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Social and Web presence of Cultural Heritage Organisations in India

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Abstract

The present study focuses on the Social and Web presence of 27 Cultural Heritage Organisations in India. The purpose of this study is to investigate the domain authority, number of webpages, links, calculate the web impact factors and link-mentions on Social Networking Sites of the websites of Cultural Heritage Organisations and rank them accordingly. Analysing the websites of the Cultural Heritage Organisations it was found that majority of them have '.gov.in' domain name in their URLs. The study found that the highest domain authority (63) and page authority (51) was recorded by website of the Archaeological Survey of India. Indira Gandhi National Centre for the Arts ranked first in the global popularity ranking, with an Alexa rank of 289,037. Sahitya Akademi was first, with a bounce rate of 29.70 percent and the most average pages viewed by users per day (4.3). Lalit Kala Akademi ranked first in terms of estimated daily time spent on the site by visitors (06:14). With the highest number of in-links (646), Archaeological Survey of India ranked first. In WIF calculation, Archaeological Survey of India occupied first place with 7576.099 Simple Web Impact Factor. National Council of Science Museums with (0.865) Self-link Web Impact Factor holds the first position. External Web Impact Factor and Revised Link Web Impact Factor of North East Zone Cultural Centre with 1.137 EWIF and 0.549 RLWIF was found to be the highest. Sahitya Akademi (5,087) ranked first among all the Cultural Heritage Organisations under study, with the most link-mentions on Social Networking Sites (SNS).

Keywords: Webometrics**,** Web Impact Factor, Domain Authority, Page Authority, Link analysis, Moz, Cultural Heritage Organisation

0 INTRODUCTION

Indian culture is one of the oldest of all the cultures of the world, and it is an invaluable possession of our society. Culture is transmitted and carried forward from generation to next generation. The culture we inherit from our predecessors is called our cultural heritage. This heritage is manifest in both tangible and intangible forms. Besides the architectural creations, monuments, material artefacts, intellectual achievements, philosophy, treasures of knowledge, scientific inventions, and discoveries are also part of our heritage.

Information and Communications Technology (ICT) has also impacted the cultural sector, making our cultural heritage resources easily accessible to the people and a new identity of the national wealth. The Ministry of Culture's mandate revolves around the preservation and conservation of our cultural heritage, as well as the promotion of all forms of art and culture, both tangible and intangible.

Personalisation through ICTs, the use of websites, and social media channels has become a significant trend in recent years, with more and more organisations introducing them to complement their collections and better reach out to their visitors. These are channels that champions connection in our connected world. As a result, websites and social networking sites are increasingly becoming effective means of information and communication for organisations.

Thus, Webometric analysis has become a popular study in the modern era. Because, in today's modern information society, the quality of any organisation, product, or service is determined by its internet resources, such as websites and social networking sites, as well as its status and popularity on the web and in society. The main objective of this study is to quantitatively analyse the websites of the cultural heritage organisations of India to assess their social and web presence (nationally and globally).

1 DEFINITION AND CONCEPT OF WEBOMETRIC

According to Björneborn and Ingwersen (2004)[1], Webometrics study covers the construction side and usage side of the web, which embrace the four main areas such as:

- Web page content analysis;
- Web link structure analysis (e.g., Hyperlink, Self-link, External link and In link);
- Web usage analysis (e.g., exploiting log files for users searching and browsing behaviour); and
- Web technology analysis (including search engine performance).

The Online Dictionary for Library and Information Science (ODLIS) defines webometrics as "description and evaluation of the impact of the Internet as a scholarly communication tool, primarily by means of quantitative analysis of web-based scholarly and scientific Communications".

The base of Webometric can be established in the Information Science field. The term Webometrics was coined in 1997 by Tomas Almind and Peter Ingwersen in recognition that informetric analyses could be applied to the web.

2 ABOUT CULTURAL HERITAGE

India is the land of rich cultural heritage resources. The culture and history of India, is very ancient. Cultural heritage is the legacy of physical artefacts and intangible attributes of society inherited from past generations. Physical artefacts include works of art, literature, music, archaeological and historical artefacts, buildings, monuments, and historical places, whilst intangible attributes comprise social customs, traditions, and practices often grounded in aesthetic and spiritual beliefs and oral traditions. Intangible attributes along with physical artefacts characterise and identify the distinctiveness of a society[2].

The cultural heritage of a nation is considered as its national property. In order to preserve and protect India's artistic and cultural heritage, national organisations like the Archaeological Survey of India, National Gallery of Modern Art, Sahitya Akademi etc., are engaged in the heritage management. These organisations are now more important than ever, not only for their

curatorial excellence and unique collections, but also for the education, events, scholarship, and leadership they provide to organise and uplift our society and the world around us.

3 LITERATURE REVIEW

Uttkarsh and Sonkar (2021)[3] conducted a webometric study and examined the Web Impact Factor of 16 websites managed by the Ministry of Culture, Government of India. Through the Google search engine, they attempted to calculate the simple web impact factor, self-link web impact factor, external web impact factor, and revised web impact factor.

Aguillo (2020)[4] used a webometric approach to conduct a study on open access institutional repositories and investigate the presence of IRs contents in 28 social tools (such as Academia, Twitter, CiteUlike, Facebook, and others). The results show that most IRs have no strong presence in the most specialized tools, and even for the most popular services, the figures were not high enough.

Sarkar, Pal, and Kar (2018)[5] investigated the government tourism websites in India using webometrics. Their research emphasised the global SEO ranking with various scores, as well as the popularity ranking of tourism websites in India. This study reflects the traffic score, speed score, page size, and load time of the websites to reveal the quality of the websites.

Brahma and Verma (2018)[6] assessed the websites of Public Libraries of India under Ministry of Culture. They investigated the domain authority, number of web pages, links, and web impact factor of six Indian public libraries. The data for the study were gathered from the websites of relevant libraries using a suitable search engine, Open Site Explorer.

Stephen (2017)[7] evaluated the websites of the Ministry of Electronics and Information Technology Organisations in India using the Alexa Internet. According to this study, UIDAI had the most popular website of the 16 Meity Organisations in India.

According to the above review of the literature, several webometric studies have been conducted to measure the websites of many organisations, libraries, institutional repositories, and so on. However, no comprehensive study has been conducted to assess the websites of Cultural Heritage Organisations, and they remain unexplored. As a result, the purpose of this research is to examine the social and web presence of Cultural Heritage Organisations in India.

4 OBJECTIVES OF THE STUDY
- To trace and classify the domain of websites.
- To check the Page Authority and the Domain Authority of the websites.
- To find out the global popularity ranking of the websites.
- To assess and analyse the Bounce Rate, Daily Pageviews per Visitor, Daily Time on Site and Total Sites linking in of websites.
- To discover the quantum of webpages, link web pages, number of self-link pages, external link pages and in-link pages of websites.
- To calculate the Simple Web Impact Factor, Self-link Web Impact Factor, External link Web Impact Factor, and Revised Link Web Impact Factor of websites.
- To evaluate the websites according to their link-mentions in Social Networking Sites.

5 SCOPE OF THE STUDY

The present study focuses on the Social and Web presence of Cultural Heritage Organisations in India. This study encompasses 27 Cultural Heritage Organisations of the Ministry of Culture under its purview. To carry out this research, the list of 'Tangible' and 'Intangible' Cultural Heritage Organisations was extracted from the website of Ministry of Culture, Government of India[8].

'Gandhi Heritage Sites Mission' left out of the study because it does not have its own website. Table 1 shows a list of 27 Cultural Heritage Organisations, along with their location and website address.

Table 1. List of Cultural Heritage Organisations and their websites

Sl. No.	Cultural Heritage Organisations	Category (Tangible/ Intangible)	Location	Website address
1.	Allahabad Museum	Tangible	Allahabad	https://theallahabadmuseum.com/
2.	Archaeological Survey of India	Tangible	New Delhi	https://asi.nic.in/
3.	Centre for Cultural Resources and Training	Intangible	New Delhi	http://ccrtindia.gov.in/
4.	Eastern Zonal Cultural Centre	Intangible	Kolkata	http://ezcc-india.org/
5.	Indian Museum	Tangible	Kolkata	https://indianmuseumkolkata.org
6.	Indira Gandhi National Centre for the Arts	Intangible	New Delhi	http://ignca.gov.in/
7.	Kalakshetra Foundation	Intangible	Chennai	https://www.kalakshetra.in/
8.	Lalit Kala Akademi	Intangible	New Delhi	https://lalitkala.gov.in/
9.	National Council of Science Museums	Tangible	Kolkata	https://ncsm.gov.in/
10.	National Culture Fund	Tangible	New Delhi	http://ncf.nic.in/
11.	National Gallery of Modern Art	Tangible	New Delhi	http://ngmaindia.gov.in/
12.	National Mission for Manuscripts	Tangible	New Delhi	https://www.namami.gov.in/
13.	National Mission for Monuments and Antiquities	Tangible	New Delhi	http://nmma.nic.in/
14.	National Museum	Tangible	New Delhi	http://www.nationalmuseumindia.gov.in
15.	National Museum Institute of History of Art, Conservation and Museology	Tangible	New Delhi	http://nmi.gov.in/
16.	National Research Laboratory for Conservation of Cultural Property	Tangible	Lucknow	http://www.nrlc.gov.in/

17.	National School of Drama	Intangible	New Delhi	https://nsd.gov.in/
18.	North Central Zone Cultural Centre	Intangible	Allahabad	http://www.nczcc.in/
19.	North East Zone Cultural Centre	Intangible	Dimapur	http://nezccindia.org.in/
20.	North Zone Cultural Centre	Intangible	Patiala	https://www.culturenorthindia.com/
21.	Sahitya Akademi	Intangible	New Delhi	http://sahitya-akademi.gov.in/
22.	Salarjung Museum	Tangible	Hyderabad	http://www.salarjungmuseum.in/
23.	Sangeet Natak Akademi	Intangible	New Delhi	http://sangeetnatak.gov.in/
24.	South Central Zone Cultural Centre	Intangible	Nagpur	https://www.sczcc.gov.in/
25.	South Zone Cultural Centre	Intangible	Thanjavur	https://www.szccindia.org/
26.	Victoria Memorial Hall	Tangible	Kolkata	http://victoriamemorial-cal.org/
27.	West Zone Cultural Centre	Intangible	Udaipur	https://wzccindia.com/

6 RESEARCH METHODOLOGY

This study is a web-based investigation into the websites of Cultural Heritage Organisations in India. Data for the study was gathered in May 2021 using commercial search engines such as Google, Moz, and others. For data analysis, the following webometric tools and techniques were used in the study:

- ➢ **Domain Authority and Page Authority:** Domain Authority and Page Authority of the websites of Cultural Heritage Organisations are obtained from Moz Link Explorer. Both Domain Authority and Page Authority are search engine ranking scores developed by Moz (software as a service company). Domain Authority (DA) predicts how likely a website is to rank, whereas Page Authority (PA) forecasts how well a specific page will rank on search engine result pages (SERPs). Both scores are calculated by evaluating multiple factors, and they range from 1 to 100 (https://analytics.moz.com/pro/link-explorer).

- ➢ **Alexa:** Alexa Internet, Inc. is an American web traffic analysis company. It provides web traffic data, global rankings, and other information. It was used to retrieve the following elements for each website.
  - • **Alexa Traffic Rank or Alexa Rank:** It is an estimate of this site's popularity. It is a measure of how a website is doing relative to all other sites on the web over the past 3 months. The lowest number indicates best Alexa traffic rank (https://www.alexa.com/about). Accordingly, the websites of Cultural Heritage Organisations are ranked based on Alexa traffic rank.
  - • **Bounce Rate Percentage:** Percentage of visits to the site that consist of a single pageview.
  - • **Daily Pageviews Per Visitor:** Estimated daily unique pageviews per visitor on the site.

- **Daily Time On Site:** Average time in minutes and seconds that a visitor spends on a given site each day.
- **Total Sites Linking In:** The number of sites linking in that Alexa reports is the number of websites in the Common Crawl that link to a given website.

➢ **Link Analysis:** The following search keywords were used to collect data related to the links of each websites using 'Google' search engine[9]:
- *site:asi.nic.in* for total web pages;
- *link:asi.nic.in* for link webpages;
- *link:asi.nic.in AND site:asi.nic.in* for self-link webpages;
- *link:asi.nic.in AND NOT site:asi.nic.in* for external link webpages;
- *link:asi.nic.in NOT site:asi.nic.in* for inlink webpages.

➢ **Web Impact Factor (WIF):** Web Impact Factor is the web version of the impact factor. It was introduced by Ingwersen (1998)[10] which is calculated by taking the following formula, i.e., the ratio of the number of backlinks to a site, divided by the number of webpages at the site.

In this study, four types of Web Impact Factor were formulated in the following way:

- $$Simple\ WIF = \frac{Link\ Web\ Pages\ (B)}{Number\ of\ web\ pages\ indexed\ by\ the\ search\ engine\ (A)}$$

- $$Self\ Link\ WIF = \frac{Number\ Self\ Link\ Pages\ (C)}{Number\ of\ web\ pages\ indexed\ by\ the\ search\ engine\ (A)}$$

- $$External\ link\ WIF = \frac{Number\ of\ External\ link\ pages\ (D)}{Number\ of\ web\ pages\ indexed\ by\ the\ search\ engine\ (A)}$$

- $$Revised\ WIF = \frac{Number\ of\ Inlink\ Pages\ (E)}{Numbers\ of\ web\ pages\ indexed\ by\ the\ search\ engine\ (A)}$$

➢ **Link-mentions in Social Networking Sites**: The syntax used to extract link mentions of websites of Cultural Heritage Organisations in Social Networking Sites (SNS) includes two parts. The first part is used to filter the web domain of the social network through the operator "site:", while the second part comprises of the URL of the website of the Cultural Heritage Organisation between quotes that forces precisely that sequence of characters (Aguillo 2020)[4]. The figure thus obtained is referred as the number of "url mentions" or "link mentions". For example, to obtain the "link-mentions" of Archaeological Survey of India (https://asi.nic.in) in the Social Networking Site like Facebook (https://www.facebook.com), the following syntax was used in 'Google' search engine:
site:facebook.com "asi.nic.in"

7 DATA ANALYSIS AND INTERPRETATION

The data collected from various web resources are quantitatively analysed to fulfil the objectives. Data are systematically classified, tabulated, analysed and interpreted in the following manner.

Table 2. Classification of Websites by Domain Extensions

Sl. No.	Domain	Cultural Heritage Organisations	Percentage (%)
1.	.com	3	11.11
2.	.gov.in	13	48.15
3.	.in	3	11.11
4.	.nic.in	3	11.11
5.	.org	4	14.81
6.	.org.in	1	3.70
	Total	**27**	**100**

Table 2 reveals that, total 6 types of 'domain extensions' are used by the 27 Cultural Heritage Organisations under the study in their URLs. 'gov.in' domain extension has been widely used in the websites of Cultural Heritage Organisations. 13 (48.15%) have '.gov.in' in their URLs. 4 (14.81%) organisations have '.org' extension in their URLs. Each domain names '.com', '.in' and '.nic.in' has been used by 3 (11.11%) organisations and whereas only one organisation have '.org.in' (3.70%) extension in its URL.

Table 3. Page and Domain Authority

Sl. No.	Cultural Heritage Organisations	Domain Authority	Rank	Page Authority	Rank
1.	Allahabad Museum	23 (2.64%)	18	31 (3.43%)	13
2.	Archaeological Survey of India	63 (7.24%)	1	51 (5.64%)	1
3.	Centre for Cultural Resources and Training	42 (4.83%)	8	44 (4.87%)	4
4.	Eastern Zonal Cultural Centre	7 (0.80%)	23	9 (1%)	19
5.	Indian Museum	44 (5.06%)	6	43 (4.76%)	5
6.	Indira Gandhi National Centre for the Arts	39 (4.48%)	10	41 (4.54%)	7
7.	Kalakshetra Foundation	43 (4.94%)	7	35 (3.87%)	11
8.	Lalit Kala Akademi	36 (4.14%)	11	40 (4.42%)	8
9.	National Council of Science Museums	33 (3.79%)	13	42 (4.65%)	6
10.	National Culture Fund	26 (2.99%)	15	33 (3.65%)	12
11.	National Gallery of Modern Art	53 (6.09%)	2	47 (5.2%)	2
12.	National Mission for Manuscripts	22 (2.53%)	19	26 (2.88%)	17
13.	National Mission for Monuments and Antiquities	21 (2.41%)	20	28 (3.1%)	16
14.	National Museum	46 (5.29%)	4	41 (4.54%)	7
15.	National Museum Institute of History of Art, Conservation and Museology	32 (3.68%)	14	39 (4.31%)	9
16.	National Research Laboratory for Conservation of Cultural Property	25 (2.87%)	16	26 (2.88%)	17
17.	National School of Drama	41 (4.71%)	9	45 (4.98%)	3
18.	North Central Zone Cultural Centre	1 (0.11%)	25	1 (0.11%)	20
19.	North East Zone Cultural Centre	5 (0.57%)	24	13 (1.44%)	18
20.	North Zone Cultural Centre	24 (2.76%)	17	30 (3.32%)	14
21.	Sahitya Akademi	44 (5.06%)	6	43 (4.76%)	5
22.	Salarjung Museum	45 (5.17%)	5	35 (3.87%)	11
23.	Sangeet Natak Akademi	36 (4.14%)	11	38 (4.2%)	10
24.	South Central Zone Cultural Centre	19 (2.18%)	21	26 (2.88%)	17
25.	South Zone Cultural Centre	18 (2.07%)	22	30 (3.32%)	14
26.	Victoria Memorial Hall	48 (5.52%)	3	38 (4.2%)	10
27.	West Zone Cultural Centre	34 (3.91%)	12	29 (3.21%)	15
	Total	**870 (100%)**		**904 (100%)**	

Table 3 shows that Archaeological Survey of India has obtained the first rank in Domain Authority with the DA score of 63 (7.24%), followed by National Gallery of Modern Art with 53 (6.09%) DA score and Victoria Memorial Hall with DA score of 48 (5.52%). The lowest rank was assigned to North Central Zone Cultural Centre with DA score of 1 (0.11%). In reference to Page Authority (PA), the website of Archaeological Survey of India is at the first rank with PA score of 51 (5.64%), followed by the websites of National Gallery of Modern Art and National School of Drama with PA scores of 47 (5.2%) and 45 (4.98%) respectively.

Table 4. Alexa Traffic Rank

Sl. No.	Cultural Heritage Organisations	Alexa Rank	Rank
1.	Indira Gandhi National Centre for the Arts	289,037	1
2.	National School of Drama	296,459	2
3.	Kalakshetra Foundation	354,147	3
4.	Centre for Cultural Resources and Training	375,280	4
5.	Sahitya Akademi	438,096	5
6.	National Museum Institute of History of Art, Conservation and Museology	545,985	6
7.	National Council of Science Museums	576,260	7
8.	National Gallery of Modern Art	618,612	8
9.	Archaeological Survey of India	675,322	9
10.	National Museum	860,422	10
11.	Lalit Kala Akademi	1,014,526	11
12.	National Mission for Manuscripts	1,578,277	12
13.	Sangeet Natak Akademi	1,591,902	13
14.	Salarjung Museum	1,741,012	14
15.	Victoria Memorial Hall	1,826,613	15
16.	Eastern Zonal Cultural Centre	1,877,575	16
17.	Indian Museum	2,217,055	17
18.	National Culture Fund	2,382,405	18
19.	National Research Laboratory for Conservation of Cultural Property	2,725,353	19
20.	North Zone Cultural Centre	3,296,224	20
21.	National Mission for Monuments and Antiquities	3,584,561	21
22.	West Zone Cultural Centre	3,998,635	22
23.	Allahabad Museum	4,316,683	23
24.	South Zone Cultural Centre	8,932,745	24
25.	North Central Zone Cultural Centre	Not found	-
26.	North East Zone Cultural Centre	Not found	-
27.	South Central Zone Cultural Centre	Not found	-

Table 4 illustrates the global popularity rankings of the websites of Cultural Heritage Organisations as obtained from Alexa Internet (alexa.com). According to the data in the table 4 the top five ranks as follows, Indira Gandhi National Centre for the Arts having Alexa rank 289,037 is ranked 1st followed by National School of Drama which is ranked 2nd with 296,459 Alexa rank. Kalakshetra Foundation is ranked 3rd with 354,147 Alexa rank. While the Centre for Cultural Resources and Training and Sahitya Akademi are at 4th and 5th position respectively.

Table 5. Data obtained from Alexa Internet

Sl. No.	Cultural Heritage Organisations	Bounce Rate (%)	Daily Pageviews per Visitor	Daily Time on Site	Total Sites Linking In
1.	Allahabad Museum	Not found	2	Not found	27
2.	Archaeological Survey of India	59.30%	3.2	05:40	646
3.	Centre for Cultural Resources and Training	50.90%	3.5	03:17	249
4.	Eastern Zonal Cultural Centre	Not found	2	01:37	Not found
5.	Indian Museum	Not found	1	Not found	131
6.	Indira Gandhi National Centre for the Arts	57.00%	2	02:01	222
7.	Kalakshetra Foundation	62.50%	1.7	01:38	112
8.	Lalit Kala Akademi	50.00%	3.7	06:14	84
9.	National Council of Science Museums	82.90%	1.4	01:18	146
10.	National Culture Fund	Not found	3	03:22	36
11.	National Gallery of Modern Art	50.00%	2	00:45	301
12.	National Mission for Manuscripts	Not found	3	01:35	14
13.	National Mission for Monuments and Antiquities	Not found	1	Not found	39
14.	National Museum	47.10%	2.5	02:39	333
15.	National Museum Institute of History of Art, Conservation and Museology	57.50%	1.4	00:58	91
16.	National Research Laboratory for Conservation of Cultural Property	Not found	3	Not found	17
17.	National School of Drama	50.90%	2	01:39	246
18.	North Central Zone Cultural Centre	Not found	Not found	Not found	1
19.	North East Zone Cultural Centre	Not found	Not found	Not found	31
20.	North Zone Cultural Centre	Not found	1	Not found	72
21.	Sahitya Akademi	29.70%	4.3	04:03	278
22.	Salarjung Museum	Not found	2	01:18	93
23.	Sangeet Natak Akademi	80.00%	1	00:41	88
24.	South Central Zone Cultural Centre	Not found	Not found	Not found	23

25.	South Zone Cultural Centre	Not found	1	Not found	27
26.	Victoria Memorial Hall	Not found	2	02:00	113
27.	West Zone Cultural Centre	Not found	2	Not found	57

Table 5 shows the data regarding websites of Cultural Heritage Organisations for four indexes (i.e. bounce rate percentage, daily pageviews per visitor, daily time on site, total sites linking in) as obtained from the Alexa Internet. The data present in the table 5 reveals that in both bounce rate percentage and daily pageviews per visitor, Sahitya Akademi ranked first with the lowest bounce rate percentage of 29.70% and the highest number of average pages viewed by users per day (4.3). Lalit Kala Akademi (06:14) ranked first with the highest estimated daily time spent on site by visitors. On the basis of total sites linking in, the Archaeological Survey of India (646) ranked first with the highest number of in-links.

Table 6. Quantum of Web pages and Link pages of Cultural Heritage Organisations

Sl. No.	Cultural Heritage Organisations	NWP (A)	LWP (B)	SLWP (C)	ELWP (D)	ILWP (E)
1.	Allahabad Museum	315	13200	33	8	42
2.	Archaeological Survey of India	887	6720000	122	84	93
3.	Centre for Cultural Resources and Training	1790	2660	85	91	49
4.	Eastern Zonal Cultural Centre	94	4530	3	3	1
5.	Indian Museum	219	10700	149	238	31
6.	Indira Gandhi National Centre for the Arts	58900	63100	2610	3080	905
7.	Kalakshetra Foundation	1320	419000	80	85	68
8.	Lalit Kala Akademi	851	86100	59	102	10
9.	National Council of Science Museums	3860	28600	3340	3730	350
10.	National Culture Fund	112	417000	34	63	10
11.	National Gallery of Modern Art	2150	28300	48	48	25
12.	National Mission for Manuscripts	787	74700	60	60	28
13.	National Mission for Monuments and Antiquities	9750	98100	94	92	62
14.	National Museum	336	35900	171	249	78
15.	National Museum Institute of History of Art, Conservation and Museology	772	348000	40	166	21
16.	National Research Laboratory for Conservation of Cultural Property	252	18700	22	22	18
17.	National School of Drama	4010	228000	297	364	189
18.	North Central Zone Cultural Centre	9	11700	0	0	0
19.	North East Zone Cultural Centre	102	1230	5	116	56
20.	North Zone Cultural Centre	2560	1880	28	41	4
21.	Sahitya Akademi	6070	92100	119	119	199
22.	Salarjung Museum	222	103000	10	10	9
23.	Sangeet Natak Akademi	4850	123000	125	127	137
24.	South Central Zone Cultural Centre	1200	797	109	109	27
25.	South Zone Cultural Centre	1080	345	105	97	39
26.	Victoria Memorial Hall	1600	21100	59	79	79
27.	West Zone Cultural Centre	1150	673	122	54	111

Note: NWP= No. of Web Pages, LWP= Link Web Pages, SLWP= Self-Link Web Pages, ELWP= External Link Web Pages, ILWP= In Link Web Pages.

The table 6 illustrates the quantum of web pages and link pages of Cultural Heritage Organisations. Indira Gandhi National Centre for the Arts has occupied the first rank with the maximum (58900) Number of Web Pages and the highest number of In Link Web Pages (905). Regarding the total number of Link Web Pages, the Archaeological Survey of India (6720000) has ranked first. National Council of Science Museums has occupied the first rank in both Self-Link Web Pages (3340) and External Link Web Pages (3730).

Table 7. Web Impact Factor of Cultural Heritage Organisations

Sl. No.	Cultural Heritage Organisations	SWIF (B/A)	SLWIF (C/A)	ELWIF (D/A)	RLWIF (E/A)
1.	Allahabad Museum	41.905	0.105	0.025	0.133
2.	Archaeological Survey of India	7576.099	0.138	0.095	0.105
3.	Centre for Cultural Resources and Training	1.486	0.047	0.051	0.027
4.	Eastern Zonal Cultural Centre	48.191	0.032	0.032	0.011
5.	Indian Museum	48.858	0.680	1.087	0.142
6.	Indira Gandhi National Centre for the Arts	1.071	0.044	0.052	0.015
7.	Kalakshetra Foundation	317.424	0.061	0.064	0.052
8.	Lalit Kala Akademi	101.175	0.069	0.120	0.012
9.	National Council of Science Museums	7.409	0.865	0.966	0.091
10.	National Culture Fund	3723.214	0.304	0.563	0.089
11.	National Gallery of Modern Art	13.163	0.022	0.022	0.012
12.	National Mission for Manuscripts	94.917	0.076	0.076	0.036
13.	National Mission for Monuments and Antiquities	10.062	0.010	0.009	0.006
14.	National Museum	106.845	0.509	0.741	0.232
15.	National Museum Institute of History of Art, Conservation and Museology	450.777	0.052	0.215	0.027
16.	National Research Laboratory for Conservation of Cultural Property	74.206	0.087	0.087	0.071
17.	National School of Drama	56.858	0.074	0.091	0.047
18.	North Central Zone Cultural Centre	1300	0.000	0.000	0.000
19.	North East Zone Cultural Centre	12.059	0.049	1.137	0.549
20.	North Zone Cultural Centre	0.734	0.011	0.016	0.002
21.	Sahitya Akademi	15.173	0.020	0.020	0.033
22.	Salarjung Museum	463.964	0.045	0.045	0.041
23.	Sangeet Natak Akademi	25.361	0.026	0.026	0.028
24.	South Central Zone Cultural Centre	0.664	0.091	0.091	0.023
25.	South Zone Cultural Centre	0.319	0.097	0.090	0.036
26.	Victoria Memorial Hall	13.188	0.037	0.049	0.049
27.	West Zone Cultural Centre	0.585	0.106	0.047	0.097

Note: SWIF= Simple Web Impact Factor, SLWIF= Self-Link Web Impact Factor, ELWIF= External Link Web Impact Factor, RLWIF= Revised Link Web Impact Factor

The table 7 shows the Web Impact Factor of Cultural Heritage Organisations. It reveals that the Simple Web Impact Factor of the Archaeological Survey of India occupies first place with 7576.099 SWIF. On the other hand, the Self-link Web Impact Factor of the National Council of Science Museums with 0.865 SLWIF was the highest. While, the External Web Impact Factor and Revised Link Web Impact Factor of North East Zone Cultural Centre with 1.137 EWIF and 0.549 RLWIF was found to be the highest among the websites of 27 Cultural Heritage Organisations under study.

Table 8. Link-mentions of Cultural Heritage Organisations in Social Networking Sites

Cultural Heritage Organisations	Facebook	Twitter	Linkedin	Youtube	Pinterest	Total Mentions	Rank
Sahitya Akademi	1,320	3,710	27	26	2	5,087	1
Archaeological Survey of India	848	623	8	41	2,390	3,912	2
National Gallery of Modern Art	1,770	805	80	3	321	2,982	3
Indira Gandhi National Centre for the Arts	1,130	1,240	8	20	139	2,543	4
National Museum	1,030	1,130	3	4	337	2,507	5
Kalakshetra Foundation	1,230	623	27	147	322	2,385	6
Centre for Cultural Resources and Training	956	555	73	5	37	1,628	7
Salarjung Museum	407	818	0	2	268	1,496	8
National School of Drama	836	382	8	140	70	1,445	9
Lalit Kala Akademi	810	372	28	0	24	1,236	10
National Council of Science Museums	584	550	9	11	32	1,186	11
South Central Zone Cultural Centre	319	803	3	10	0	1,136	12
Sangeet Natak Akademi	619	411	74	9	0	1,115	13
Eastern Zonal Cultural Centre	214	534	0	0	0	748	14
North Zone Cultural Centre	88	476	0	0	1	566	15
Indian Museum	145	181	47	8	25	408	16
Victoria Memorial Hall	197	161	9	5	11	383	17
North East Zone Cultural Centre	65	253	0	0	0	319	18
National Museum Institute of History of Art, Conservation and Museology	247	8	57	0	4	317	19
North Central Zone Cultural Centre	235	2	0	5	1	244	20
National Mission for Manuscripts	74	134	1	1	0	210	21
South Zone Cultural Centre	79	108	1	7	0	196	22
West Zone Cultural Centre	96	78	0	0	1	176	23
National Mission for Monuments and Antiquities	115	31	0	0	9	155	24

Allahabad Museum	66	85	0	0	0	151	25
National Research Laboratory for Conservation of Cultural Property	62	8	10	0	0	80	26
National Culture Fund	40	3	2	0	0	45	27
Total	**13,582**	**14,084**	**475**	**444**	**3,994**	**32,656**	

Table 8 gives the rank wise distribution of the websites of Cultural Heritage Organisations according to their links mentioned in the selected 5 Social Networking Sites (SNS). Sahitya Akademi (5,087), with the most significant amount of total link-mentions, has occupied the first rank. With 3,912 total link-mentions Archaeological Survey of India holds the second rank. The National Gallery of Modern Art, with the total link-mentions of 2,982, is at the third position among all the 27 Cultural Heritage Organisations. From the above table, it is also evident that Twitter is the widely used SNS, while Youtube is the least used Social Networking Site for online communication and promotional purposes of the Cultural Heritage Organisations.

8 FINDINGS

❖ The domain analysis found that 48.15% of the Cultural Heritage Organisations in India have '.gov.in' in their URLs.

❖ Archaeological Survey of India has obtained the first rank in both Domain Authority and Page Authority with the score of 63 (7.24%) and 51 (5.64%) respectively.

❖ As per the global popularity rankings of the websites, Indira Gandhi National Centre for the Arts having the Alexa Rank 289,037 occupied the first position among all the Cultural Heritage Organisations in India.

❖ In both bounce rate percentage and daily pageviews per visitor, Sahitya Akademi ranked first with the lowest bounce rate percentage of 29.70% and the highest number of average pages viewed by users per day (4.3). Lalit Kala Akademi (06:14) ranked first with the highest estimated daily time spent on site by visitors. On the basis of total sites linking in, the Archaeological Survey of India (646) ranked first with the highest number of in-links

❖ Indira Gandhi National Centre for the Arts has occupied the first rank in both Number of Web Pages (58900) and In-Link Web Pages (905). With highest Link Web Pages (6720000) the Archaeological Survey of India has ranked first. National Council of Science Museums has occupied the first rank in both Self-Link Web Pages (3340) and External Link Web Pages (3730).

❖ Archaeological Survey of India occupied first place with 7576.099 Simple Web Impact Factor (SWIF). The Self-link Web Impact Factor of the National Council of Science Museums with 0.865 SLWIF was the highest. External Web Impact Factor and Revised Link Web Impact Factor of North East Zone Cultural Centre with 1.137 EWIF and 0.549 RLWIF was found to be the highest.

❖ Sahitya Akademi (5,087) occupied the first rank with the highest link-mentions in Social Networking Site (SNS) among all the Cultural Heritage Organisations under study.

❖ Twitter was the most widely used Social Networking Site (SNS) while Youtube was found to be the least used Social Networking Site among all the 5 Social Networking Sites (SNS) selected for the study.

9 CONCLUSION

Websites and social media channels enable audiences to see an organisation in action – what it stands for, what it posts on a daily basis, and how it interacts with and values its communities. To engage new and existing audiences, an organisation must invest in its website and social media channels, which are proving to be the most important assets for information exchange.

The right kind of social media activity will drive traffic back to the organization's website and increase its influence. All Cultural Heritage Organizations' webmasters are recommended to improve their websites' search engine optimization (SEO) rankings, and social networking sites such as Twitter, Facebook, YouTube, Instagram, and Pinterest are encouraged for social media community managers.

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