UPAYA MENUJU WORLD CLASS UNIVERSITY

MENUJU PERANGKINGAN WEBOMETRICS 2016

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f.ardiansyah@gmail.com
MOTIVASI WEBOMETRICS

- Webometrics : Cybermetrics Lab. Spanyol
- http://www.webometrics.info
- Website mencerminkan secara keseluruhan tentang institusi itu sendiri
If the web performance of an institution is below the expected position according to their academic excellence, university authorities should reconsider their web policy, promoting substantial increases of the volume and quality of their electronic publications.
Activity 50%

Presence

Openness

Excellence

Impact 50%

Impact
PENGAMBILAN DATA

• Data is collected between 1 and 20 of January or July.

• Each variable is obtained at least two times during that period and the maximum value is chosen for discarding mistakes or errors.

Data is collected between 1 and 20 of January or July. Each variable is obtained at least two times during that period and the maximum value is chosen for discarding mistakes or errors. Volatility of search engines is very high so figures can be different and not easily replicated if the search is performed days later. Google info is very geographically biased, so for our purposes the data are collected using the google.com mirror domain, English as language of the interface and Madrid (Spain) as location. However Google Scholar is very stable and link information providers are also very reliable.
<table>
<thead>
<tr>
<th>ranking</th>
<th>World Rank</th>
<th>University</th>
<th>Det.</th>
<th>Presence Rank*</th>
<th>Impact Rank*</th>
<th>Openness Rank*</th>
<th>Excellence Rank*</th>
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<td>414</td>
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<td>304</td>
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<td></td>
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<td>3964</td>
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</table>
# IPB Webometrics Ranking
## 2014 Vs 2015

<table>
<thead>
<tr>
<th>Edition</th>
<th>ID Rank</th>
<th>Presence</th>
<th>Impact</th>
<th>Openness</th>
<th>Excellence</th>
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<tbody>
<tr>
<td>1&lt;sup&gt;st&lt;/sup&gt; 2014</td>
<td>8</td>
<td>3647</td>
<td>1084</td>
<td>105</td>
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<tr>
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<td>520</td>
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<td>WORLD RANK</td>
<td>UNIVERSITY</td>
<td>POSITION SIZE</td>
<td>VISIBILITY</td>
<td>RICH FILES</td>
<td>SCHOLAR</td>
</tr>
<tr>
<td>------------</td>
<td>--------------------------------</td>
<td>---------------</td>
<td>------------</td>
<td>------------</td>
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</tr>
<tr>
<td>562</td>
<td>Universitas Gadjah Mada</td>
<td>602</td>
<td>421</td>
<td>1,028</td>
<td>827</td>
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<tr>
<td>661</td>
<td>Institute of Technology Bandung</td>
<td>564</td>
<td>657</td>
<td>1,138</td>
<td>654</td>
</tr>
<tr>
<td>815</td>
<td>University of Indonesia</td>
<td>903</td>
<td>1,007</td>
<td>741</td>
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<tr>
<td>854</td>
<td>Petra Christian University</td>
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<td>1,794</td>
<td>964</td>
<td>59</td>
</tr>
<tr>
<td>1025</td>
<td>Gunadarma University</td>
<td>883</td>
<td>1,590</td>
<td>1,106</td>
<td>613</td>
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<tr>
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<td>1,873</td>
<td>1,544</td>
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<tr>
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<td>885</td>
<td>2,716</td>
<td>2,094</td>
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<tr>
<td>1585</td>
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<td>1,386</td>
<td>1,224</td>
<td>3,070</td>
<td>2,479</td>
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<tr>
<td>1628</td>
<td>Airlangga University</td>
<td>1,287</td>
<td>2,863</td>
<td>3,767</td>
<td>231</td>
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<tr>
<td>2026</td>
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<td>1,825</td>
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<td>1,975</td>
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<tr>
<td>2059</td>
<td>Diponegoro University</td>
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<td>3,209</td>
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<td>426</td>
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<tr>
<td>2162</td>
<td>Bogor Agricultural University</td>
<td>3,053</td>
<td>1,912</td>
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<tr>
<td>2236</td>
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<td>2,902</td>
<td>2,423</td>
<td>3,239</td>
<td>1,880</td>
</tr>
</tbody>
</table>
TATA CARA PENGUKURAN DI GOOGLE

SIGN OUT DARI SELURUH AKUN

GUNAKAN GOOGLE.COM BUKAN GOOGLE.CO.ID
PRESENCE

Total number of web pages, according to Google, excluding pdf files. Weight: 10%
OPENNESS

Google Scholar is no longer used for this indicator. Now, the value refers to the total number of pdf files according to Google. Weight: 10%

About 62,400 results (0.26 seconds)
EXCELLENCE

- The Scimago data (top 10% most cited papers by discipline) for the five year period 2009-2013 (new period). New Weight: 30%

http://www.scimagolab.com/
IMPACT

• Instead of using the larger value of the two inlinks providers (ahrefs & Majestic), we use now the average. As previously the 10 top linking domains and their corresponding backlinks are excluded. Weight: 50%
IMPACT

Enter a domain, URL or search phrase

ipb.ac.id

or compare

Use Fresh Index:  
Use Historic Index:

Subscribe to see the Historic Index

Crammed with over five years of links, our Majestic Historic Index is the most comprehensive publicly available source of backlink data. Access to the Historic Index is a paid subscriber benefit, and is included with all subscriptions.

Subscribe

From only £29.99 a month

Historic data for ipb.ac.id

<table>
<thead>
<tr>
<th>External backlinks</th>
<th>Referring domains</th>
<th>Referring IPs</th>
<th>Referring Subnets</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,538,376</td>
<td>56,864</td>
<td>33,380</td>
<td>20,866</td>
</tr>
</tbody>
</table>
IMPACT - 2016

Profiles

Bogor Agricultural University

Prof. Dr. Made Astawan
Bogor Agricultural University, Institut Pertanian Bogor
Verified email at ipb.ac.id
Cited by 980
Food  Nutrition and Health

Ujang Sumarwan
Bogor Agricultural University
Verified email at mb.ipb.ac.id
Cited by 731
Consumer Behavior and Marketing Strategy

Harsi D. Kusumaningrum
Department of Food Science and Technology, Bogor Agricultural University, Indonesia
Verified email at ipb.ac.id
Cited by 668
Food Microbiology

Media Peternakan
Faculty of Animal Science, Bogor Agricultural University & Animal Scientist's Society of …
Verified email at ipb.ac.id
Cited by 663
Scientific journal covering animal science … animal genetics  animal physiology  socio-econom

HAYATI Journal of Biosciences
Department of Biology, Bogor Agricultural University & The Indonesian Biological Society
IPB SCIENTIFIC REPOSITORY

IPB Scientific Repository collects, disseminates, and provides persistent and reliable access to the research and scholarship of faculty, staff, and students at IPB - Bogor Agricultural University.

IPB Scientific Repository: 89th best Institutional Repository in the World (based on Webometrics Ranking).

Main Collections

Select a main collection to browse its collections.

- Dissertations and Theses [48476]
- IPBana [6552]
- IPB e-Journal [2996]
- IPB's Books [2939]
- Research and Community Empowerment [1317]
- Research and Strategic Issue Studies [291]
- Research Grants

BROWSE

- All of IPB Repository
- Collections
- By Issue Date
- Authors
- Titles
- Subjects

MY ACCOUNT

- Login

DISCOVER

- Author
  - Boediono, Arief (108)
- **Size**: Total number of web pages by Google, excluding rich files. Weight: 10%

- **Visibility**: Obtained from combining the square root of the external inlinks and the number of their referred webdomains according to the two major providers of link data: Majestic SEO and ahrefs. Several colleagues provided evidence that top sources of links can be distorting the correct ranking of many institutions so specific measures were warranted. So, we decided accordingly to change the methodology for obtaining the visibility indicator, excluding from calculations the top 10 citing domains and the corresponding backlinks, maintaining the previous formula for the rest of the link data. The number of 10 is an arbitrary decision that can be reviewed if it is needed in the future. The value chosen is the maximum between the normalized products of both. Weight: 25%

- **Altmetrics**: The following sources of mentions are now included in the Visibility indicator: Academia, Facebook, LinkedIn, Mendeley, ResearchGate, Slideshare, Twitter, Wikipedia (all editions), Wikipedia (English edition), YouTube & Scribd. Weight: 25% (combined with Visibility in the tables)

- **Rich files**: Total number of pdf files by Google. Weight: 10%

- **Scholar**: Total number of items obtained from Google Scholar. Weight: 30%.
Bad practices

During the last years we discovered that most of the unethical practices are done by individuals or groups not really representing the institution where they work. Until now a flagrant violation of ethical code was penalized with the exclusion of the university, but this was misleading as external visitors could assume the absence was due to a mistake. For avoiding this problem and pointing academic authorities to a serious misbehavior by somebody in charge of the websites we decided to maintain the entry but marking with a 99999th rank those indicators grossly manipulated: The raw value of this indicator is set to zero.

The Webometrics Rank of a university is strongly linked to the volume and quality of the contents it publishes on the Web. Such contents should be originated by the faculty and other members of the university or by special agreement with external authors. It is not fair to use external contents for improving the rank of the university. It is not correct to increase artificially the number of files in the website, especially in the repository, duplicating the same material in different file formats or splitting a document in many different files (for example, a pdf file for every page in a monograph). This is not only an unethical behavior, but also according to the international law it is illegal, as using the documents of third parties without permission, violating the copyright of other authors, institutions and editorials is crime that could involve fines by damages in the order of millions of dollars and prison penalties. European Union law punishes even to link to websites that provides access to pirated contents.

Visibility indicator intends to measure the impact of the contents of the websites, using external inlinks as a proxy. As external domains that link intensively to the central domain of the university can be closely associated with the institution (sports teams, students blogs, museums, hospitals) the top 10 linking domains are excluded from the visibility calculation. However we have discovered that certain CIOs are setting up external student forums specially suited for producing large number of links to the university webpages, using even systems that promote piracy, illegal drugs, pornography, terrorism or pederasty (crimes penalized with capital punishment in some countries). In other cases university is expending huge amounts of money for buying links to link farms to artificially increase the number of links. In one case the university contracted 1000 domains with 30 million links altogether that is certainly very costly, very unprofessional and clearly a crime if public money is involved.

Additional exclusion criteria

A few institutions, mostly religious affiliated "Colleges" in Philippines and Latin America are publishing web portals that cover all their education activities, including those from their Schools (Basic Education) and High Schools (Intermediate Education). It will be unfair to include in the Ranking these institutions for comparative purposes, even although most of the web contents were related to their Higher Education departments. We strongly advice these organizations to segregate with an independent domain their university-level activities if they wish to be included in future editions.
PRAKTIK

• Cek akun dosen di lingkungan anda yang sudah/belum memiliki akun di google scholar atau belum mempublikkan akunnya.

• lakukan hal yang sama pada Mendeley, Academia
PRAKTIK

• membuat akun departemen pada masing-masing media sosial:
  • Facebook
  • Twitter
  • Youtube
  • Wikipedia
  • LinkedIn
  • Slideshare
SEKILAS SEO
ANALISIS SEO

[On-Page Optimization]  [Off-Page Optimization]

PRESENCE  VISIBILITIES

SEO
• In comparison with the previous period, number of files or pages indexed by Google search engine are decreased.
• The highest decreased indexed file is PDF, with -9000 (-18%) decreased in number at search engine result page.
• Doc files increased about 2100 (+14%) indexed at search engine result page.
• Google has update its algorithm 7x time in 6 month during July – Dec 2014.
• One of significant update related to onpage are about Pirate 2.0 and Penguin Everflux, which related to digital media.
• Many of duplicate pages and files on all IPB website not well indexed by search engine.
Presence Analysis
Website Access (sample)

http://agung_tp.student.ipb.ac.id/apa-itu-interface

http://bedahradiologi.fkh.ipb.ac.id/index.php/studi-kasus
Presence Analysis
Duplicate Content (sample)

http://muchamad_aang.student.ipb.ac.id/2015/02/22/membahas-motion-driven-concatenative-synthesis-of-cloth-sounds-pada-siggraph-2012/
Presence Analysis
(Sample page with PDF File)

http://repository.ipb.ac.id/handle/123456789/62199
Presence Analysis
(Indexed Pages)

Fakultas - Indexed Page

- Fakultas Pertanian
- Fakultas Kedokteran Hewan
- Fakultas Teknologi Pertanian
- Fakultas Peternakan
- Fakultas Perikanan dan Ilmu Kelautan
- Fakultas MIPA
- Fakultas Kehutanan
- Fakultas Ekonomi dan Manajemen
- Fakultas Ekologi Manusia
- Sekolah Pascasarjana
- Program Diploma
PRESENCE

CHALLENGES & RECOMMENDATION

- Continue publish unique content on all IPB Website assets
- Perform technical improvements related to HTML, internal links and server access
- Make improvements on website page title and also on the existing file on the IPB website with unique name related to its content
- Improving all assets on the IPB website generally
- Avoid duplicate content on the website IPB
## Visibility Comparison

<table>
<thead>
<tr>
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<tbody>
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<td>Domain Links</td>
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<td>60,942</td>
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</table>

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Subscribe to see the Historic Index

Crammed with over five years of links, our Majestic Historic Index is the **most comprehensive publicly available source of backlink data**. Access to the Historic Index is a paid subscriber benefit, and is included with all subscriptions.

Historic data for ipb.ac.id

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<td>56,864</td>
<td>33,380</td>
<td>20,866</td>
</tr>
</tbody>
</table>
• Compared to previous period, the number of backlinks pointing to IPB website are increased.
• Backlinks are increased about 1963 website links to IPB website.
• There is low backlinks activity to IPB start from mid of December until now.
• There is high lost backlinks at early January 2015 and also at early February.
VISIBILITY
CHALLENGES & RECOMMENDATION

- Increase the number of backlinks pointing to IPB website
- Build backlinks to IPB website as a sustained process
- Diversify domains linking to IPB website and all its assets
- Increasing the internationalization visibility
- Local impact has a low point
1st Campaign
- On Page Analysis
- On Page Recommendation
- Off Page Optimization

2nd Campaign
- On Page Analysis
- On Page Recommendation
- Off Page Optimization
Onpage Analysis
- Technical Issue
- Crawler Issue
- Website Issue

Onpage Recommendation
- Based on Onpage Analysis

Offpage Analysis
- Build backlinks to IPB Website