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Webometric Analysis of Postgraduate Ophthalmic College Websites in India

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Abstract:

The purpose of this study is to evaluate the websites of postgraduate ophthalmic colleges in India using the Alexa Internet Website Traffic, Statistics and Analytics. A total of 263 postgraduate ophthalmic colleges in India which have the web presence are included in the study. Each college website was searched in the Alexa Internet and data of Website Traffic, Statistics and Analytics is collected. The collected data is organized, tabulated and visualized using excel. The results of the analysis give interesting insights about the colleges' websites. The colleges, Dr SN Medical College, Jodhpur and R N T Medical College, Udaipur have highest global rank and daily time on site. Meenakshi Medical College and Research Institute, Enathur have the highest bounce rate. The college website, SMS Medical College, Jaipur has the highest number of links. The study will provide important insights about the website usage to the colleges which will help them to strengthen their website.

Keywords: Ophthalmic colleges, MCI, India, Webometric, Alexa Internet; Traffic Statistics

1. Introduction:

Almind and Ingwersen had coined the word "Webometric" in the year 1997. The Webometric studies serves as a yardstick to measure the websites, web pages, web content, web links and web traffic. The websites of the PG ophthalmic college websites in India plays a vital role in the medical higher education system. It serves as a important communication platform between the medical students and the college. The aim of this study to assess and understand web traffic details of the PG ophthalmic college websites in India by using Alexa Internet web traffic statistics.

The Alexa Internet, Inc is a California based company which is a subsidiary of Amazon.com. It collects users' browsing behavior through its tool bar and provides commercial web traffic data. The traffic data is based on the browsing behavior of the user in the past 3 months. There are four key attributes in the traffic data and they are:

Attribute 1: Global Rank – It is calculated based on the unique visitors of the websites and no. of page views. The highest combination of unique visitor and page view is ranked as #1.

Attribute 2: Daily Time – Daily time spent on the site by the user.

Attribute 3: Bounce Rate – It is the percentage of single page visits in which the person left the site.

Attribute 4: Links – It indicates the number of websites connected to the certain website.

The Alexa Internet web traffic data facilitates to measure the performance of the website. This Webometric study on the PG ophthalmic college websites will assess the usage of the college websites. The study results will provide a glimpse of knowledge to the colleges to understand their websites' performance ratings. It will be helpful to the colleges to initiate constructive actions to improve their website and their web presence. The effective web presence of these websites in Internet will create a powerful impact among the medical student community.

2. Review of Literature:

Verma, M. K., et al (2017) analysed the National Libraries' websites in South Asia and calculates the web impact factor. The study results found that the Web Impact Factor of National Library of India is the highest among the other national libraries websites. Ramanayaka, K. H., (2018) explored the University Library Websites in Sri Lanka and evaluates its visibility. This study proposed a framework to measure the performance of the websites. The library website of the Open University of Sri Lanka was ranked 1st under the WISER index while the library website of University of Moratuwa was ranked 1st under the WIF (inlinks) index. Rani, S., et al (2018) examined the websites of State Health Sciences Universities of India using Alexa Internet traffic data. The study results revealed that the Dr. N.T.R. University of Health Sciences and Sri Venkateswara Institute of Medical Sciences universities of Andhra Pradesh State were on the top. Ayoub, A. et al (2019) measured the global Visibility and Web Impact of Leading Universities of SAARC Nations by using webometric techniques. The study results had proved that Indian universities have a better scholarly output though Pakistan universities are more visible on the WWW. Maqbool, T. (2019) studied the performance of the knowledge portals of National Repute in India. The study found that Shodhganga is having best rank at global and Indian levels.

3. Objectives of the study:

- To investigate the PG ophthalmic college websites with each of the attributes of Alexa Internet Website Traffic Statistics in overall.
- To analyze the PG ophthalmic college websites with each of the attributes of Alexa Internet Website Traffic Statistics by courses.
- To assess the PG ophthalmic college websites with each of the attributes of Alexa Internet Website Traffic Statistics by management type.
- To investigate the PG ophthalmic college websites with each of the attributes of Alexa Internet Website Traffic Statistics by zone.

4. Methodology:

This study used Medical Council of India (MCI) website for collecting postgraduate ophthalmic college details. The postgraduate ophthalmic courses referred here are Diploma in Ophthalmology and MD/MS – Ophthalmology. The college details collected from the MCI website includes college name, website, course name, university affiliated, management type and state name. Zone of each college was defined based on MHRD state zone definition and state name of the college. Using the Alexa Internet Website Traffic, Statistics, and Analytics, each website of the college name is measured on 21st July 2019. Ms-Excel was used to organize, tabulate and visualize the collected data.

5. Results and Findings:

A total of 265 college details which are conducting postgraduate ophthalmic courses were collected from the MCI website. Among the 265, only 263 colleges have website details and they are

included this study. **Table 1** show up the demographic details of postgraduate ophthalmic colleges in India.

Table 1: Demographics of Postgraduate Ophthalmic Colleges in India:

S.No.	Description	Count	Percentage	Rank
Course				
1	Diploma in Ophthalmology	3	1.1%	3
2	MD/MS - Ophthalmology	197	74.9%	1
3	Both	63	24.0%	2
Management Type				
1	Government	122	46.4%	2
2	Society / Trust	141	53.6%	1
Zone				
1	Central Zone	34	12.9%	4
2	Eastern Zone	21	8.0%	5
3	North Eastern Zone	5	1.9%	6
4	Northern Zone	35	13.3%	3
5	Southern Zone	116	44.1%	1
6	Western Zone	52	19.8%	2
State				
1	Andhra Pradesh	18	6.8%	5
2	Assam	3	1.1%	18
3	Bihar	5	1.9%	16
4	Chandigarh	2	0.8%	22
5	Chattisgarh	1	0.4%	23
6	Delhi	7	2.7%	12
7	Goa	1	0.4%	23
8	Gujarat	15	5.7%	6
9	Haryana	5	1.9%	16
10	Himachal Pradesh	3	1.1%	18
11	Jammu & Kashmir	3	1.1%	18
12	Jharkhand	1	0.4%	23
13	Karnataka	36	13.7%	1
14	Kerala	15	5.7%	6
15	Madhya Pradesh	10	3.8%	9
16	Maharashtra	36	13.7%	1
17	Manipur	1	0.4%	23
18	Orissa	6	2.3%	13
19	Pondicherry	6	2.3%	13
20	Punjab	6	2.3%	13
21	Rajasthan	9	3.4%	10

22	Tamil Nadu	27	10.3%	3
23	Telangana	14	5.3%	8
24	Tripura	1	0.4%	23
25	Uttar Pradesh	20	7.6%	4
26	Uttarakhand	3	1.1%	18
27	West Bengal	9	3.4%	10
	Total	263		

Among the 263 colleges, majority of the colleges are teaching MD/MS - Ophthalmology and it is of 74.9%. A total of 24% colleges are teaching both MD/MS - Ophthalmology and Diploma in Ophthalmology courses. A total of 1.1% colleges are teaching Diploma in Ophthalmology. A total of 46.4% government colleges and 53.6% society / trust colleges. Majority of the colleges are from Southern zone and it is of 44.1%. The states, Karnataka and Maharashtra have a greater number of PG ophthalmic colleges.

PG Ophthalmic College websites & Four attributes of Alexa Internet Website Traffic, Statistics, and Analytics

Attribute 1: Popularity (Global Rank):

Among the 263 colleges, Alexa Internet global rank is available only for the 253 (96.2%) colleges. Those colleges are sorted based on their global rank further. The **Table 2** shows up the list of top 10 colleges and their global rank. Both the colleges' websites, Dr SN Medical College, Jodhpur and R N T Medical College, Udaipur holds the first position and their global rank is 1426.

Table 2: List of Top 10 Colleges with their Global Rank:

S.No.	College	Rank
1	Dr SN Medical College, Jodhpur	1426
2	R N T Medical College, Udaipur	1426
3	Medical College, Thiruvananthapuram	2007
4	SRM Medical College Hospital & Research Centre, Kancheepuram	16442
5	SMS Medical College, Jaipur	25466
6	ESI-PGIMSR,ESI-Hospital,Basaidarapur,New Delhi	26303
7	Amrita School of Medicine, Elamkara, Kochi	26309
8	Rajiv Gandhi Institute of Medical Sciences, Srikakulam	26401
9	Institute of Medical Sciences, BHU, Varansi	28124
10	Kasturba Medical College, Mangalore	28457

The **Table 3** shows up the list of top 10 colleges by ophthalmic courses and their global ranks. Sankara Netralaya Medical Research Foundation, Chennai holds the first position among the Diploma in Ophthalmology teaching colleges and its global rank is 292618. Both the colleges' websites, Dr SN Medical College, Jodhpur and R N T Medical College, Udaipur holds the first position among the MD/MS – Ophthalmology teaching colleges and its global rank is 1426. Medical College, Thiruvananthapuram holds the first position among the colleges which is teaching both the courses and its global rank is 2007.

Table 3: Top 10 Colleges by Ophthalmic course and their Global Ranks:

S.No.	College	Rank
Diploma in Ophthalmology		
1	Sankara Netralaya Medical Research Foundation, Chennai	292618
2	Al-Ameen Medical College, Bijapur	1808812
3	Regional Instt. of Ophthalmology Previously Known as Nehru Instt. of Ophthalmo, Sitapur	5644778
MD/MS - Ophthalmology		
1	Dr SN Medical College, Jodhpur	1426
2	R N T Medical College, Udaipur	1426
3	SRM Medical College Hospital & Research Centre, Kancheepuram	16442
4	SMS Medical College, Jaipur	25466
5	ESI-PGIMSR, ESI-Hospital, Basaidarapur, New Delhi	26303
6	Amrita School of Medicine, Elamkara, Kochi	26309
7	Rajiv Gandhi Institute of Medical Sciences, Srikakulam	26401
8	Institute of Medical Sciences, BHU, Varansi	28124
9	School of Medical Sciences & Research, Greater Noida	36832
10	All India Institute of Medical Sciences, New Delhi	47382
Both		
1	Medical College, Thiruvananthapuram	2007
2	Kasturba Medical College, Mangalore	28457
3	Kasturba Medical College, Manipal	28457
4	Jawaharlal Institute of Postgraduate Medical Education & Research, Puducherry	43914
5	Jawaharlal Nehru Medical College, Aligarh	49944
6	Bharati Vidyapeeth University Medical College, Pune	115150
7	P E S Institute Of Medical Sciences and Research, Kuppam	144124
8	Sri Ramachandra Medical College & Research Institute, Chennai	153365
9	Padmashree Dr. D.Y. Patil Medical College, Navi Mumbai	162809
10	King George Medical University, Lucknow	202402

The **Table 4** shows up the list of top 10 colleges by management type and their global ranks. Both the colleges' websites, Dr SN Medical College, Jodhpur and R N T Medical College, Udaipur holds the first position among the government colleges and their global rank is 1426. SRM Medical College Hospital & Research Centre, Kancheepuram holds the first position among the society / trust management colleges and its global rank is 16442.

Table 4: Top 10 Colleges by Management Type and their Global Rank:

S.No.	College	Rank
Government		

1	Dr SN Medical College, Jodhpur	1426
2	R N T Medical College, Udaipur	1426
3	Medical College, Thiruvananthapuram	2007
4	SMS Medical College, Jaipur	25466
5	ESI-PGIMSR,ESI-Hospital,Basaidarapur,New Delhi	26303
6	Rajiv Gandhi Institute of Medical Sciences, Srikakulam	26401
7	Institute of Medical Sciences, BHU, Varansi	28124
8	Jawaharlal Institute of Postgraduate Medical Education & Research, Puducherry	43914
9	All India Institute of Medical Sciences, New Delhi	47382
10	Command Hospital Air Force, Bangalore	49274
Society / Trust		
1	SRM Medical College Hospital & Research Centre, Kancheepuram	16442
2	Amrita School of Medicine, Elamkara, Kochi	26309
3	Kasturba Medical College, Mangalore	28457
4	Kasturba Medical College, Manipal	28457
5	School of Medical Sciences & Research, Greater Noida	36832
6	Command Hospital, Chandimandir	49274
7	Kalinga Institute of Medical Sciences, Bhubaneswar	56531
8	Christian Medical College, Vellore	83965
9	Subharti Medical College, Meerut	99268
10	Maharishi Markandeshwar Institute Of Medical Sciences & Research, Mullana, Ambala	110889

The **Table 5** shows up the list of top 10 colleges by zone and their global ranks. Institute of Medical Sciences, BHU, Varansi holds the first position among the colleges in central Zone and its global rank is 28124. Command Hospital, Kolkata holds the first position among the colleges in Eastern zone and its global rank is 49274. Regional Institute of Medical Sciences, Imphal holds the first position among the colleges in North Eastern zone and its global rank is 263828. Both the colleges' websites, Dr SN Medical College, Jodhpur and R N T Medical College, Udaipur holds the first position among the colleges in Northern Zone and its global rank is 1426. Medical College, Thiruvananthapuram holds the first position among the colleges in Southern zone and its global rank is 2007. Surat Municipal Institute of Medical Education & Research, Surat holds the first position among the colleges in western zone and its global rank is 56460.

Table 5: Top 10 Colleges by Zone and their Global Rank:

S.No.	College	Rank
Central Zone		
1	Institute of Medical Sciences, BHU, Varansi	28124
2	School of Medical Sciences & Research, Greater Noida	36832
3	Jawaharlal Nehru Medical College, Aligarh	49944

4	Subharti Medical College, Meerut	99268
5	Teerthanker Mahaveer Medical College, Moradabad	162439
6	King George Medical University, Lucknow	202402
7	Shri Ram Murti Smarak Institute of Medical Sciences, Bareilly	403742
8	Uttar Pradesh University of Medical Sciences, (Prev. UP Rural Inst.of Med.Sc&R) Etawah	432221
9	Himalayan Institute of Medical Sciences, Dehradun	474751
10	Netaji Subhash Chandra Bose Medical College, Jabalpur	807316
Eastern Zone		
1	Command Hospital, Kolkata	49274
2	Kalinga Institute of Medical Sciences, Bhubaneswar	56531
3	Instt. Of Medical Sciences & SUM Hospital, Bhubaneswar	175311
4	Vivekananda Institute of Medical Sciences, Kolkata	511766
5	Rajendra Institute of Medical Sciences, Ranchi	654990
6	Nilratan Sircar Medical College, Kolkata	1254258
7	Narayan Medical College & Hospital, Sasaram	1352825
8	Katihar Medical College, Katihar	1421942
9	SCB Medical College, Cuttack	1550329
10	Hi-Tech Medical College & Hospital, Bhubaneswar	1555775
North Eastern Zone		
1	Regional Institute of Medical Sciences, Imphal	263828
2	Assam Medial College, Dibrugarh	803906
3	Gauhati Medical College, Guwahati	1284493
4	Agartala Government Medical College, Agartala	1482359
5	Silchar Medical College, Silchar	1875147
Northern Zone		
1	Dr SN Medical College, Jodhpur	1426
2	R N T Medical College, Udaipur	1426
3	SMS Medical College, Jaipur	25466
4	ESI-PGIMSR, ESI-Hospital, Basaidarapur, New Delhi	26303
5	All India Institute of Medical Sciences, New Delhi	47382
6	Command Hospital, Chandimandir	49274
7	Postgraduate Institute of Medical Education & Research, Chandigarh	68233
8	Maharishi Markandeshwar Institute Of Medical Sciences & Research, Mullana, Ambala	110889
9	Government Medical College, Chandigarh	180473
10	Pt. B D Sharma Postgraduate Institute of Medical Sciences, Rohtak (Haryana)	213303
Southern Zone		
1	Medical College, Thiruvananthapuram	2007
2	SRM Medical College Hospital & Research Centre, Kancheepuram	16442
3	Amrita School of Medicine, Elamkara, Kochi	26309
4	Rajiv Gandhi Institute of Medical Sciences, Srikakulam	26401

5	Kasturba Medical College, Mangalore	28457
6	Kasturba Medical College, Manipal	28457
7	Jawaharlal Institute of Postgraduate Medical Education & Research, Puducherry	43914
8	Command Hospital Air Force, Bangalore	49274
9	Christian Medical College, Vellore	83965
10	P E S Institute Of Medical Sciences and Research, Kuppam	144124
Western Zone		
1	Surat Municipal Institute of Medical Education & Research, Surat	56460
2	Institute of Navel Medicine, INHS, Aswini	84392
3	Goa Medical College, Panaji	99998
4	Bharati Vidyapeeth Deemed University Medical College & Hospital, Sangli	115150
5	Bharati Vidyapeeth University Medical College, Pune	115150
6	Padmashree Dr. D.Y.Patil Medical College, Navi Mumbai	162809
7	Dr. D Y Patil Medical College, Hospital and Research Centre, Pimpri, Pune	240427
8	Armed Forces Medical College, Pune	260088
9	Seth GS Medical College, Mumbai	544528
10	Rural Medical College, Loni	567511

Attribute 2: Daily Time on site:

Among the 263 colleges, Alexa Internet daily time is available only for the 247 (93.9%) colleges. The **Table 6** shows up the list of top 10 colleges with their daily time on site. Both the colleges' websites, Dr SN Medical College, Jodhpur and R N T Medical College, Udaipur holds the first position and their daily time 18:41.

Table 6: List of Top 10 Colleges with Daily Time:

S.No.	College	Daily Time
1	Dr SN Medical College, Jodhpur	18:41
2	R N T Medical College, Udaipur	18:41
3	Medical College, Thiruvananthapuram	13:02
4	Gujarat Adani Institute of Medical Sciences, Bhuj	08:44
5	Shri Vasant Rao Naik Govt: Medical College, Yavatmal	06:33
6	Surat Municipal Institute of Medical Education & Research, Surat	06:11
7	SRM Medical College Hospital & Research Centre, Kancheepuram	6
8	Mata Gujri Memorial Medical College, Kishanganj	05:45
9	Kasturba Medical College, Mangalore	05:43
10	Kasturba Medical College, Manipal	05:43

The **Table 7** shows up the list of top 10 colleges by ophthalmic courses and their daily time. Sankara Netralaya Medical Research Foundation, Chennai holds the first position among the Diploma in Ophthalmology teaching colleges and its daily time is 04:08. Both the colleges' websites, Dr SN Medical

College, Jodhpur and R N T Medical College, Udaipur holds the first position among the MD/MS – Ophthalmology teaching colleges and their daily time is 18:41. Medical College, Thiruvananthapuram holds the first position among the colleges which is teaching both the courses and its daily time is 13:02.

Table 7: Top 10 Colleges by Ophthalmic course and their Daily Time:

S.No.	College	Daily Time
Diploma in Ophthalmology		
1	Sankara Netralaya Medical Research Foundation, Chennai	04:08
2	Al-Ameen Medical College, Bijapur	03:25
3	Regional Instt: of Ophthalmology Previously Known as Nehru Instt: of Ophthalmo, Sitapur	00:41
MD/MS - Ophthalmology		
1	Dr SN Medical College, Jodhpur	18:41
2	R N T Medical College, Udaipur	18:41
3	Gujarat Adani Institute of Medical Sciences, Bhuj	08:44
4	Shri Vasant Rao Naik Govt: Medical College, Yavatmal	06:33
5	Surat Municipal Institute of Medical Education & Research, Surat	06:11
6	SRM Medical College Hospital & Research Centre, Kancheepuram	6
7	Sree Mookambika Institute of Medical Sciences, Kanyakumari	05:42
8	Shri Ram Murti Smarak Institute of Medical Sciences, Bareilly	05:39
9	Government Medical College (Prev: Uttarakhand Forest Hospital Trust Med: Col:), Haldwani	05:23
10	Mamata Medical College, Khammam	05:21
Both		
1	Medical College, Thiruvananthapuram	13:02
2	Mata Gujri Memorial Medical College, Kishanganj	05:45
3	Kasturba Medical College, Mangalore	05:43
4	Kasturba Medical College, Manipal	05:43
5	Sri Ramachandra Medical College & Research Institute, Chennai	05:03
6	Medical College, Kolkata	05:28
7	S N Medical College, Agra	05:03
8	Pramukhswami Medical College, Karmsad	04:43
9	Vivekananda Institute of Medical Sciences, Kolkata	04:34
10	Padmashree Dr: D:Y:Patil Medical College, Navi Mumbai	04:23

The **Table. 8** shows up the list of top 10 colleges by management type and their daily time. Both the colleges' websites, Dr SN Medical College, Jodhpur and R N T Medical College, Udaipur holds the first position among the government colleges and their daily time is 18:41. Gujarat Adani Institute of Medical Sciences, Bhuj holds the first position among the society / trust management colleges and its daily time is 18:44.

Table 8: Top 10 Colleges by Management Type and their Daily Time:

S.No.	College	Daily Time
Government		
1	Dr SN Medical College, Jodhpur	18:41
2	R N T Medical College, Udaipur	18:41
3	Medical College, Thiruvananthapuram	13:02
4	Shri Vasant Rao Naik Govt: Medical College, Yavatmal	06:33
5	Surat Municipal Institute of Medical Education & Research, Surat	06:11
6	Medical College, Kolkata	05:28
7	Government Medical College (Prev:Uttarakhand Forest Hospital Trust Med:Col:), Haldwani	05:23
8	Midnapore Medical College, Midnapore	05:07
9	Rajiv Gandhi Institute of Medical Sciences, Srikakulam	05:04
10	S N Medical College, Agra	05:03
Society / Trust		
1	Gujarat Adani Institute of Medical Sciences, Bhuj	08:44
2	SRM Medical College Hospital & Research Centre, Kancheepuram	6
3	Mata Gujri Memorial Medical College, Kishanganj	05:45
4	Kasturba Medical College, Mangalore	05:43
5	Kasturba Medical College, Manipal	05:43
6	Sree Mookambika Institute of Medical Sciences, Kanyakumari	05:42
7	Shri Ram Murti Smarak Institute of Medical Sciences, Bareilly	05:39
8	Sri Ramachandra Medical College & Research Institute, Chennai	05:03
9	Mamata Medical College, Khammam	05:21
10	Katuri Medical College, Guntur	05:16

The **Table 9** shows up the list of top 10 colleges by zone and their daily time. Shri Ram Murti Smarak Institute of Medical Sciences, Bareilly holds the first position among the colleges in central Zone and its daily time is 05:39. Mata Gujri Memorial Medical College, Kishanganj holds the first position among the colleges in Eastern zone and its daily time is 05:45. Agartala Government Medical College, Agartala holds the first position among the colleges in North Eastern zone and its daily time is 04:26. Both the colleges' websites, Dr SN Medical College, Jodhpur and R N T Medical College, Udaipur holds the first position among the colleges in Northern Zone and its daily time is 18:41. Medical College, Thiruvananthapuram holds the first position among the colleges in Southern zone and its daily time is 13:02. Gujarat Adani Institute of Medical Sciences, Bhuj holds the first position among the colleges in western zone and its daily time is 08:44.

Table 9: Top 10 Colleges by Zone with Daily Time:

S.No.	College	Daily
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		Time
Central Zone		
1	Shri Ram Murti Smarak Institute of Medical Sciences, Bareilly	05:39
2	Government Medical College (Prev:Uttarakhand Forest Hospital Trust Med:Col:), Haldwani	05:23
3	Himalayan Institute of Medical Sciences, Dehradun	05:11
4	S N Medical College, Agra	05:03
5	L:N: Medical College and Research Centre,Bhopal	04:51
6	Subharti Medical College, Meerut	04:32
7	Sri Aurobindo Medical College and Post Graduate Institute , Indore	04:12
8	Jawaharlal Nehru Medical College, Aligarh	04:11
9	Era Lucknow Medical College , Lucknow	04:03
10	Peoples College of Medical Sciences & Research Centre, Bhanpur, Bhopal	04:03
Eastern Zone		
1	Mata Gujri Memorial Medical College, Kishanganj	05:45
2	Medical College, Kolkata	05:28
3	Midnapore Medical College, Midnapore	05:07
4	Katihar Medical College, Katihar	04:36
5	Vivekananda Institute of Medical Sciences, Kolkata	04:34
6	SCB Medical College, Cuttack	04:08
7	Hi-Tech Medical College & Hospital, Bhubaneswar	03:52
8	Command Hospital, Kolkata	03:29
9	Instt: Of Medical Sciences & SUM Hospital, Bhubaneswar	03:25
10	Rajendra Institute of Medical Sciences, Ranchi	03:25
North Eastern Zone		
1	Agartala Government Medical College,Agartala	04:26
2	Assam Medial College, Dibrugarh	03:19
3	Regional Institute of Medical Sciences, Imphal	02:37
4	Silchar Medical College, Silchar	02:34
5	Gauhati Medical College, Guwahati	01:44
Northern Zone		
1	Dr SN Medical College, Jodhpur	18:41
2	R N T Medical College, Udaipur	18:41
3	Dayanand Medical College & Hospital, Ludhiana	05:09
4	Postgraduate Institute of Medical Education & Research, Chandigarh	04:17
5	Geetanjali Medical College & Hospital,Udaipur	04:12
6	Mahatma Gandhi Medical College and Hospital, Jaipur	04:01
7	Maharaja Agrasen Medical College, Agroha	03:06
8	Government Medical College, Srinagar	03:53
9	Maharishi Markandeshwar Medical College & Hospital, Solan	03:51
10	Guru Govind Singh Medical College, Faridkot	03:05
Southern Zone		

1	Medical College, Thiruvananthapuram	13:02
2	SRM Medical College Hospital & Research Centre, Kancheepuram	6
3	Kasturba Medical College, Mangalore	05:43
4	Kasturba Medical College, Manipal	05:43
5	Sree Mookambika Institute of Medical Sciences, Kanyakumari	05:42
6	Sri Ramachandra Medical College & Research Institute, Chennai	05:03
7	Mamata Medical College, Khammam	05:21
8	Katuri Medical College, Guntur	05:16
9	Father Mullers Medical College, Mangalore	05:16
10	Rajiv Gandhi Institute of Medical Sciences, Srikakulam	05:04
Western Zone		
1	Gujarat Adani Institute of Medical Sciences, Bhuj	08:44
2	Shri Vasant Rao Naik Govt: Medical College, Yavatmal	06:33
3	Surat Municipal Institute of Medical Education & Research, Surat	06:11
4	Maharashtra Institute of Medical Sciences & Research, Latur	04:56
5	Government Medical College, Miraj	04:53
6	SBKS Medical Instt: & Research Centre, Vadodra	04:47
7	Pramukhswami Medical College, Karmsad	04:43
8	Ashwini Rural Medical College, Hospital & Research Centre, Solapur	04:24
9	Padmashree Dr: D:Y:Patil Medical College, Navi Mumbai	04:23
10	Dr: Vithalrao Vikhe Patil Foundations Medical College & Hospital, Ahmednagar	04:02

Attribute 3: Bounce Rate:

Among the 263 colleges, Alexa Internet bounce rate is available only for the 233 (88.6%) colleges. **The Table 10** shows up the list of top 10 colleges and their bounce rate. The college website, Meenakshi Medical College and Research Institute, Enathur holds the first position and its bounce rate is 87.

Table 10: List of Top 10 Colleges with Bounce Rate:

S.No.	College	Bounce Rate
1	Meenakshi Medical College and Research Institute, Enathur	87
2	Kempegowda Institute of Medical Sciences, Bangalore	85.7
3	Maharishi Markandeshwar Institute Of Medical Sciences & Research, Mullana, Ambala	74.7
4	Yenepoya Medical College, Mangalore	74.3
5	Government Medical College, Chandigarh	72.4
6	Krishna Institute of Medical Sciences, Karad	72.2
7	Gauhati Medical College, Guwahati	71
8	Ahmedabad Municipal Coporation Medical Education Trust Medical College, Ahmedabad	69

9	GMERS Medical College, Sola, Ahmedabad	68
10	Medical College, Baroda	63.6

The **Table 11** shows up the list of top 10 colleges by ophthalmic courses and their bounce rate. Sankara Netralaya Medical Research Foundation, Chennai holds the first position among the Diploma in Ophthalmology teaching colleges and its bounce rate is 39.8%. The college website, Meenakshi Medical College and Research Institute, Enathur holds the first position among the MD/MS – Ophthalmology teaching colleges and its bounce rate is 87%. Gauhati Medical College, Guwahati holds the first position among the colleges which is teaching both the courses and its bounce rate is 71%.

Table 11: Top 10 Colleges by Ophthalmic course and their Bounce Rate:

S.No.	College	Bounce Rate
Diploma in Ophthalmology		
1	Sankara Netralaya Medical Research Foundation, Chennai	39.8
2	Al-Ameen Medical College, Bijapur	36.8
MD/MS - Ophthalmology		
1	Meenakshi Medical College and Research Institute, Enathur	87
2	Kempegowda Institute of Medical Sciences, Bangalore	85.7
3	Maharishi Markandeshwar Institute Of Medical Sciences & Research, Mullana, Ambala	74.7
4	Yenepoya Medical College, Mangalore	74.3
5	Government Medical College, Chandigarh	72.4
6	Krishna Institute of Medical Sciences, Karad	72.2
7	Ahmedabad Municipal Coporation Medical Education Trust Medical College, Ahmedabad	69
8	GMERS Medical College, Sola, Ahmedabad	68
9	Medical College, Baroda	63.6
10	Sher-I-Kashmir Instt. Of Medical Sciences, Srinagar	61.3
Both		
1	Gauhati Medical College, Guwahati	71
2	Seth GS Medical College, Mumbai	54.1
3	PGIMER Dr. RML Hospital, New Delhi	50.9
4	Lokmanya Tilak Municipal Medical College, Sion, Mumbai	50.6
5	Alluri Sitaram Raju Academy of Medical Sciences, Eluru	48.7
6	Padmashree Dr. D.Y.Patil Medical College, Navi Mumbai	48
7	Bharati Vidyapeeth University Medical College, Pune	46.6
8	Jawaharlal Nehru Medical College, Aligarh	46.2
9	Jawaharlal Nehru Medical College, Belgaum	45.9
10	Pt. B D Sharma Postgraduate Institute of Medical Sciences, Rohtak (Haryana)	45

The **Table 12** shows up the list of top 10 colleges by management type and their bounce rate. The college websites, Government Medical College, Chandigarh holds the first position among the

government colleges and its bounce rate is 72.4%. Meenakshi Medical College and Research Institute, Enathur holds the first position among the society / trust management colleges and its bounce rate is 87%.

Table 12: Top 10 Colleges by Management Type and their Bounce Rate:

S.No.	College	Bounce Rate
Government		
1	Government Medical College, Chandigarh	72.4
2	Gauhati Medical College, Guwahati	71
3	Ahmedabad Municipal Coporation Medical Education Trust Medical College, Ahmedabad	69
4	Medical College, Baroda	63.6
5	Sher-I-Kashmir Instt. Of Medical Sciences, Srinagar	61.3
6	Veer Surendra Sai Institute of Medical Sciences and Research, Burla	59.5
7	Command Hospital Air Force, Bangalore	58.2
8	Command Hospital, Kolkata	58.2
9	Gajra Raja Medical College, Gwalior	58
10	Institute of Navel Medicine, INHS, Aswini	56.8
Society / Trust		
1	Meenakshi Medical College and Research Institute, Enathur	87
2	Kempegowda Institute of Medical Sciences, Bangalore	85.7
3	Maharishi Markandeshwar Institute Of Medical Sciences & Research, Mullana, Ambala	74.7
4	Yenepoya Medical College, Mangalore	74.3
5	Krishna Institute of Medical Sciences, Karad	72.2
6	GMERS Medical College, Sola, Ahmedabad	68
7	Command Hospital, Chandimandir	58.2
8	School of Medical Sciences & Research, Greater Noida	57.9
9	Kamineni Institute of Medical Sciences, Narketpally	57.7
10	Subharti Medical College, Meerut	53.7

The **Table 13** shows up the list of top 10 colleges by zone and their bounce rate. Gajra Raja Medical College, Gwalior holds the first position among the colleges in central Zone and its bounce rate is 58%. Veer Surendra Sai Institute of Medical Sciences and Research, Burla holds the first position among the colleges in Eastern zone and its bounce rate is 59.5%. Gauhati Medical College, Guwahati holds the first position among the colleges in North Eastern zone and its bounce rate is 71%. Maharishi Markandeshwar Institute Of Medical Sciences & Research, Mullana, Ambala holds the first position among the colleges in Northern Zone and their bounce rate is 74.7%. Meenakshi Medical College and Research Institute, Enathur holds the first position among the colleges in Southern zone and its bounce rate is 87%. Krishna Institute of Medical Sciences, Karad holds the first position among the colleges in western zone and its bounce rate is 72.2%.

Table 13: Top 10 Colleges by Zone with Bounce Rate:

S.No.	College	Bounce Rate
Central Zone		
1	Gajra Raja Medical College, Gwalior	58
2	School of Medical Sciences & Research, Greater Noida	57.9
3	Subharti Medical College, Meerut	53.7
4	Maharani Laxmi Bai Medical College, Jhansi	52.6
5	Teerthanker Mahaveer Medical College, Moradabad	51.4
6	Muzaffarnagar Medical College, Muzaffarnagar	48
7	Jawaharlal Nehru Medical College, Aligarh	46.2
8	GSVM Medical College, Kanpur	42.6
9	Index Medical College Hospital & Research Centre, Indore	40.5
10	Institute of Medical Sciences, BHU, Varansi	39.5
Eastern Zone		
1	Veer Surendra Sai Institute of Medical Sciences and Research, Burla	59.5
2	Command Hospital, Kolkata	58.2
3	Instt. Of Medical Sciences & SUM Hospital, Bhubaneswar	46.7
4	Kalinga Institute of Medical Sciences, Bhubaneswar	45.9
5	Nilratan Sircar Medical College, Kolkata	42.9
6	Patna Medical College, Patna	37.5
7	Rajendra Institute of Medical Sciences, Ranchi	35.2
8	North Bengal Medical College, Darjeeling	31.3
9	Katihar Medical College, Katihar	27.8
10	Hi-Tech Medical College & Hospital, Bhubaneswar	27.5
North Eastern Zone		
1	Gauhati Medical College, Guwahati	71
2	Regional Institute of Medical Sciences, Imphal	53.1
3	Assam Medical College, Dibrugarh	42.2
4	Silchar Medical College, Silchar	31
5	Agartala Government Medical College, Agartala	30
Northern Zone		
1	Maharishi Markandeshwar Institute Of Medical Sciences & Research, Mullana, Ambala	74.7
2	Government Medical College, Chandigarh	72.4
3	Sher-I-Kashmir Instt. Of Medical Sciences, Srinagar	61.3
4	Command Hospital, Chandimandir	58.2
5	All India Institute of Medical Sciences, New Delhi	53.4
6	Government Medical College, Jammu	52.9
7	PGIMER Dr. RML Hospital, New Delhi	50.9
8	ESI-PGIMS, ESI-Hospital, Basaidarapur, New Delhi	50.5
9	Dr. Rajendar Prasad Government Medical College, Tanda, H.P	50
10	Guru Govind Singh Medical College, Faridkot	50

Southern Zone		
1	Meenakshi Medical College and Research Institute, Enathur	87
2	Kempegowda Institute of Medical Sciences, Bangalore	85.7
3	Yenepoya Medical College, Mangalore	74.3
4	Command Hospital Air Force, Bangalore	58.2
5	Kamineni Institute of Medical Sciences, Narketpally	57.7
6	Khaja Bandanawaz University - Faculty of Medical Sciences, Gulbarga	52.9
7	Sri Venkateswaraa Medical College, Hospital & Research Centre, Pondicherry	50
8	Alluri Sitaram Raju Academy of Medical Sciences, Eluru	48.7
9	Jubilee Mission Medical College & Research Institute, Thrissur	48.5
10	Vinayaka Missions Kirupananda Variyar Medical College, Salem	48.3
Western Zone		
1	Krishna Institute of Medical Sciences, Karad	72.2
2	Ahmedabad Municipal Coporation Medical Education Trust Medical College, Ahmedabad	69
3	GMERS Medical College, Sola, Ahmedabad	68
4	Medical College, Baroda	63.6
5	Institute of Navel Medicine, INHS, Aswini	56.8
6	Government Medical College, Bhavnagar	56.5
7	Seth GS Medical College, Mumbai	54.1
8	B J Medical College, Ahmedabad	54
9	Lokmanya Tilak Municipal Medical College, Sion, Mumbai	50.6
10	Padmashree Dr. D.Y.Patil Medical College, Navi Mumbai	48

Attribute 4:: Links attribute:

The Links attributes refers to the reputation of the college. The Links attribute is based on number of other web sites linked with the college website. Among the 263 colleges, Alexa Internet No. of links is available only for the 250 (95.1%) colleges. The **Table 14** shows up the list of top 10 colleges with their bounce rate. The college website, SMS Medical College, Jaipur holds the first position and its no. of links is 14920.

Table 14: List of Top 10 Colleges with No. of Links:

S.No.	College	No. of Links
1	SMS Medical College, Jaipur	14920
2	R N T Medical College, Udaipur	4180
3	Dr SN Medical College, Jodhpur	4180
4	Medical College, Thiruvananthapuram	3904
5	ESI-PGIMSR,ESI-Hospital,Basaidarapur,New Delhi	2523
6	Rajiv Gandhi Institute of Medical Sciences, Srikakulam	2115
7	Institute of Medical Sciences, BHU, Varansi	1407
8	SRM Medical College Hospital & Research Centre, Kancheepuram	1255

9	Kasturba Medical College, Mangalore	1016
10	Kasturba Medical College, Manipal	1016

The **Table 15** shows up the list of top 10 colleges by ophthalmic courses and their no. of links. Sankara Netralaya Medical Research Foundation, Chennai holds the first position among the Diploma in Ophthalmology teaching colleges and its no. of links is 209. SMS Medical College, Jaipur holds the first position among the MD/MS – Ophthalmology teaching colleges and its no. of links is 14920. Medical College, Thiruvananthapuram holds the first position among the colleges which is teaching both the courses and its no. of links is 3904.

Table 15: Top 10 Colleges by Ophthalmic course and their no. of links:

S.No.	College	No. of Links
Diploma in Ophthalmology		
1	Sankara Netralaya Medical Research Foundation, Chennai	209
2	Al-Ameen Medical College, Bijapur	104
3	Regional Instt. of Ophthalmology Previously Known as Nehru Instt. of Ophthalmo, Sitapur	4
MD/MS - Ophthalmology		
1	SMS Medical College, Jaipur	14920
2	Dr SN Medical College, Jodhpur	4180
3	R N T Medical College, Udaipur	4180
4	ESI-PGIMSR, ESI-Hospital, Basaidarapur, New Delhi	2523
5	Rajiv Gandhi Institute of Medical Sciences, Srikakulam	2115
6	Institute of Medical Sciences, BHU, Varansi	1407
7	SRM Medical College Hospital & Research Centre, Kancheepuram	1255
8	All India Institute of Medical Sciences, New Delhi	896
9	Goa Medical College, Panaji	768
10	Amrita School of Medicine, Elamkara, Kochi	692
Both		
1	Medical College, Thiruvananthapuram	3904
2	Kasturba Medical College, Mangalore	1016
3	Kasturba Medical College, Manipal	1016
4	Jawaharlal Nehru Medical College, Aligarh	649
5	Jawaharlal Institute of Postgraduate Medical Education & Research, Puducherry	601
6	Bharati Vidyapeeth University Medical College, Pune	447
7	P E S Institute Of Medical Sciences and Research, Kuppam	358
8	Armed Forces Medical College, Pune	317
9	King George Medical University, Lucknow	269
10	Sri Ramachandra Medical College & Research Institute, Chennai	229

The **Table 16** shows up the list of top 10 colleges by management type and their no. of links. The college websites, SMS Medical College, Jaipur holds the first position among the government colleges and its no. of links is 14920. SRM Medical College Hospital & Research Centre, Kancheepuram holds the first position among the society / trust management colleges and its no. of links is 1255.

Table 16: Top 10 Colleges by Management Type and their No. of Links:

S.No.	College	No. of Links
Government		
1	SMS Medical College, Jaipur	14920
2	R N T Medical College, Udaipur	4180
3	Dr SN Medical College, Jodhpur	4180
4	Medical College, Thiruvananthapuram	3904
5	ESI-PGIMSR,ESI-Hospital,Basaidarapur,New Delhi	2523
6	Rajiv Gandhi Institute of Medical Sciences, Srikakulam	2115
7	Institute of Medical Sciences, BHU, Varansi	1407
8	All India Institute of Medical Sciences, New Delhi	896
9	Goa Medical College, Panaji	768
10	Jawaharlal Nehru Medical College, Aligarh	649
Society / Trust		
1	SRM Medical College Hospital & Research Centre, Kancheepuram	1255
2	Kasturba Medical College, Mangalore	1016
3	Kasturba Medical College, Manipal	1016
4	Amrita School of Medicine, Elamkara, Kochi	692
5	Kalinga Institute of Medical Sciences, Bhubaneswar	465
6	Bharati Vidyapeeth Deemed University Medical College & Hospital, Sangli	447
7	Bharati Vidyapeeth University Medical College, Pune	447
8	Aravind Eye Hospitals & Post Graduate Institute of Ophthalmology, Madurai	385
9	Christian Medical College, Vellore	358
10	P E S Institute Of Medical Sciences and Research, Kuppam	358

The **Table 17** shows up the list of top 10 colleges by zone and their no. of links. Institute of Medical Sciences, BHU, Varansi holds the first position among the colleges in central Zone and its no. of links is 1407. Kalinga Institute of Medical Sciences, Bhubaneswar holds the first position among the colleges in Eastern zone and its no. of links is 465. Regional Institute of Medical Sciences, Imphal holds the first position among the colleges in North Eastern zone and its no. of links is 127. SMS Medical College, Jaipur holds the first position among the colleges in Northern Zone and its no. of links is 14290. Medical College, Thiruvananthapuram holds the first position among the colleges in Southern zone and its no. of links is 3904. Goa Medical College, Panaji holds the first position among the colleges in western zone and its no. of links is 768.

Table 17: Top 10 Colleges by Zone with their No. of Links:

S.No.	College	Links
Central Zone		
1	Institute of Medical Sciences, BHU, Varansi	1407
2	Jawaharlal Nehru Medical College, Aligarh	649
3	School of Medical Sciences & Research, Greater Noida	311
4	King George Medical University, Lucknow	269
5	Teerthanker Mahaveer Medical College, Moradabad	191
6	Subharti Medical College, Meerut	167
7	Shri Ram Murti Smarak Institute of Medical Sciences, Bareilly	124
8	Era Lucknow Medical College, Lucknow	80
9	Peoples College of Medical Sciences & Research Centre, Bhanpur, Bhopal	78
10	Himalayan Institute of Medical Sciences, Dehradun	67
Eastern Zone		
1	Kalinga Institute of Medical Sciences, Bhubaneswar	465
2	Command Hospital, Kolkata	263
3	Rajendra Institute of Medical Sciences, Ranchi	174
4	Instt. Of Medical Sciences & SUM Hospital, Bhubaneswar	93
5	SCB Medical College, Cuttack	61
6	North Bengal Medical College, Darjeeling	33
7	Hi-Tech Medical College & Hospital, Bhubaneswar	32
8	RG Kar Medical College, Kolkata	27
9	Katihar Medical College, Katihar	26
10	Patna Medical College, Patna	24
North Eastern Zone		
1	Regional Institute of Medical Sciences, Imphal	127
2	Gauhati Medical College, Guwahati	57
3	Silchar Medical College, Silchar	50
4	Assam Medical College, Dibrugarh	33
5	Agartala Government Medical College, Agartala	26
Northern Zone		
1	SMS Medical College, Jaipur	14920
2	R N T Medical College, Udaipur	4180
3	Dr SN Medical College, Jodhpur	4180
4	ESI-PGIMS, ESI-Hospital, Basaidarapur, New Delhi	2523
5	All India Institute of Medical Sciences, New Delhi	896
6	Postgraduate Institute of Medical Education & Research, Chandigarh	456
7	Vardhman Mahavir Medical College & Safdarjung Hospital, Delhi	296
8	Maharishi Markandeshwar Institute Of Medical Sciences & Research, Mullana, Ambala	270
9	Command Hospital, Chandimandir	263
10	Government Medical College, Chandigarh	245

Southern Zone		
1	Medical College, Thiruvananthapuram	3904
2	Rajiv Gandhi Institute of Medical Sciences, Srikakulam	2115
3	SRM Medical College Hospital & Research Centre, Kancheepuram	1255
4	Kasturba Medical College, Mangalore	1016
5	Kasturba Medical College, Manipal	1016
6	Amrita School of Medicine, Elamkara, Kochi	692
7	Jawaharlal Institute of Postgraduate Medical Education & Research, Puducherry	601
8	Aravind Eye Hospitals & Post Graduate Institute of Ophthalmology, Madurai	385
9	Christian Medical College, Vellore	358
10	P E S Institute Of Medical Sciences and Research, Kuppam	358
Western Zone		
1	Goa Medical College, Panaji	768
2	Institute of Navel Medicine, INHS, Aswini	637
3	Bharati Vidyapeeth Deemed University Medical College & Hospital, Sangli	447
4	Bharati Vidyapeeth University Medical College, Pune	447
5	Armed Forces Medical College, Pune	317
6	Dr. D Y Patil Medical College, Hospital and Research Centre, Pimpri, Pune	207
7	Rural Medical College, Loni	203
8	Seth GS Medical College, Mumbai	175
9	Surat Municipal Institute of Medical Education & Research, Surat	169
10	Mahatma Gandhi Missions Medical College, Navi Mumbai	138

6. Limitations of the study:

Colleges which has the web presence through its own website is included in the study. This study is purely based on the Alexa Internet Website Traffic Statistics and the data as collected during the data collection period is using in the study.

7. Conclusion:

A total of 265 PG ophthalmic college have a web presence through their websites. The colleges, Dr SN Medical College, Jodhpur and R N T Medical College, Udaipur have highest global rank and daily time on site. Meenakshi Medical College and Research Institute, Enathur have the highest bounce rate. The college website, SMS Medical College, Jaipur has the highest number of number links. The study will provide important insights to web admins of colleges about different aspects that may need to be addressed for more efficient and effective web visibility.

8. References:

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