



IMPROVE THE TIKRIT UNIVERSITY WEBSITE IN THE WORLD RANKINGS

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Abstract—The website is a storage space on a particular server is accessed through particular domain, the main objective of any website is to provide a service for visitors, so the universities around the world have websites through which the service for its students and its staff as well as to help those interested in this University access to or knowledge of information about them, and whenever such service is excellent higher the website of this university in the world ranking. In this manuscript, we will look into the most important reasons that lead to delays in Tikrit University website in the world rankings and how processing this problem.

Key words—Website, World ranking, University, College, Tikrit, Webometrics, International, Alexa

1 INTRODUCTION

HE result of substantial development of the technology at present has become an essential part of websites of institutions and private educational institutions, and even beyond that where the website has become an essential part in the evaluation of global universities.

The primary objective of any website is to provide service to the visitor and meet part or all of its requirements, so the university websites must meet the needs of students and teaching staff class basis in addition to meeting the requirements of other visitors.

Tikrit University in Iraq is considered an important center of cultural radiation and scientific development centers, was founded in 1987 and now has 21 college [1].

The University is located on the bank of the Tigris just 168 km north of Baghdad. Highly trained faculty members, caring staff, very welcome reception for foreign and national students from south to the north and east to the west and state-of-the-art facilities combine to help every student develop a degree of character while preparing for a meaningful career [2].

The Tikrit University website despite the large size and multiple pages, but it is still far in the world rankings, this is the main problem which we will address them in the search and we will look into the most important reasons that lead to this problem and how it is processed.

2 OVERVIEW OF WEBSITE RANKING

There is increasing interest worldwide in university rank-

ings, as can be witnessed by the growing number of annual rankings being published and by the number of conferences/workshops being held on the topic (<http://www.ireg-observatory.org>).

Higher education institutions are using these rankings as a promotion tool that shows their educational, research or business excellence [3].

There are many organizations that are ranked the global websites, and there are two organizations concerned with the ranking of the university websites, Firstly the "Webometrics Ranking of World Universities".

Secondly, the "4 International Colleges & Universities Ranking".

2.1 Webometrics Ranking of World Universities

The "Webometrics Ranking of World Universities" is an initiative of the Cybermetrics Lab, a research group belonging to the Consejo Superior de Investigaciones Científicas (CSIC), the largest public research body in Spain.

Spanish Research Council main building CSIC is among the first basic research organizations in Europe. The CSIC consisted in 2006 of 126 centers and institutes distributed throughout Spain [4].

Webometrics uses an "a-priori" scientific model for building the composite indicator. Other rankings choose arbitrary weights for strongly dependent variables and even combine raw values with ratios. None of them follow a logical ratio between activity related and impact related variables, i.e., each group representing 50% of the total weighting. Referring to the individual variables, some of them have values larger than zero for only a few universities and others segregate universities, according to differences so small that they are even lower than their error rates [5].

The following figure shows Composite Indicator Model of the Ranking Web:

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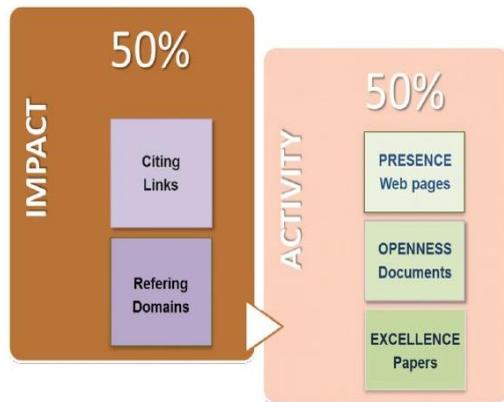


Figure. 1. Composite Indicator Model of the Ranking Web [6].

2.2 4 International Colleges & Universities Ranking

4 International Colleges & Universities is an international higher education search engine and directory reviewing accredited Universities and Colleges in the world. 4icu.org includes 11,606 Colleges and Universities, ranked by web popularity, in 200 countries [7].

The current ranking is based upon an algorithm including four unbiased and independent web metrics extracted from three different search engines: Google Page Rank, Alexa Global Rank, Majestic Referring Subnets and Majestic Trust Flow [8].

2.3 Alexa ranking

One site which offers ranking data for popular sites is Alexa, which has been tracking traffic to websites for several years and is now owned by Amazon.com [9].

Alexa Traffic Rank is calculated by combining a website's average number of daily visitors and page views over the past month [10].

3 TIKRIT UNIVERSITY'S WEBSITE AND THE METHODOLOGY OF IMPROVING IN THE WORLD RANKING

Tikrit University is located in Iraq on the bank of the Tigris just 168 km north of Baghdad, is a diverse, caring and scholarly learning community dedicated to excellence in the medicine, engineering, sciences, arts, managements and humanities, and professional studies, as the first university in the Northern West in Iraq with such diversity in majors served as open educational institution aims to be one of the Iraqi leading sciences and research universities [11].

Tikrit University has a website of its own includes the main interface will be entering it through the link (<http://tu.edu.iq>), and Branching from it include colleges, departments and centers' websites.

3.1 Ranking of Tikrit University Website

Tikrit University website, despite the large size and multiple pages, but it still obtains orders late in the world rankings, in the first edition of 2016 of Webometrics Ranking, Tikrit University website has ranked No. (15409) globally and (23) between Iraqi universities as shown in the figure:

ranking	World Rank	University
19	13840	Misan University
20	14352	College of Science Baghdad University
21	14732	Iraqi University
22	14922	Kirkuk University
23	15409	Tikrit University
24	15506	Kurdistan University
25	15534	University of Wasit
26	16416	(3) University of Baghdad AL Khwarizmi College of Engineering
27	16632	Salahaddin University Erbil
28	16974	Cihan University

Figure. 2. Tikrit University website ranking in the first edition of 2016 of the Webometrics Ranking [11].

Tikrit University website obtained the ranks No. (5674) in the Rankings of 4 International Colleges & Universities in the year 2016 [13].

3.1 Methodology of Improving the Tikrit University website in the world ranking

For the progress of any website in the world ranking should access this website to the end of the algorithm described in the following figure:

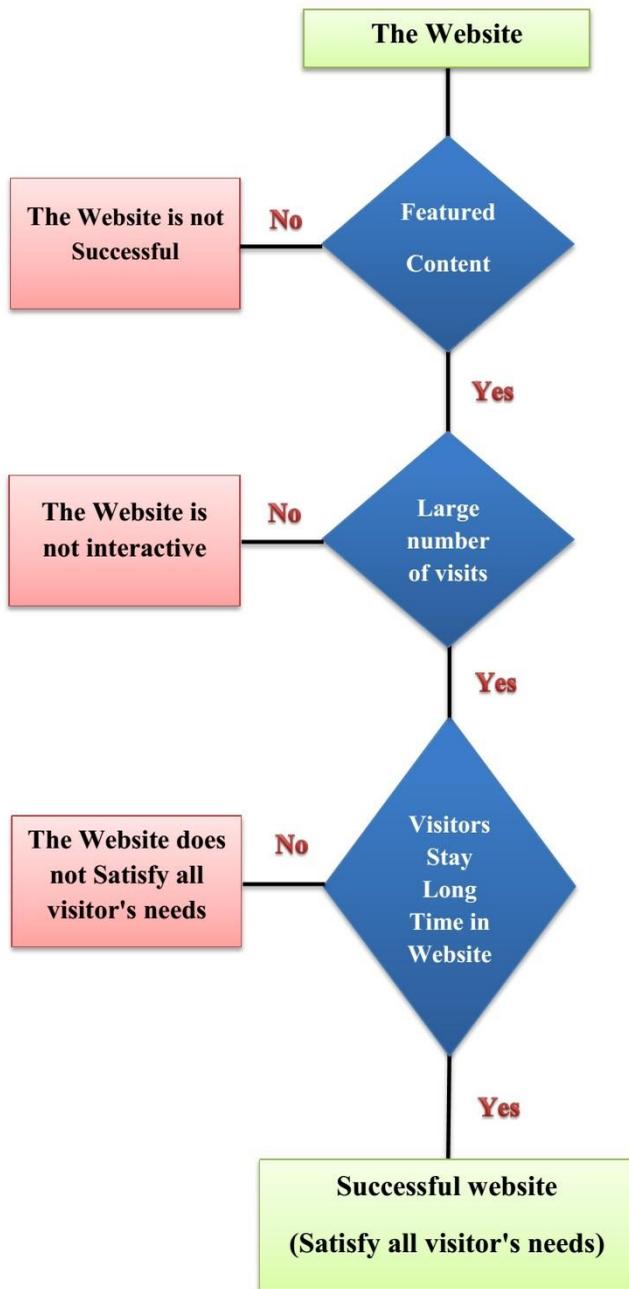


Figure 3. Algorithm describes how to access to the successful Website.

So to improve the Tikrit University website in the world ranking must be the primary goal of the website is to meet the students' needs and staff of the university as well as the other visitors who interested in the website, and when it is fully achieve this goal, the period of visitor stay in the website will be high In addition the increase in browsing on the website as well a reference to Website by other sites and these also points that raise website ranking globally.

4 THE RESULTS

In the period from February 1, 2016 to June 15, 2016 has been added many pages in the Tikrit University website and these pages are needed by the students and their own staff, from these pages: the admission of Higher Studies [14], timings to admission for postgraduate studies [15], how to test the efficiency of the computer [16]. Also published several educational videos [17] in addition to publication of some results exam [18]-[35] and some electronic lectures [36]-[40], all these additions have helped to raise the rank of the Tikrit University website in Alexa ranking to (1,101,601) after hitting the lowest level in the January 19, 2016 was (5,102,846), also the number of pages that are visited by a visitor rate increased and reached to (6.30) pages in addition to the increase in the visitor stay and reached (7:01) [41] as shown in the figures:

Figure 4. Historical Traffic Trends [42].

Figure 5. Engaged visitors [41].





Figure. 6. Alexa Traffic Ranks [41].

4.1 Satisfaction about the Tikrit University Website

To find out satisfaction about the Tikrit University website by the students and the teaching staff, during the period from 2 to 5, May 2016 was composed questionnaire of ten ques-

No.	Question	Type
Q1	How many times will you be visiting the website of Tikrit University?	Multi choice
Q2	What is your opinion of the contents of Tikrit University's website?	Multi choice
Q3	How do you access Tikrit University's website?	Multi choice
Q4	What is the reason that motivates you to enter Tikrit University's website?	Multi choice
Q5	How do you prefer publish the results exam?	Multi choice
Q6	Do you find that the Tikrit University's website satisfy your needs as a member of teaching staff or student?	True and false
Q7	What is the reason for preference the news for Tikrit University that transmitted in the social media websites more than the news that published in the Tikrit University's website?	Multi choice
Q8	What is the reason for the lack of demand for the website of Tikrit University?	Free answer
Q9	What are your suggestions to attract teaching staff and students to visit the website of Tikrit University?	Free answer
Q10	What do you suggest to be the main reason for the website of Tikrit University?	Free answer

tions to 150 people (100 students and 50 faculty members) from various faculties at the university, the following table show the Questions and illustrate its kind:

TABLE 1
QUESTIONNAIRE TO STUDENTS AND THE TEACHING STAFF IN TIKRIT UNIVERSITY

The problem of delayed Tikrit University website in the world ranking has been made clear largely through the questionnaire.

The answer to the first question has shown that the ratio of (12.5%) dose not visit the Tikrit University website absolutely, and the ratio (29%) dose not visiting the website but rarely, by contrast, the ratio of (24%) visiting the website once or more per day, as shown in figure:

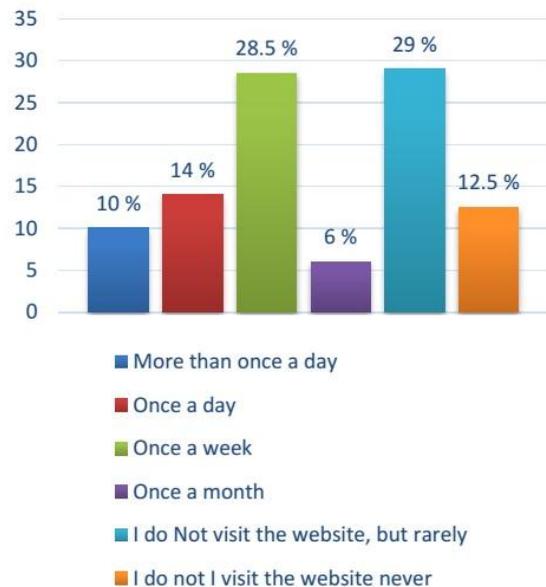


Figure. 7. The number of visits to Tikrit University's Website.

The opinion of the content of Website shows through the answers to the second question, where the responses indicated that the ratio of (38%) are considered content was Good, and (33.5%) considered content was not bad, while considering (10%) that the content is excellent, and the (15.5%) did not see them, as shown in figure:

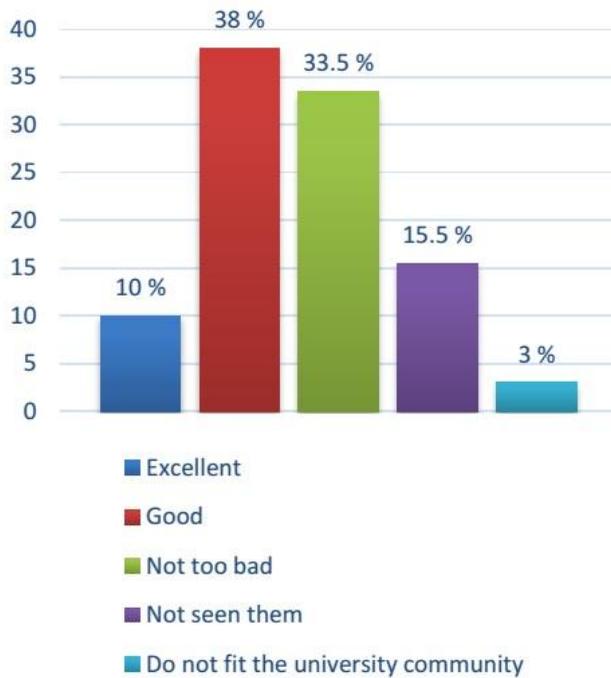


Figure. 8. The opinion of the contents of Tikrit University's Website.

As a result of the lack of an application to the Tikrit University for smartphones, the answers to the third question showed that the ratio of (51.25%) visits the Tikrit University website through social media websites, as shown in figure:

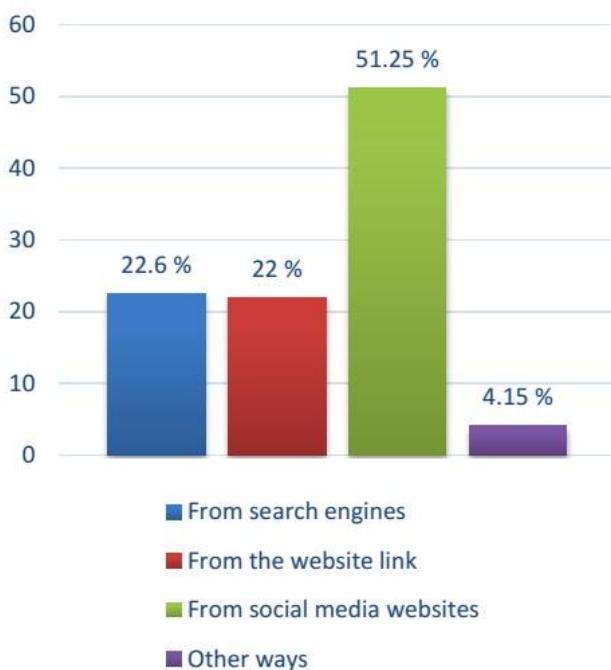


Figure. 9. The ways to access Tikrit University's Website.

The reason that motivates visitors to enter Tikrit University's website made clear through the answers of the fourth question where the ratio (44.13%) was due to the news, while the ratio of (18.6%) due to exam results, as in the following figure:

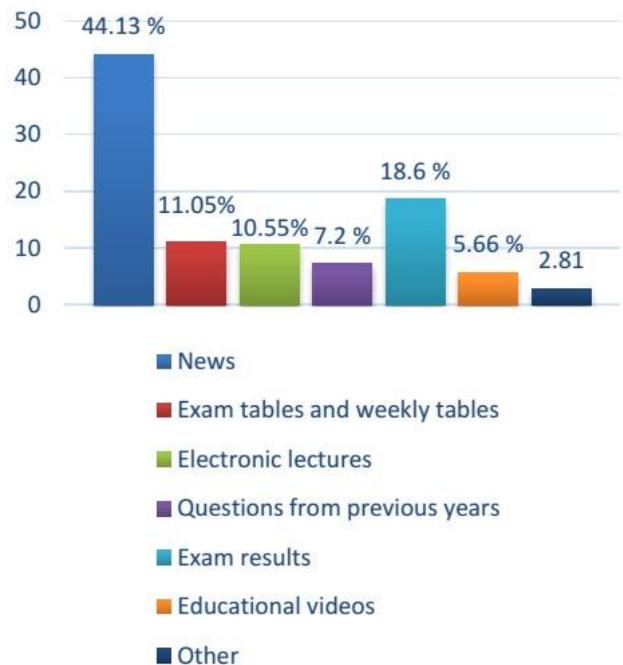


Figure. 10. The reasons that motivates the visitors to enter Tikrit University's Website.

That most of the students and teaching staff at the University of Tikrit prefer to publish the results electronically through the University website, the answers of the fifth question made it clear that the rate of (76%) prefer to publish the results electronically (generally or in particular), as shown in the following figure:

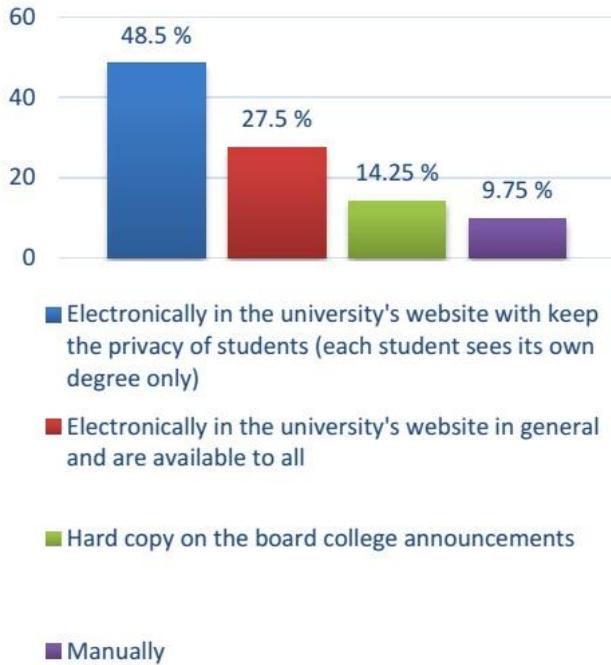


Figure. 11. The prefers ways to publish the results exam.

And for satisfying the needs of students and teaching staff from the Tikrit University website, showed the answers to the sixth question, that (47%) find that the Tikrit University website did not satisfy the needs of students or teaching staff, as shown in the following figure:

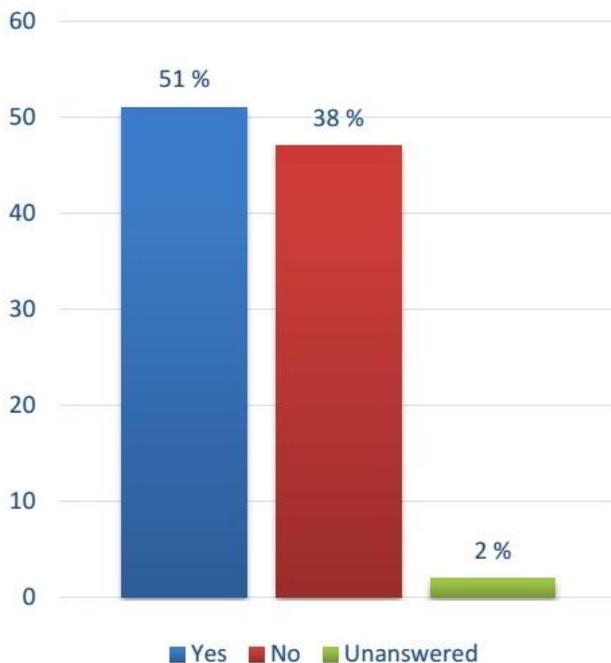


Figure. 12. Ratio of satisfy the needs of students and teaching staff from the Tikrit University website.

Most of the students and teaching staff prefer to read the news transmitted through social media websites pages despite the lack of official for many of these pages, and when they were asked about this problem through the questionnaire (seventh question), the ratio (35.25%) refers to not publish all the news in the Tikrit University website, as shown in the following figure:

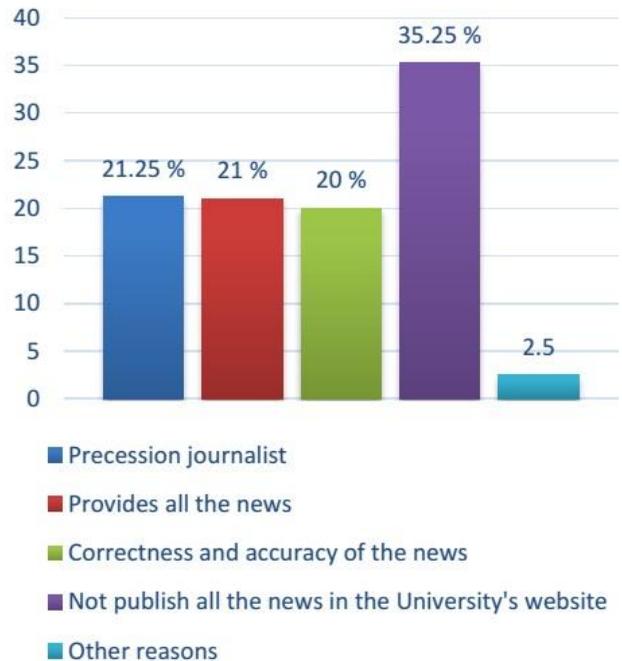


Figure. 13. The reasons for preference the news for Tikrit University that transmitted in the social media websites pages more than the news that published in the Tikrit University's website.

The reason for the lack of demand to the website of Tikrit University (Question eighth), most of the answers was referring to the lack of the website to a lot of students and teaching staff needs, such as publication of all electronic lectures, publish all results exam, published weekly schedules, post questions previous years, scientific research, scientific articles, student projects, the talents of the students, discussion forum.

The suggestions that helps to visit the Tikrit University website (Question ninth and tenth) were most of the answers indicate the provision of all or most of the needs of students and teaching staff on the website in addition to the promotion of the website in more and raising student awareness of the importance of website of the University and make the website a link between the student and teaching staff outside the official working time.



4.2 Electronic services in the Tikrit University website

The reasons that led to the delay of Tikrit University website in the world rankings is the lack of the site to a lot of electronic services such as registration of undergraduate and postgraduate students, submission and access to documents applications Online, websites of the teaching staff, either for the system of e-learning, the University of Tikrit website still it lacks a fully implemented in colleges and this of the important things that lead to increased visit the Tikrit University website..

5 CONCLUSION

The reasons behind the turn away of Tikrit University's website is a failure to meet the students and teaching staff needs in addition to the lack of the website to a lot of electronic services, for the purpose of improving the Tikrit University website in the world ranking it must provide all or most of the needs of students and to publish all the news pertaining to the university and a lot of promotion of the site, and put the thrill in the website through the publication of the talents of students and their activities at the university.

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