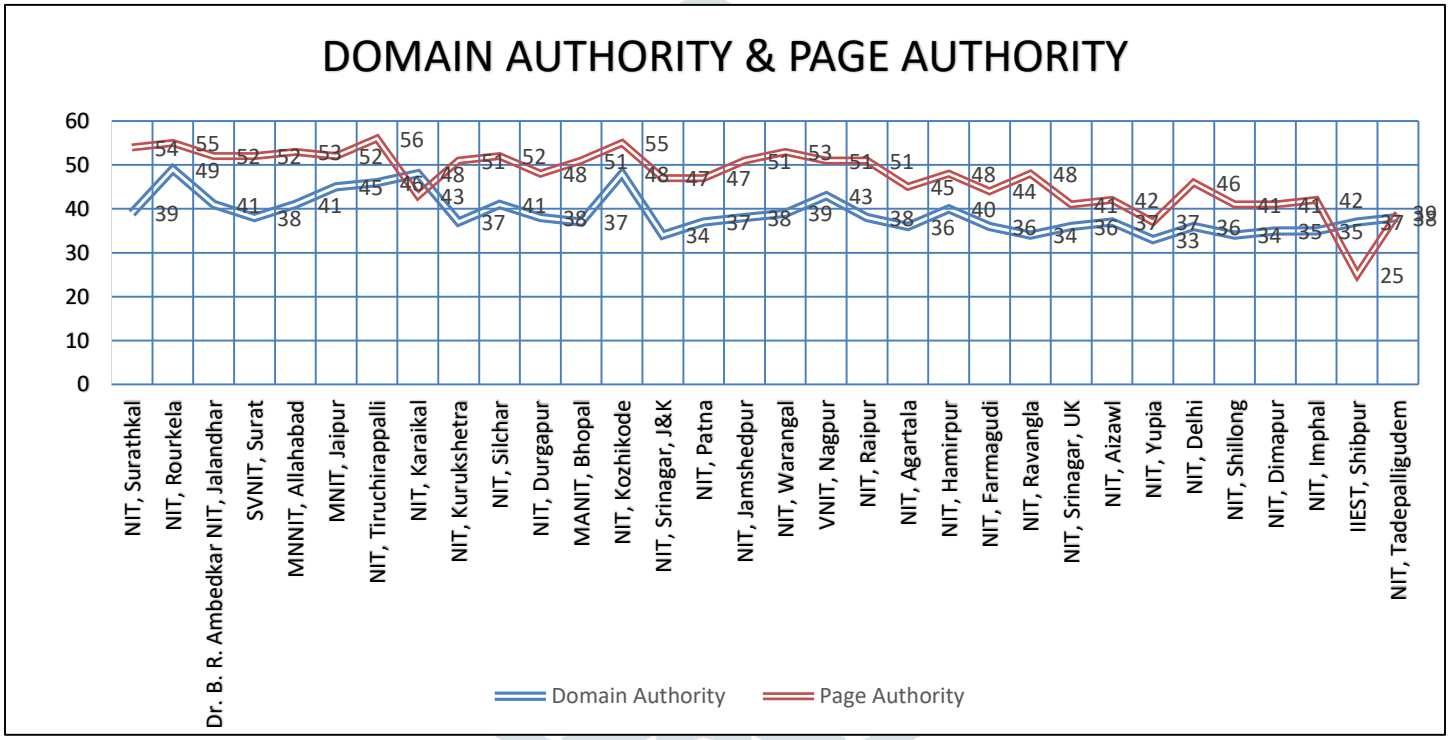
The thing that matters most when evaluating a website's information is its domain extension, or simply judging the authority of that website. The table 2 indicates that '.edu' and 'ac.in' is extensively used in all the domains of NITs websites (Table 2).

Table: 3 Domain authority and Page authority

Name of the Institution	Domain Authority	Page Authority
NIT, Surathkal	39	54
NIT, Rourkela	49	55
Dr. B. R. Ambedkar NIT, Jalandhar	41	52
SVNIT, Surat	38	52
MNNIT, Allahabad	41	53
MNIT, Jaipur	45	52
NIT, Tiruchirappalli	46	56
NIT, Karaikal	48	43
NIT, Kurukshetra	37	51
NIT, Silchar	41	52
NIT, Durgapur	38	48
MANIT, Bhopal	37	51
NIT, Kozhikode	48	55
NIT, Srinagar, J&K	34	47
NIT, Patna	37	47
NIT, Jamshedpur	38	51
NIT, Warangal	39	53
VNIT, Nagpur	43	51
NIT, Raipur	38	51
NIT, Agartala	36	45

NIT, Hamirpur	40	48
NIT, Farmagudi	36	44
NIT, Ravangla	34	48
NIT, Srinagar, UK	36	41
NIT, Aizawl	37	42
NIT, Yupia	33	37
NIT, Delhi	36	46
NIT, Shillong	34	41
NIT, Dimapur	35	41
NIT, Imphal	35	42
IIEST, Shibpur	37	25
NIT, Tadepalligudem	38	39

Table 3 demonstrates top 100 search engine ranking score of domain authority which indicates or predicts how well a website could be ranked on search engine result pages. DA is a metric derived from domain authority (DA), which in turn, comes out by combining the diving the root domains and total links into a single DA score. NIT, Rourkela's website domain authority was 49 among possible 100 points and got highest domain authority with domain authority of 33 out of



possible 100 points and top domain authority for NIT Yupia website. NIT, Tiruchirappalli website got a page authority score of 56 out of total. 100 points and was ranked highest and IIEST, Shibpur scored 25 out of 100 and get listed among ones with lowest authority.

Table: 04 Link Analysis and Web impact factor

Name of the Institution (A)	Total Web Pages (As per Google Search) (B)	Internal Links (C)	External Links (D)	Total Links (E)	SWIF (F=E/B)	IWIF (G=C/B)	EWIF (H=D/B)
NIT, Surathkal	417000	1504	49	1553	0.004	0.004	0.000
NIT, Rourkela	81900	146	206	352	0.004	0.002	0.003
Dr. B. R. Ambedkar NIT, Jalandhar	333000	479	30	509	0.002	0.001	0.000
SVNIT, Surat	276000	260	10	270	0.001	0.001	0.000
MNNIT, Allahabad	348000	501	39	540	0.002	0.001	0.000
MNIT, Jaipur	867000	166	43	209	0.000	0.000	0.000
NIT, Tiruchirappalli	690000	306	17	323	0.000	0.000	0.000
NIT, Karaikal	19400	122	4	126	0.006	0.006	0.000
NIT, Kurukshetra	50400	1107	11	1118	0.022	0.022	0.000
NIT, Silchar	28100000	242	49	291	0.000	0.000	0.000
NIT, Durgapur	35500	156	22	178	0.005	0.004	0.001
MANIT, Bhopal	1240000	577	19	596	0.000	0.000	0.000
NIT, Kozhikode	592000	423	31	454	0.001	0.001	0.000
NIT, Srinagar, J&K	11700	267	20	287	0.025	0.023	0.002
NIT, Patna	315000	213	42	255	0.001	0.001	0.000
NIT, Jamshedpur	20400	0	0	0	0.000	0.000	0.000
NIT, Warangal	350000	298	90	388	0.001	0.001	0.000
VNIT, Nagpur	654000	289	15	304	0.000	0.000	0.000
NIT, Raipur	43900	158	21	179	0.004	0.004	0.000
NIT, Agartala	27200000	147	22	169	0.000	0.000	0.000
NIT, Hamirpur	3040000	0	0	0	0.000	0.000	0.000
NIT, Farmagudi	54700	153	12	165	0.003	0.003	0.000
NIT, Ravangla	32800	79	26	105	0.003	0.002	0.001
NIT, Srinagar, UK	15900	190	36	226	0.014	0.012	0.002
NIT, Aizawl	4720	145	18	163	0.035	0.031	0.004
NIT, Yupia	30000	302	18	320	0.011	0.010	0.001
NIT, Delhi	370000	226	40	266	0.001	0.001	0.000
NIT, Shillong	166000	266	21	287	0.002	0.002	0.000
NIT, Dimapur	49000	340	17	357	0.007	0.007	0.000
NIT, Imphal	33400	226	23	249	0.007	0.007	0.001
IIEST, Shibpur	69800	14	10	24	0.000	0.000	0.000
NIT, Tadepalligudem	26600	137	24	161	0.006	0.005	0.001

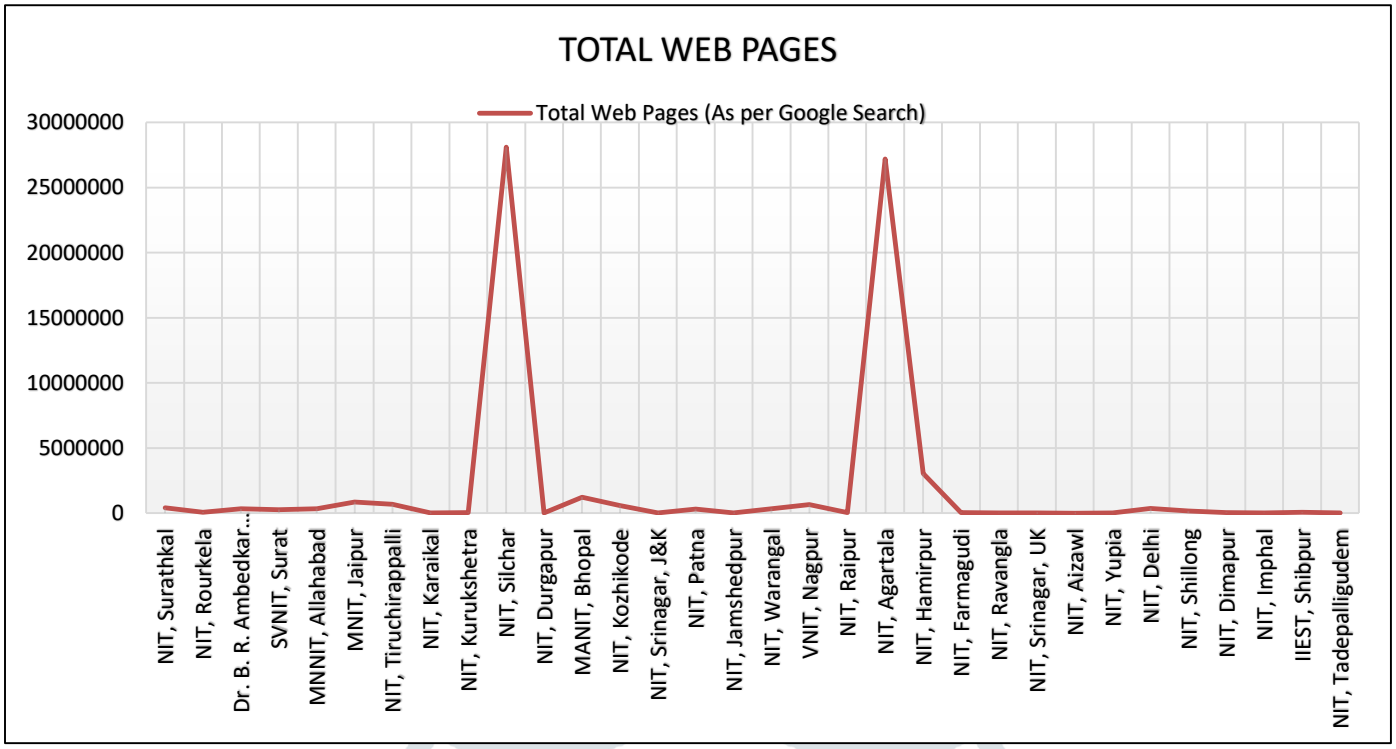


Table 04 contains an overview of Link analysis and web impact factors for NIT's websites. It was observed that NIT, Silchar which has a single web page containing over 28.1 million entries. From the table, it is seen that NIT, Agartala has also single web page containing 27.2 million entries. NIT, Surathkal has highest Internal Links which is 1504 and NIT, Hamirpur and NIT, Jamshedpur has lowest internal links respectively 0. As per the sheet, NIT, Rourkela has highest external links 206 and NIT Hamirpur and NIT, Jamshedpur has lowest external links respectively 0.

As per the table 04 NIT, Aizawl has highest Simple Web Impact Factor (SWIF) 0.035 got first position, NIT Srinagar J&K has 0.025 got second position and NIT, Kurukshetra has 0.022 got third position. MANIT Bhopal, NIT Tiruchirappalli, VNIT Nagpur, IIEST Shibpur, MNIT Jaipur, NIT Silchar, NIT Agartala, NIT Hamirpur and NIT Jamshedpur got a lowest rank 0.

NIT Aizawl has 0.031 Internal Web Impact Factor (IWIF) and got first position, NIT Srinagar J&K has 0.023 got second position and NIT Kurukshetra has 0.022 got third position. MANIT Bhopal, NIT Tiruchirappalli, VNIT Nagpur, IIEST Shibpur, MNIT Jaipur, NIT Silchar, NIT Agartala, NIT Hamirpur and NIT Jamshedpur got a lowest rank 0.

NIT Aizawl has 0.004 External Web Impact Factor (EWIF) and got first position, NIT Rourkela has 0.003 got second position and NIT Srinagar J&K has 0.002 got third position. NIT Raipur, NIT Dimapur, NIT, Warangal, NIT Farmagudi, NIT Kurukshetra, NIT Karaikal, IIEST, Shibpur, NIT Patna, NIT Shillong, NIT Surathkal, MNNIT Allahabad, NIT Delhi, Dr. B. R. Ambedkar NIT Jalandhar, NIT Kozhikode, MNIT Jaipur, SVNIT Surat, NIT Tiruchirappalli, VNIT Nagpur, MANIT Bhopal, NIT Silchar, NIT Agartala, NIT Hamirpur and NIT Jamshedpur got a lowest rank 0.

Conclusion:

In other words, there is no doubt that the website of an educational institution will be the tool through which many matters will be accessed about the organization. Sites allow people to reach for the given information on the organization online in this way to make an initial inquiry and find all the important data without physically visiting the premises or in any location and at any time. A reliable, usable and pretty website is a portal and resource that assists the building of institutional brand and puts the education activities before a target audience to attract new students, staff members and researchers to the institution. A variety of stakeholders including the following: people who want to know about its courses & academic programmes brochures, admission process, syllabus, working conditions, resources & facilities including library & learning resources, and different academic announcements & the institute's research activity may interact through the institute's website. Webometric data on the website of the NIT's is presented in this study. The website of NIT Rourkela has the highest Domain authority score of 49 out of 100 and NIT, Tiruchirappalli has the highest

Page authority score of 56 out of 100. While searching from the google search engine the total web pages were count the highest number is NIT Silchar which is 28100000 and NIT Agartala have 27200000. To move ahead the web marketing of the institute its authority will have to devise a long-sustained plan on web presence and implement solid social media policy.

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