UK University Website Visibility - responding to the quirks of the crawler

Melius Weideman

CPUT, Cape Town,
South Africa

"The IWMW event provides an opportunity for those involved in the provision of institutional Web services to hear about institutional case studies, national initiatives and emerging technologies and to actively participate in a number of parallel sessions."
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Content

- Philosophies & assumptions

  - Website visibility

    - Visibility model

      - Measurements

- DESCRIPTION metatag

  - TITLE tag

  - Header tags

  - Final score

    - Academic rankings?

      - Correlation?

        - Summary

- Inlinks

- Body keywords

- Anchor text

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Philosophy 1

Website Design should be done for 2x Audiences:
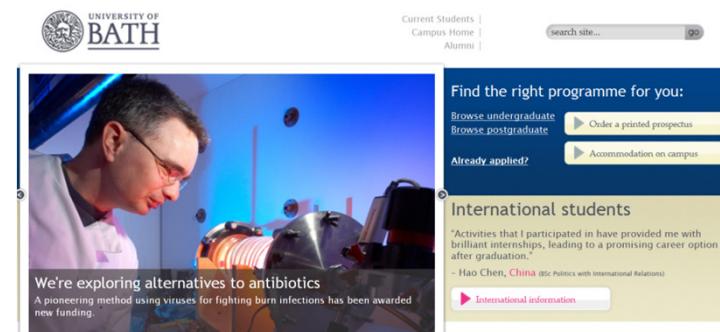**Crawlers (Visibility) & Humans (Usability)**

On **SPEC** - on **BUDGET** - on **TIME**

These are the measures of success
for a civil engineering project …

Is this true for holistic website design?

NO!! - the **<u>user</u>** will decide on the success of a
website – USABILITY and VISIBILITY!

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Philosophy ₂

The Internet is about Users, Websites and Search Engines, and their interaction

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Philosophy 3

Website success depends on synergy between eight entities

Management — owns & has expectations of

The User — visits to satisfy information need

Marketing — markets

Web Designer — designs and maintains

Graphic Designer — designs images for

SEO Specialist — optimizes for search engines

Search Engine — crawls and regurgitates

Hosting Company — stores and presents

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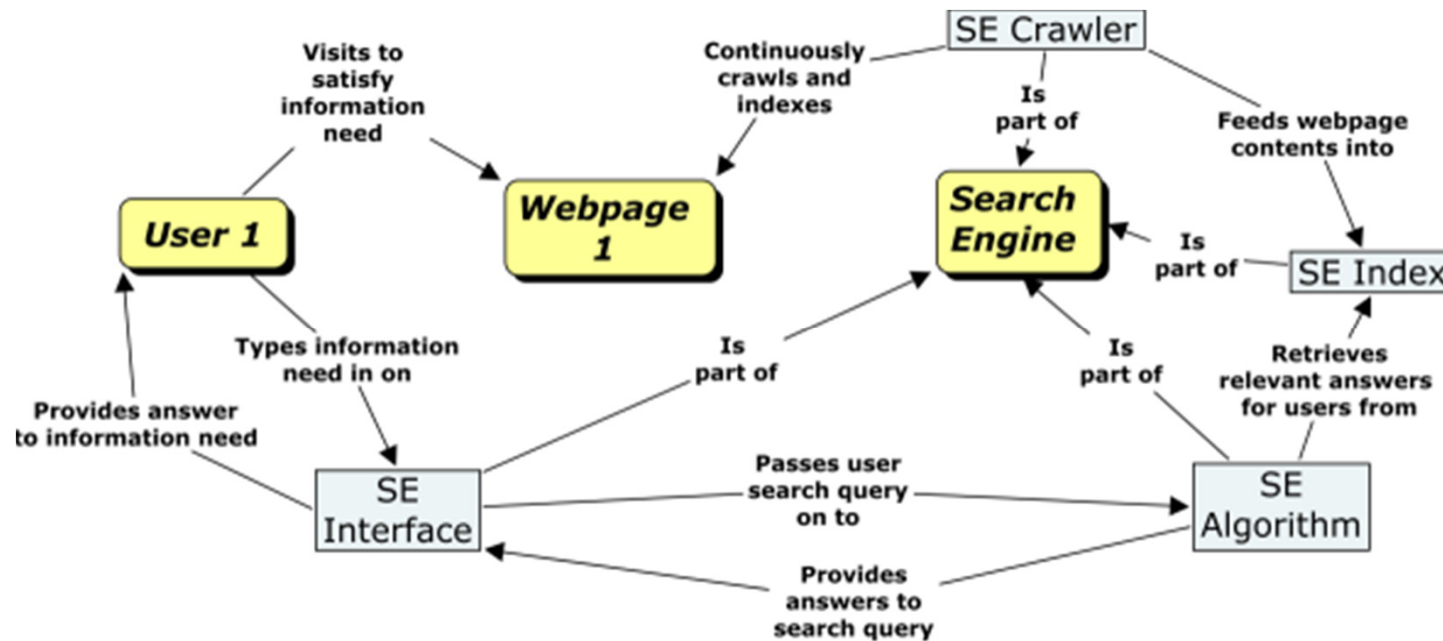IWMW 2011 IS THE FIFTEENTH WORKSHOP.

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Philosophy 4

SEO

Websites need SEO and PPC for proper exposure

PPC

- Long time to market

- Cannot switch ON/OFF

- Draws disinterested clicks

- Virtually immediate

- Full control

- Pulls in targeted audience

- High level of acceptance

- Cheap in the long run

- Once done, low complexity

- Distrust

- Expenses never stop

- Campaigns complex to manage

If you can afford to, split your budget across both

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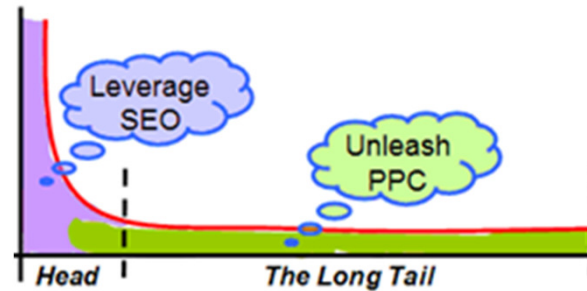Institutional Web Management Workshop 2011:
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Assumptions 1

- Population (150??) & Sample (38) - Russell and 1994

- Easily accessible (read: free) testing programs

- URL Guessing, etc

- Easily accessible tools to be used for repeats

The **Russell Group** is a collaboration of twenty UK universities that together receive two-thirds of research grant and contract funding in the United Kingdom. [1] It was established

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Assumptions 2

The Runners are:

NO	CODE	NAME	DOMAIN
1	BA	University of Bath	http://www.bath.ac.uk/
2	BI	University of Birmingham	http://www.birmingham.ac.uk/
3	BK	Birbeck, University of London	http://www.bbk.ac.uk/
4	BR	University of Bristol	http://www.bristol.ac.uk/
5	CA	University of Cambridge	http://www.cam.ac.uk/
6	CF	Cardiff University	http://www.cardiff.ac.uk/
7	CO	University College London	http://www.ucl.ac.uk/
8	DU	Durham University	http://www.dur.ac.uk/
9	EA	University of East Anglia	http://www.uea.ac.uk/
10	ED	University of Edinburgh	http://www.ed.ac.uk/

NO	CODE	NAME	DOMAIN
21	LI	University of Liverpool	http://www.liv.ac.uk/study/
22	LO	Loughborough University	http://www.lboro.ac.uk/
23	LS	London School of Economics	http://www2.lse.ac.uk/
24	MA	University of Manchester	http://www.manchester.ac.uk/
25	NE	Newcastle University	http://www.ncl.ac.uk/
26	NO	University of Nottingham	http://www.nottingham.ac.uk/
27	OA	School of Oriental and African Studies	http://www.soas.ac.uk/
28	OX	University of Oxford	http://www.ox.ac.uk/
29	QM	Queen Mary, University of London	http://www.qmul.ac.uk/
30	QU	Queen's University Belfast	http://www.qub.ac.uk/

NO	CODE	NAME	DOMAIN
11	ES	University of Essex	http://www.essex.ac.uk/
12	EX	University of Exeter	http://www.exeter.ac.uk/
13	GL	University of Glasgow	http://www.glasgow.ac.uk/
14	GO	Goldsmiths, University of London	http://www.gold.ac.uk/
15	IC	Imperial College	http://www3.imperial.ac.uk/
16	IE	Institute of Education, University of	http://www.ioe.ac.uk/
17	KC	King's College London	http://www.kcl.ac.uk/
18	LA	Lancaster University	http://www.lancs.ac.uk/
19	LR	University of Leicester	http://www.le.ac.uk/
20	LE	University of Leeds	http://www.leeds.ac.uk/

NO	CODE	NAME	DOMAIN
31	RE	University of Reading	http://www.reading.ac.uk/
32	SA	University of St Andrews	http://www.st-andrews.ac.uk/
33	SH	University of Sheffield	http://www.sheffield.ac.uk/
34	SO	University of Southampton	http://www.southampton.ac.uk/
35	SU	University of Surrey	http://www.surrey.ac.uk/
36	SX	University of Sussex	http://www.sussex.ac.uk/
37	WA	University of Warwick	http://www.warwick.ac.uk/
38	YO	University of York	http://www.york.ac.uk/

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Website Visibility 1

How do the SEs Present Search Results?

Highest Ranking Paid Result

uk university part time courses

About 157,000,000 results (0.38 seconds)

Go to Google.com   Advanced search

Part Time University Courses - With 600 **Courses** To Choose From. Ad
www.open.ac.**uk**/study - open.ac.uk is rated ★★★★★ 44 reviews
Browse And Enrol With Us Today!
Undergraduate Courses - Open University Courses - Adult Education

London Met **University** | londonmet.ac.**uk** Norton SECURED
www.londonmet.ac.**uk**/undergraduate
We have places available on our September Undergraduate **Courses**.

Part time courses | glam.ac.**uk**
www.glam.ac.**uk**/parttime
Part-time courses available - first and postgraduate degrees.

courses: evening **classes part time courses**: undergraduate ...
www.hot**courses**.com/ - Cached
Find **UK courses** - **part time courses**, undergraduate, postgraduate **courses** ...
Going to **uni**? With over a million **courses**, we'll help you find whatever you're ...

Short Courses | City **University** London Norton SECURED
www.city.ac.**uk**/courses/short-**courses** - Cached
Description: The Advanced AutoCAD - 3D **part-time course** is intended for those who
want to produce photo-real 3D viewing models using AutoCAD 3D. ...

How much will **university** or college cost? : Directgov - Education ... Norton SECURED

Ads

Distance Learning Degrees
www.studyinteractive.org
Recognised British Degrees: MBA/MSc
In Marketing, Business, Finance

Postgrad Courses Open Day Norton SECURED
www.mdx.ac.**uk**/courses/open/postgraduate
at Middlesex **University**
Wednesday 10 August 2011, Book Now!

Find Courses in your area Norton SECURED
www.nextstep.direct.gov.**uk**/courses
Search 1000's of **courses** for free
with Next Step. Visit us online.

Roehampton University
www.roehampton.ac.**uk**
Postgrad **courses** in London, full or
part time, scholarships available.

Universities UK List
pg.studylink.co.**uk**/Postgrad
Further Your Career With A Postgrad
Qualification - Search Now On

Side-listed Paid Results

Highest Ranking Natural Result

Natural (Organic) Results

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Website Visibility 2

WHAT?

- It is a feature of a given webpage

- This feature is defined by the degree of ease with which a search engine crawler can find the webpage

- Once found, it is further defined by the degree of success the crawler has in indexing the page

- A webpage with high visibility can be easily found and has been designed in such a way that a crawler will find a large amount of relevant, easy to index information on the page

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Website Visibility ₃

WHY?

- High SE rankings not negotiable for websites with commercial intent

- Most websites must be visible to SE crawlers

- 91% of users do not read past SERP #3

- Thus - extreme competition for top ranking positions in SERPs

It is necessary for any webpage whose owner wants it to be found on the Internet – **try to impress the SE CRAWLER**

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Website Visibility

More WHY …

Because users are lazy!

What percentage of users read only the 1st SERP?	What percentage of users read only the 1st and 2nd SERP?	What percentage of users read only the 1st, 2nd and 3rd SERP?	Source
46.7%		83%	Neethling (2008)
	96%		Waganer (2008)
62%		90%	iProspect (2006)
	80%		George (2005)
		99%	Zhang and Dimitroff (2004)
85%			Henzinger et al. (2002)
58%			Jansen (2000)
85%			Silverstein et al. (1999)
67%	**88%**	**91%**	**Averages**

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Website Visibility 5

Even more WHY …

Where do they click on the SERP?

SERP Pos #	% of Clicks
1	51
2	16
3	6
4	6
5	5
6	4
7	2
8	1
9	1
10	2
11+	5

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Website Visibility

The Role players

Did you know?

One out of 7 Google searches are done on a mobile, and 30% of them are for restaurants!

Google

YAHOO!
bing

comScore Explicit Core Search Share Report* May 2011 vs. April 2011 Total U.S. – Home/Work/University Locations Source: comScore qSearch			
Core Search Entity	**Explicit Core Search Share (%)**		
	Apr-11	**May-11**	**Point Change**
Total Explicit Core Search	*100.0%*	*100.0%*	*N/A*
Google Sites	65.4%	65.5%	0.1
Yahoo! Sites	15.9%	15.9%	0.0
Microsoft Sites	14.1%	14.1%	0.0
Ask Network	3.0%	2.9%	-0.1
AOL, Inc.	1.5%	1.5%	0.0

$$\begin{array}{r} 65.5 \\ 15.9 \\ +\ 14.1 \\ \hline \mathbf{95.5\%} \end{array}$$

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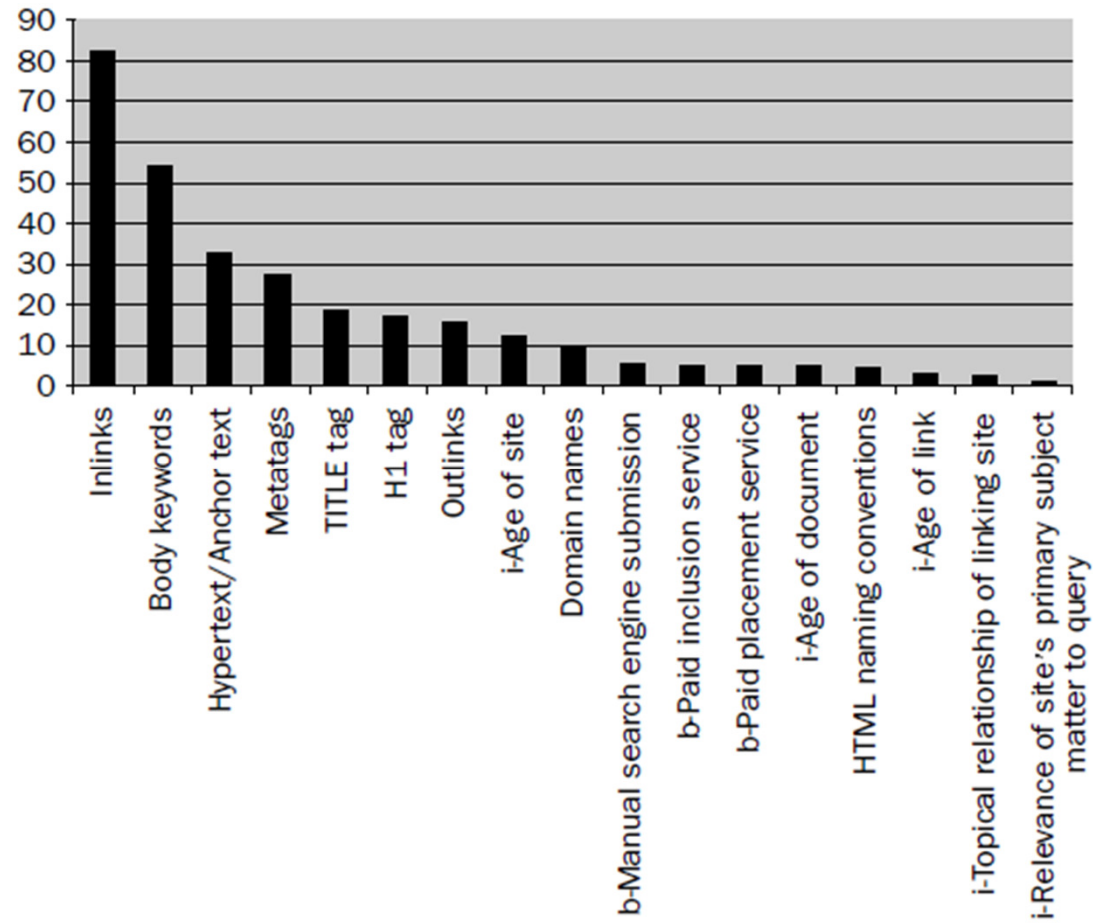Institutional Web Management Workshop 2011: Responding to Change

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Visibility Model [1]

Elements	Score
Inlinks	82.3
Body keywords	54.0
Hypertext/anchor text	32.8
Metatags	27.3
TITLE tag	19.3
H1 tag	17.1
Outlinks	15.9
i – Age of site	12.1
Domain names	9.1
b – Manual search engine submission	5.0
b – Paid inclusion service	5.0
b – Paid placement service	5.0
i – Age of document	5.0
HTML naming conventions	4.4
i – Age of link	2.9
i – Topical relationship of linking site	2.1
i – Relevance of site's primary subject matter to query	0.7

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Visibility Model 2

Elements of Visibility - Positive

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Visibility Model 3

Elements of Visibility - Negative

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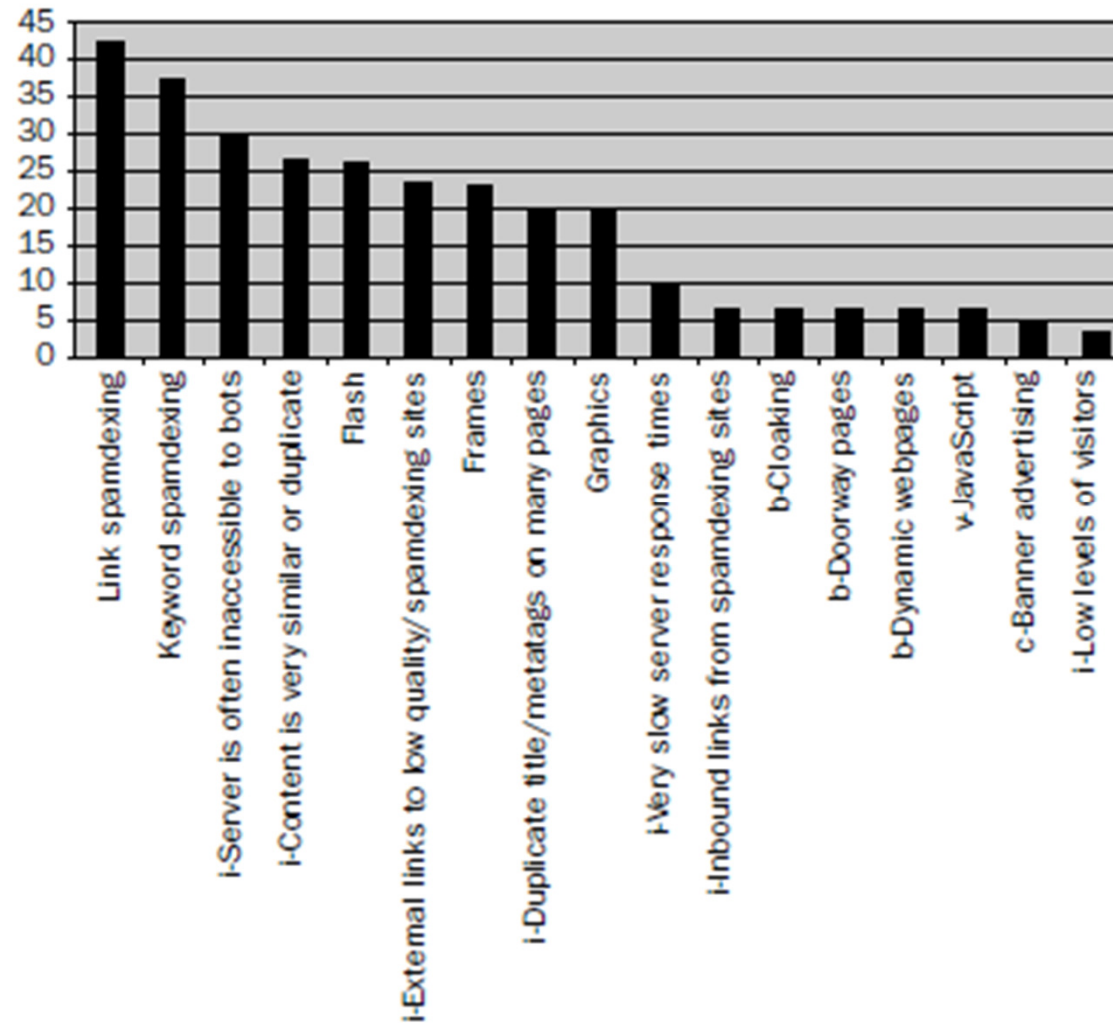
Measurements

Backlinks - simple counting and ranking, but the other 5 ...

Position ... *Weight* ... *Rank & Class* ... *Score* ...

NO	CODE	
1	BA	Univers
2	BI	Univers
3	BK	Birbeck,
4	BR	Univers
5	CA	Univers

Inlinks	82.3
Body keywords	54.0
Hypertext/anchor text	32.8
Metatags	27.3

38 Class 1 Uni P
37 Class 2 Uni Q
36   **35.5**
35 Class 3 Uni R, S
34
33   **33**
32 Class 4 Uni T, U V

Score = Weight X Rank
3127
3045
2963
2881

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Inlinks [1]

Example

82.3

Site Information for warwick.ac.uk

Get Details

- 🌐 Alexa Traffic Rank: 19,461
- 🇬🇧 Traffic Rank in GB: 1,427
- Sites Linking In: 4,378

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Inlinks 2

Class definition

Rank = Class

No class definitions necessary – simply rank according to number of backlinks

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Inlinks 3

Results

Pos	Code	University	Alexa-Number of backlinks	Rank/38	Score = Weight X Rank
1	WA	University of Warwick	4378	38	3127
2	LS	London School of Economics	4175	37	3045
3	LE	University of Leeds	4066	36	2963
4	DU	Durham University	3897	35	2881
5	NO	University of Nottingham	3893	34	2798
6	LI	University of Liverpool	3666	33	2716
7	CA	University of Cambridge	3635	32	2634
8	YO	University of York	3466	31	2551
9	OX	University of Oxford	3465	30	2469
10	LR	University of Leicester	3378	29	2387
11	BA	University of Bath	3220	28	2304
12	KC	King's College London	3192	27	2222
13	GL	University of Glasgow	3185	26	2140
14	NE	Newcastle University	3123	25	2058
15	IC	Imperial College	2984	24	1975
16	SX	University of Sussex	2485	23	1893
17	EA	University of East Anglia	2386	22	1811
18	ES	University of Essex	2380	21	1728
19	ED	University of Edinburgh	2356	20	1646
20	LA	Lancaster University	2315	19	1564
21			2221	18	1481
22			2106	17	1399
23			2086	16	1317
24			1768	15	1235
25			1715	14	1152
26			1583	13	1070
27			1474	12	988
28			1438	11	905
29			1364	10	823
30			1316	9	741
31			875	8	658
32			728	7	576
33			686	6	494
34			644	5	412
35			540	4	329
36			315	3	247
37			310	2	165
38			171	1	82

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Body Keywords 1

Examples

54.0

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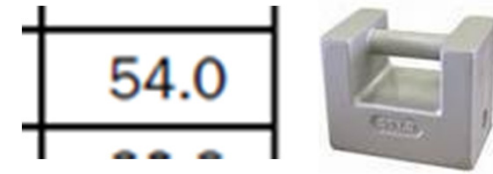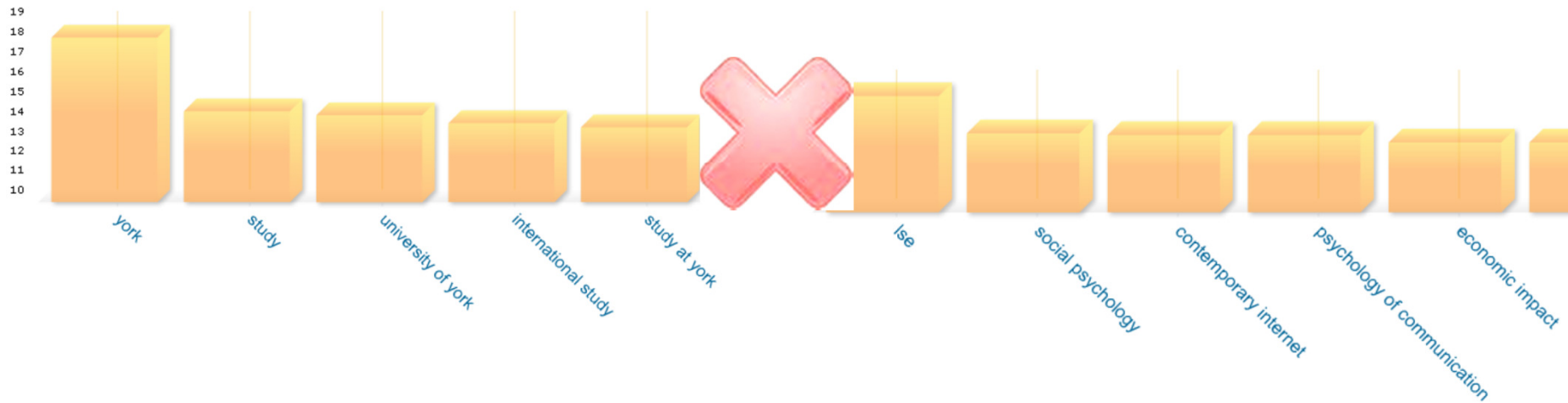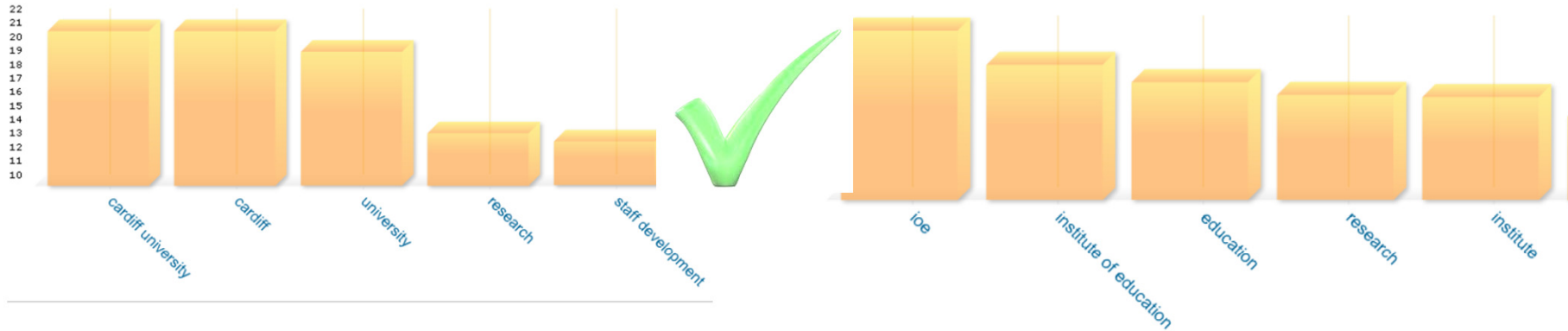
Body Keywords 2

Class definitions

Class 1: First keyword/phrase is the full uni name in separate keywords

Class 2: First keyword/phrase is not the full uni name in separate keywords, second keyword/phrase is the full uni name in separate keywords

Class 3: First and second keyword/phrase combined is the full uni name in separate keywords

Class 4: None of Class 1, 2 or 3, but parts of name appear in 1st 5 keywords/phrases, other keywords/phrases are descriptive of a uni

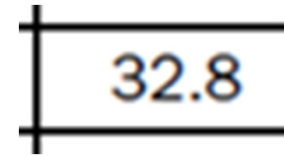Class 5: Uni name not used in 1st 5 keywords/phrases, but other related terms are present

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Body Keywords 3

Results

Pos	Code	University	Rank	Score = Weight X Rank
1	CF	Cardiff University	35	1890
2	IE	Institute of Education, University of	35	1890
3	LO	Loughborough University	35	1890
4	NE	Newcastle University	35	1890
5	QU	Queen's University Belfast	35	1890
6	ES	University of Essex	35	1890
7	LI	University of Liverpool	35	1890
8	DU	Durham University	26	1404
9	LA	Lancaster University	26	1404
10	SU	University of Surrey	26	1404
11	BI	University of Birmingham	26	1404
12	CA	University of Cambridge	26	1404
13	ED	University of Edinburgh	26	1404
14	GL	University of Glasgow	26	1404
15	LR	University of Leicester	26	1404
16	MA	University of Manchester	26	1404
17	SO	University of Southampton	26	1404
18	SX	University of Sussex	26	1404
19	GO	Goldsmiths, University of London	16	864
20	BA	University of Bath	16	864
21			16	864
22			16	864
23			16	864
24			16	864
25			16	864
26			16	864
27			16	864
28			7	351
29			7	351
30			7	351
31			7	351
32			7	351
33			7	351
34			7	351
35			7	351
36			7	351
37			7	351
38			1	54

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Anchor text

32.8

Problem …

No method available in defined tools to
measure, so, omitted for this project

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DESCRIPTION metatag 1

Reminder

universities in london uk offering medical science

Web   More▼
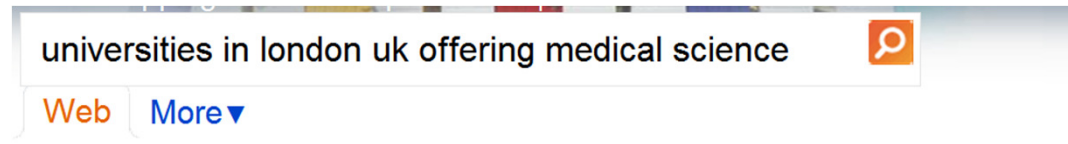
ALL RESULTS   1-10 of 92,300,000 results · Advanced

UCL **Medical** School
...of the Autonomic Neuroscience Centre, **University** College
Medical ... intercalated BSc opportunities in the **UK**. The **Medical** ... of
the Royal Society and the Academy of **Medical Sciences**.
www.ucl.ac.**uk**/medicalschool/index.shtml

List of **universities** and higher education **colleges** in
London ...
Major **universities** · Specialised ... · Foreign **universities**
St George's, **University** of **London** (medical) The ... Some of the
colleges offering foreign degrees in **London** are ... **University** of
London. http://www.**london**.ac.**uk**/colleges_institutes.
en.wikipedia.org/wiki/**Universities_in_London**

King's College **London** - Home
...teaching **universities** based in the heart of **London** ... Medical
Education; Transplantation Immunology & Mucosal Biology; Women's
Health
www.kcl.ac.uk

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DESCRIPTION metatag 2

27.3

Examples

Meta Description	The University of Birmingham has been challenging and developing great minds for more than a century. Characterised by a tradition of innovation, research at the University has broken new ground, pushed forward the boundaries of knowledge and made an impact on people's lives.

Meta Description	--missing--

Meta Description	Outstanding teaching and research, in a historic European city

Meta Description	Extensive information about the university including prospectuses, research and student information.

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DESCRIPTION metatag 3

Class definitions

Class 1: Multiple sentence, keyword rich, well written, strong uni related

Class 2: Multiple sentence, uni related, some relevant keywords

Class 3: Single sentence, uni related, some relevant keywords

Class 4: Short phrase, few relevant keywords

Class 5: No relevant keywords

Class 6: No metatag

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DESCRIPTION metatag 4

Results

Pos	Code	University	Rank	Score = Weight X Rank
1	BI	University of Birmingham	37	1010
2	ED	University of Edinburgh	37	1010
3	GL	University of Glasgow	37	1010
4	IE	Institute of Education, University of	34	928
5	OA	School of Oriental and African Studies	34	928
6	SX	University of Sussex	34	928
7	BK	Birbeck, University of London	28	764
8	CF	Cardiff University	28	764
9	IC	Imperial College	28	764
10	KC	King's College London	28	764
11	LO	Loughborough University	28	764
12	QM	Queen Mary, University of London	28	764
13	BA	University of Bath	28	764
14	LI	University of Liverpool	28	764
15	SH	University of Sheffield	28	764
16	GO	Goldsmiths, University of London	17	464
17	LA	Lancaster University	17	464
18	CO	University College London	17	464
19	BR	University of Bristol	17	464
20	CA	University of Cambridge	17	464
21			17	464
22			17	464
23			17	464
24			17	464
25			17	464
26			17	464
27			17	464
28			17	464
29			10	273
30			5	137
31			5	137
32			5	137
33			5	137
34			5	137
35			5	137
36			5	137
37			5	137
38			5	137

Pos	Code	University	Rank	Score = Weight X Rank
1	BI	University of Birmingham	37	1010
2	ED	University of Edinburgh	37	1010
3	GL	University of Glasgow	37	1010
4	IE	Institute of Education, University of	34	928
5	OA	School of Oriental and African Studies	34	928
6	SX	University of Sussex	34	928
7	BK	Birbeck, University of London	28	764
8	CF	Cardiff University	28	764
9	IC	Imperial College	28	764
10	KC	King's College London	28	764

			Rank	Score = Weight X Rank
34			5	137
35			5	137
36			5	137
37			5	137
38			5	137

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TITLE tag 1

Reminder

TITLE tag 2

Reminder

TITLE tag 3

Examples

19.3

Page Title	University of Reading Top Ranking University for Research

✓

Page Title	University of Glasgow :: Glasgow, Scotland, UK

Page Title	Homepage - University of ██████

✗

Page Title	Welcome to the University of ██████ - University of ██████

"The IWMW event provides an opportunity for those involved in the provision of institutional Web services to hear about institutional case studies, national initiatives and emerging technologies and to actively participate in a number of parallel sessions."
IWMW 2011 IS THE FIFTEENTH WORKSHOP.

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TITLE tag 4

Class definitions

Class 1: Starts with full uni name, plus other highly relevant keywords

Class 2: Full uni name mixed with other relevant terms

Class 3: Only full uni name

Class 4: Uni full name first, plus no-value terms (Welcome, Homepage)

Class 5: Starts with no-value words

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TITLE tag 5

Results

Pos	Code	University	Rank	Score = Weight X Rank
1	RE	University of Reading	38	733
2	BK	Birbeck, University of London	35	666
3	NE	Newcastle University	35	666
4	CO	University College London	35	666
5	BR	University of Bristol	35	666
6	GL	University of Glasgow	35	666
7	SA	University of St Andrews	35	666
8	DU	Durham University	21	405
9	IC	Imperial College	21	405
10	IE	Institute of Education, University of	21	405
11	LO	Loughborough University	21	405
12	QM	Queen Mary, University of London	21	405
13	OA	School of Oriental and African Studies	21	405
14	SU	University of Surrey	21	405
15	BA	University of Bath	21	405
16	BI	University of Birmingham	21	405
17	CA	University of Cambridge	21	405
18	ED	University of Edinburgh	21	405
19	EX	University of Exeter	21	405
20	LE	University of Leeds	21	405
21			21	405
22			21	405
23			21	405
24			21	405
25			21	405
26			21	405
27			21	405
28			21	405
29			9	164
30			9	164
31			9	164
32			9	164
33			4	68
34			4	68
35			4	68
36			4	68
37			4	68
38			4	68

Pos	Code	University	Rank	Score = Weight X Rank
1	RE	University of Reading	38	733
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5	BR	University of Bristol	35	666
6	GL	University of Glasgow	35	666
7	SA	University of St Andrews	35	666
8	DU	Durham University	21	405
9	IC	Imperial College	21	405
10	IE	Institute of Education, University of	21	405

34			4	68
35			4	68
36			4	68
37			4	68
38			4	68

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HEADER tags 1

17.1
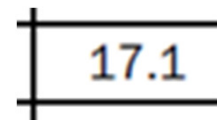
Examples

First-Level (H1)	Birkbeck is a world-class research and teaching institution, a vibrant centre of academic excellence and London's only specialist provider of evening higher education.
Third-Level (H3)	Our courses
Third-Level (H3)	Quick links
Third-Level (H3)	News
Second-Level (H2)	
Second-Level (H2)	

First-Level (H1)	Homepage
Third-Level (H3)	News
Third-Level (H3)	Science Blog
Second-Level (H2)	News Events
Second-Level (H2)	In their footsteps
Second-Level (H2)	An ▓ Education
Second-Level (H2)	2012/13 funding
Second-Level (H2)	The Campaign
Second-Level (H2)	▓ Today
Second-Level (H2)	Admissions
Second-Level (H2)	Divisions
Second-Level (H2)	Colleges
Second-Level (H2)	Visitors Friends
Second-Level (H2)	International
Second-Level (H2)	Research
Second-Level (H2)	Enterprise
Second-Level (H2)	About the University

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HEADER tags 2

Class definitions

Class 1: One H1, very descriptive, some H2 and H3

Class 2: One H1, descriptive, some other Hs

Class 3: One H1, some H2 and/or H3

Class 4: One H1

Class 5: No H1, some H2 and H3

Class 6: Multiple H1 OR no Hs OR Hs present but no-value content

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HEADER tags 3

Results

Pos	Code	University	Rank	Score = Weight X Rank
1	BK	Birkbeck, University of London	38	650
2	OA	School of Oriental and African Studies	37	624
3	NO	University of Nottingham	37	624
4	GO	Goldsmiths, University of London	28	470
5	IC	Imperial College	28	470
6	IE	Institute of Education, University of	28	470
7	KC	King's College London	28	470
8	LA	Lancaster University	28	470
9	LO	Loughborough University	28	470
10	QU	Queen's University Belfast	28	470
11	SU	University of Surrey	28	470
12	BI	University of Birmingham	28	470
13	CA	University of Cambridge	28	470
14	EA	University of East Anglia	28	470
15	LI	University of Liverpool	28	470
16	MA	University of Manchester	28	470
17	SO	University of Southampton	28	470
18	SA	University of St Andrews	28	470
19	WA	University of Warwick	28	470
20	CF	Cardiff University	18	299
21			18	299
22			18	299
23			18	299
24			13	214
25			13	214
26			13	214
27			13	214
28			13	214
29			13	214
30			5	86
31			5	86
32			5	86
33			5	86
34			5	86
35			5	86
36			5	86
37			5	86
38			5	86

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FINAL SCORE

Pos	Code	University	TOTAL Score
1	LI	University of Liverpool	6246
2	CA	University of Cambridge	5377
3	GL	University of Glasgow	5305
4	DU	Durham University	5126
5	NE	Newcastle University	5049
6	LO	Loughborough University	5011
7	WA	University of Warwick	4993
8	LR	University of Leicester	4874
9	NO	University of Nottingham	4828
10	SX	University of Sussex	4716
11	ED	University of Edinburgh	4679
12	BA	University of Bath	4552
13	LE	University of Leeds	4454
14	ES	University of Essex	4332
15	CF	Cardiff University	4173
16	QU	Queen's University Belfast	4114
17	IE	Institute of Education, University of	4023
18	YO	University of York	3985
19	KC	King's College London	3972
20	LA	Lancaster University	3970
21			3966
22			3950
23			3699
24			3677
25			3651
26			3404
27			3372
28			3350
29			3278
30			3254
31			3214
32			2908
33			2613
34			2277
35			2182
36			2047
37			1942
38			1637

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Academic Rankings

Ranking of Top Universities in UK 2011 (Times)

Rank	Name	Student satisfaction	Research quality	Entry standards	Student-staff ratio	Services spend	Completion	Good honours	Graduate prospects	Score
1	Oxford University	85%	4.2/9	532	10.8	3,168	98.5%	91.8%	82.8%	1,000
2	Cambridge University	85%	4.3/9	547	11.6	2,635	98.6%	87.3%	82.3%	965
3	Imperial College of Science, Technology & Medicine	76%	3.1/9	504	10.4	4,090	95.1%	72.7%	88.9%	851
4	University of St Andrews	84%	2.8/9	455	13.4	1,856	94.9%	85.6%	74.4%	798
5	London School of Economics and Political Science	72%	3.7/9	494	13.2	2,232	95.2%	76.5%	81.9%	789
6	The University of Durham	81%	3.0/9	468	15.4	2,084	97.8%	79.0%	77.8%	788
7	University College London	78%	3.2/9	458	8.9	2,124	94.8%	81.0%	80.8%	784
8	University of Warwick	79%	2.8/9	464	13.0	1,927	95.4%	79.9%	77.9%	766
9	University of York	81%	2.9/9	423	13.7	1,920	94.9%	75.3%	71.5%	748
10	Lancaster University	80%	2.8/9	393	13.4	1,746	94.1%	68.3%	77.6%	737

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Correlation?

Pos	Code	University	TOTAL Score
1	LI	University of Liverpool	6246
2	CA	University of Cambridge	5377
3	GL	University of Glasgow	5305
4	DU	Durham University	5126
5	NE	Newcastle University	5049
6	LO	Loughborough University	5011
7	WA	University of Warwick	4993
8	LR	University of Leicester	4874
9	NO	University of Nottingham	4828
10	SX	University of Sussex	4716

Row annotations (left of table): 28 (red) at Pos 1, 2 (green) at Pos 2, 6 (blue) at Pos 4, 8 (blue) at Pos 7

11	ED	University of Edinburgh	4679
12	BA	University of Bath	4552
13	LE	University of Leeds	4454
14	ES	University of Essex	4332
15	CF	Cardiff University	4173
16	QU	Queen's University Belfast	4114
17	IE	Institute of Education, University of	4023
18	YO	University of York	3985
19	KC	King's College London	3972
20	LA	Lancaster University	3970

Row annotations (left of second table): 11 (green) at Pos 11, 13 (blue) at Pos 12, 38 (red) at Pos 16

Legend:
- ☐ (green) Identical rank
- ☐ (blue) Varies by up to 2
- ☐ (red) Varies by 20 +

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Summary

**If I have to choose only 1 slide, what
should I REALLY remember?**

- You **HAVE to rank** at least somewhere on Google/Yahoo!/Bing p1 for at least ONE key phrase!

- **USABILITY** and **VISIBILITY** are the most important design factors

- Both have to be earned through elbow grease – **neither will just happen**

- Do not expect your garden-variety web designer to have an interest in either

- Apply **SEO & PPC** judiciously - SEO if finances are limited,
  PPC if quick ranking is needed, both for sensible exposure

- LOOK and LEARN from your **competitor's websites**

- Get the easy-to-do basics right first - **TITLE**, **metatags**, **H1's**, **anchor text** and **manual submission**

- Now move on to the two big ones - canvass those **inlinks** and have body text rewritten by an expert to be **very descriptive and keyword-rich**

- Ride the Tour de France – the TOP TWO universities in the final scoring NEVER featured in the top 5 in any one of the individual measurements …

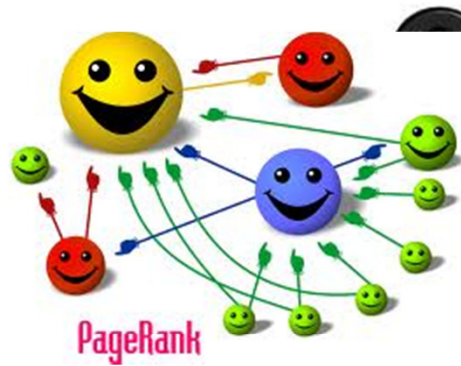"The IWMW event provides an opportunity for those involved in the provision of institutional Web services to hear about institutional case studies, national initiatives and emerging technologies and to actively participate in a number of parallel sessions."
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