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Webometric Evaluation of the Websites of the Indian Premier League (IPL) Teams

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Abstract: *The present study focuses on the ranking of the websites of the IPL franchises as well as the overall evaluation of those websites. Calculating three types of WIFs it has been found that according to the Simple Web Impact Factor (SWIF) ranking CSK holds the numero uno status with SWIF of 0.6454. According to Internal-link Web Impact Factor (IWIF) CSK holds the 1st rank with IWIFs of 0.3727. In case of External-link Web Impact Factor (EWIF) CSK again holds the rank one position with EWIF of 0.2727. Half of the eight websites have .com domain extension and remaining half possess .in domain extension. SRH has the most heavy website with a page size of 6.1 MB and as a consequence its load time is also much more (24.34 sec) than the other sites which is not at all desirable for any website. Though in Security category most of the teams have received A+ grade, none of them have received overall A grade and it only hints at the required improvements in various categories. CSK ranks first both in domain authority and page authority with scores of 51 and 57 respectively. RCB holds the best global rank i.e. 101,196 among the eight teams. MI holds the best Indian rank i.e. 10833.*

Keywords: *Indian Premier League, IPL, Web impact factor, WIF, Search engine optimization, SEO, Popularity rank*

1. Introduction

India and cricket both are almost synonymous terms. Indian people's madness for cricket is nowhere better reflected than in the Indian Premier League (IPL) which is a professional Twenty20 cricket league in India contested during March or April and May of every year by eight teams representing eight different cities in India. This league was founded by the Board of Control for Cricket in India (BCCI) in 2008. The IPL is the most-attended cricket league in the world and in 2014 ranked sixth by average attendance among all sports leagues. Mumbai Indians are the most successful team in IPL history with four championship titles (2013, 2015, 2017, 2019). Chennai Indians (2010, 2011, 2018) and Kolkata Knight Riders (2012, 2014) with their respective titles thrice and twice are not lagging far behind. The former teams like Deccan Chargers, Kochi Tuskers Kerala, Pune Warriors India, Rising Pune Supergiant, Gujrat Lions with their short presence in this cricket festival also kept their impression (Indian Premier League, n.d.). Players from different corners of the world participate in different teams after being bought by the team owners in the auction. This cash rich mega event of cricket is followed by billions of people across the world over the Internet. All the participatory teams have their websites with information regarding team fixtures, squads, latest updates, points table, results, sponsors, broadcasters, statistics, fans' messages, gallery, social network connectivity and so on. The gorgeous web presence of the teams not only provides information to their fans and followers over the world but also highlights their objectives and might before the whole cricketing fraternity. These websites also carry the significant message regarding the utility of sports to the young generation and do not fail to establish an aura of peace and unity in this world tormented by jealousy, violence and war. In this web centric era to judge the true merit of a website through the metrical analysis of webometric study is the most viable solution. With the purpose of evaluating the websites of the present IPL teams this webometric analysis has been undertaken.

2. Literature Review

Maqbool (2019) in the study on webometric analysis of selected knowledge portals of national repute in India tried to understand the performance of knowledge portals on webometric scale and also endeavoured to assist admins of the selected sites to take corrective measures if needed and visualized a better and more efficient web presence. The study found that Shodhganga is having best rank at global and Indian levels and National Digital Library of India (NDLI) has the highest RWIF. The highest estimated daily unique page views per visitor are for e-gyankosh (6.91 pages) strangely it also has third biggest bounce rate (56.00%). Jeyshankar and Babu (2009) in their webometric study had examined and explored the websites of 45 universities in Tamil Nadu comprising of 27 state and 18 private universities. The study identified the domain systems of the websites and analysed the number of web pages and link pages, and calculated the 3 simple web impact factor, self-link web impact factor and external web impact factor of the university

websites in Tamil Nadu and finally ranked the websites as per the WIF. The study reflected that some universities in Tamil Nadu have higher number of web pages but correspondingly their link pages are very small in number and websites fell behind in their simple, self link and external link web impact factor. Sarkar, Pal and Kar (2018) in their study focused on the government tourism websites in India. They highlighted global SEO ranking with various scores and popularity ranking of the tourism websites in India. Traffic score, speed score, page size and load time of the websites had been reflected in thieir study to reveal the quality of the websites. SocSciBot4 web crawler and Pajek software had been used for visualizing the network topology. Verma and Brahma (2017) examined and analyzed the websites of Indian universities with status of potential for excellence on the basis of established webometric criteria i.e. number of web pages, link pages, domain authority, equity passing links, individual domain authority and web impact factor. From the existing literature it has been found that no such webometric study has been conducted on websites related to sports especially IPL . Therefore, such unprecedented endeavour has been undertaken to fill up the knowledge gap in this area.

3. Objectives

The present study deals with the following objectives:

❖ To calculate three types of web impact factors (Simple WIF, Internal link WIF, External link WIF).
❖ To rank the IPL websites on the basis of these three types of web impact factors.
❖ To demonstrate the domain extension percentage of the websites.
❖ To represent the page size and load time of the websites.
❖ To calculate the SEO Score and Speed Score of the websites
❖ To represent the overall grade analysis of the IPL team websites.
❖ To calculate the domain authority and page authority of the websites.
❖ To find out the Indian and global popularity ranking of the websites.

4. Methodology

An observation method has been used to conduct this research. Data have been collected during May 20 and 21, 2019. For calculating three types of WIFs (simple, self-link and external link WIF) first the number of links has been counted from a link analyser tool named CleverStat (http://cleverstat.com/link-analyzer). For calculating the number of webpages of a particular website **"site:domain name"** syntax has been used (Sarkar and Pal, 2018). On the basis of these the formula of calculating WIF as introduced by Ingwersen (1998) i.e. the ratio of the number of links to a site, to the number of webpages at the site, has been used. This can be stated thus:

A = Total number of webpages to a particular site

B = Total Number of Inlinks to a given site

C = Total Number of External links to a given site

D = Total number of links (External + Internal) to a site

Therefore, WIF (Simple) = **D/A**; WIF (Internal-link) = **B/A,** and WIF (External-link) = **C/A.**

In this study online SEO report generation tool, Neil Patel's SEO Analyzer (https://neilpatel.com/seo-analyzer/) has also been used to analyse and compare IPL Cricket Franchises' websites on various parameters like page size, load time, SEO score and speed score. Domain and Page Authority of the websites have been counted from SEOREVIEWTOOLS.com (https://www.seoreviewtools.com/seo-checker/). For overall grade analysis of the websites SEOptimer (https://www.seoptimer.com/) tool has been used. For finding out the Indian and global popularity ranking of the selected websites Alexa (https://www.alexa.com/siteinfo) tool has been used.

5. Scope of the Study

The present study covers the eight websites of the eight IPL teams participating in the IPL 2019 session. Table 1 represents the brief details of those cricket franchises with their websites' domain extensions.

Table 1: List of Selected IPL Teams

SL No	Name of the IPL Cricket Franchise	URL	Abbvr.	Debut Year	Domain Extn.
1	Chennai Super Kings	https://www.chennaisuperkings.com/CSK_WEB/index.html	CSK	2008	.com
2	Delhi Capitals	https://www.delhicapitals.in/	DC	2008	.in
3	Kings XI Punjab	https://www.kxip.in/	KXIP	2008	.in
4	Kolkata Knight Riders	https://www.kkr.in/	KKR	2008	.in
5	Mumbai Indians	https://www.mumbaiindians.com/	MI	2008	.com
6	Rajasthan Royals	https://www.rajasthanroyals.com/	RR	2008	.com
7	Royal Challengers Bangalore	https://www.royalchallengers.com/	RCB	2008	.com
8	Sunrisers Hyderabad	http://www.sunrisershyderabad.in/	SRH	2013	..in

6. Data Analysis and Findings

6.1 Calculation of Web Impact Factors (WIF)

Table 2 illustrates three types of WIF distribution of the selected websites with their webpage and link details.

Table 2: WIFs of Selected IPL Franchise's Websites

Name of the IPL Franchise	Number of Web Pages and Links				3 Types of Web Impact Factors		
	Total No. of Webpage (A)	Total No. of Inlinks (B)	Total No. of External Links (C)	Total No. of Links (D)	Simple WIF (D/A)	Internal-link WIF (B/A)	External-link WIF (C/A)
CSK	110	41	30	71	0.6454	0.3727	0.2727
DC	1790	39	27	66	0.0368	0.0217	0.0150
KXIP	1040	36	7	43	0.0413	0.0346	0.0067
KKR	4540	17	28	45	0.0099	0.0037	0.0061
MI	2910	32	11	43	0.0147	0.0109	0.0037
RR	10300	45	44	89	0.0086	0.0043	0.0042
RCB	7150	48	8	56	0.0078	0.0067	0.0011
SRH	173	30	21	51	0.2947	0.1734	0.1213

Table 2 clearly demonstrates that according to the Simple Web Impact Factor (SWIF) ranking CSK holds the numero uno status with SWIF of 0.6454, while SRH and KXIP hold the 2nd and 3rd positions respectively with SWIFs of 0.2947 and 0.0413. According to Internal-link Web Impact Factor (IWIF) the previous three teams hold the same 1st, 2nd and 3rd ranks with IWIFs of 0.3727, 0.1734 and 0.0346 respectively. In case of External-linkWeb Impact Factor (EWIF) CSK holds the rank one position with EWIF of 0.2727. SRH and DC hold the 2nd and 3rd positions with EWIFs of 0.1213and 0.0150 respectively.

6.2 Distribution of Domain Name Extensions

Domain name is a very important issue for any website. A domain suffix or top-level domain (TLD) is intended to define the type of website and it impacts on webpage visibility and SEO score. From the above table (Table-1) and the following figure (Figure-1) it can be concluded that half of the websites have .com domain extension and remaining half possess .in domain extension.
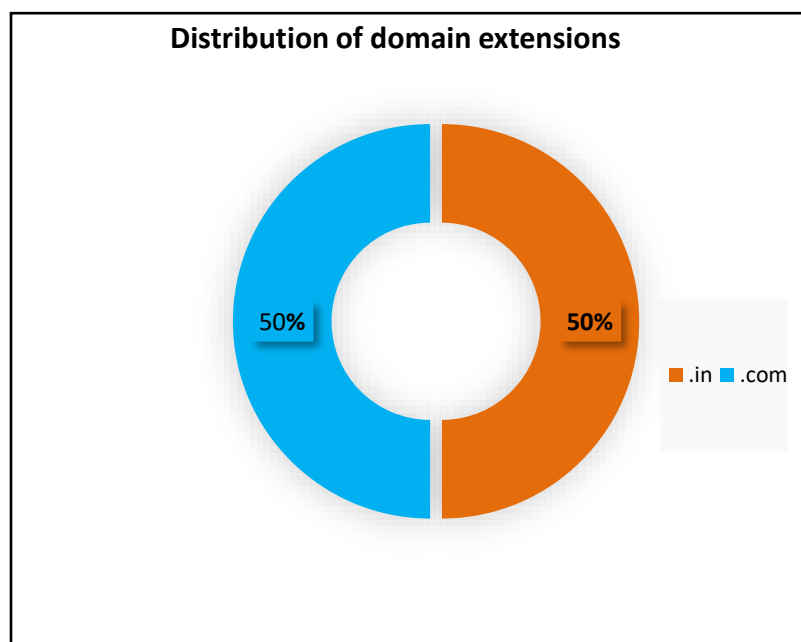
Figure 1: Distribution of Domain Extensions

6.3 Results from SEO Analyzer

Table 3 depicts page size and load time of IPL Franchises' websites. In the figure 2 Speed Score and SEO Score of the websites have been depicted. From table 3 it is evident that SRH has the most heavy website with a page size of 6.1 MB and as a consequence its load time is also much more (24.34 sec) than the other sites. This load time delay is not at all desirable for any website. CSK ranks second after SRH in the load time and its time is 9.60 sec which is also not praiseworthy. Calculating the SEO score and speed score of the websites it has been found that RR holds the maximum SEO score of 82 and speed score of 69.

Table 3: Page Size, Load Time of the Websites

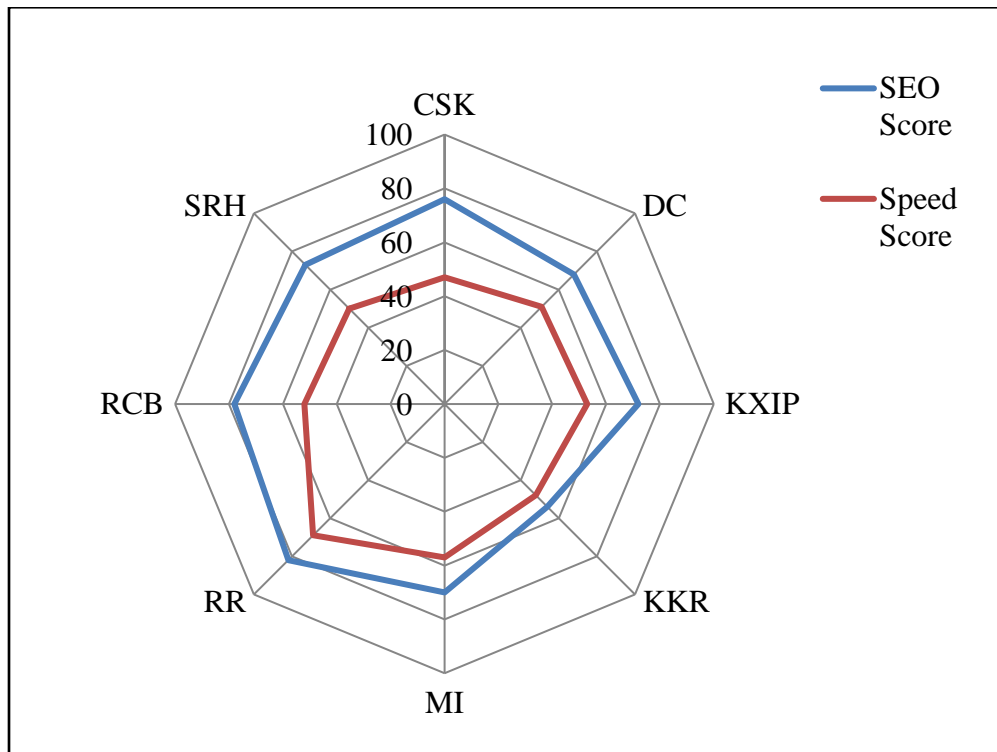| IPL Franchise	Page Size	Load Time
CSK	3.3 MB	9.60 Sec
DC	1.4 MB	1.12 Sec
KXIP	3.0 MB	3.43 Sec
KKR	2.6 MB	3.51 Sec
MI	4.6 MB	3.66 Sec
RR	4.0 MB	3.60 Sec
RCB	3.0 MB	6.03 Sec
SRH	6.1 MB	24.34 Sec

Figure-2: SEO Analysis Scores

6.4 Overall Grade Analysis of the Websites of IPL Teams in Various Categories

In table 4 the grade analysis of the team websites on various categories like SEO, Usability, Performance, Security and Social has been done and finally the overall grade has also been represented. Though in Security category most of the teams have received A+ grade, none of them have received overall A grade and it only hints at the required improvements in various categories. Overall grade of CSK website is D which is to be improved to a great extent. The visual grade analyses of KKR and KXIP have been presented here as examples for better understanding.

Table 4: Grade Analysis of the Websites of IPL Teams in Various Categories

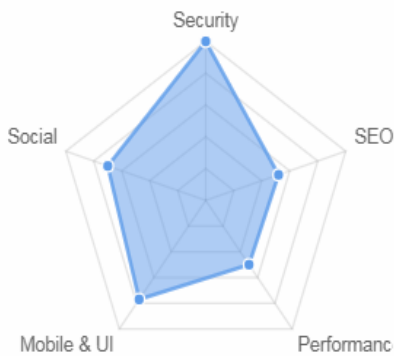|	SEO	Usability	Performance	Security	Social	Overall Grade
CSK	F-	A-	E+	B+	-	D
DC	B+	A	B	A+	B	B+
KXIP	B+	A	D	A+	B	B
KKR	C	B+	C	A+	B	B-
MI	B+	A	D	A+	B	B
RR	B	A	C	A+	B	B
RCB	A-	A	D+	A+	D+	B
SRH	A+	F-	C+	C+	-	B-

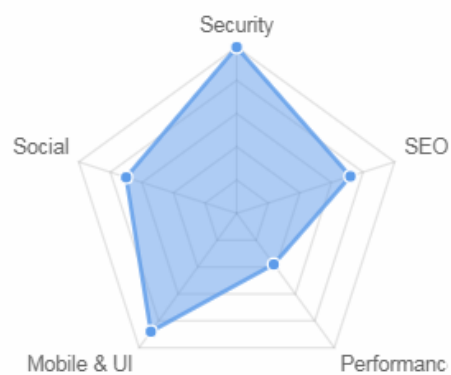**Figure 3: Grade Analysis of KKR Website**   **Figure 4: Grade Analysis of KXIP Website**

6.5 Domain and Page Authority

Page Authority (PA) is a score that predicts how well a specific page will rank on search engine result pages (SERP). Page Authority scores range from 1 to 100, with higher scores corresponding to a greater ability to rank. Whereas Page Authority measures the predictive ranking strength of a single page, Domain Authority measures the strength of entire domains or subdomains (Page authority, n.d.). Domain Authority (DA) is a search engine ranking score that predicts how well a website will rank on search engine result pages (SERPs). A Domain Authority score ranges from 1 to 100, with higher scores corresponding to a greater ability to rank (Domain authority, n.d.). These were developed by Moz, a software as a service (SaaS) company based in USA.
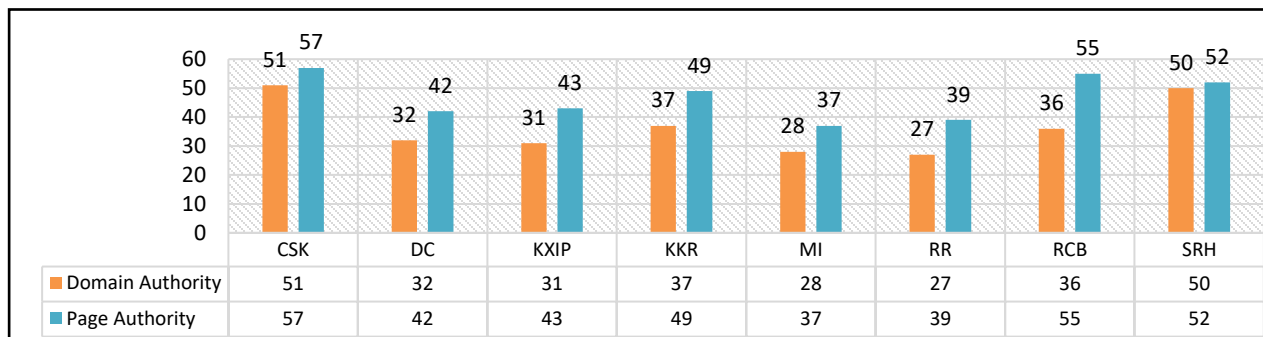
	CSK	DC	KXIP	KKR	MI	RR	RCB	SRH
Domain Authority	51	32	31	37	28	27	36	50
Page Authority	57	42	43	49	37	39	55	52

Figure-5: Distribution of Domain and Page Authority

It is seen from the figure 5 that the website of CSK having domain authority of 51 ranks highest while that of RR ranks lowest by obtaining 27 out of a total of 100 points. In the case of page authority, the website of CSK again ranks first with page authority score of 57 followed by RCB having score of 55. The least score (37) is obtained by MI in page authority.

6.6 Popularity Rank of Websites

Website popularity ranking is another important indicator which helps to better the promotion of a website. Ranking of a website is based on a combined measure of page views and unique site users. Global and Indian popularity rankings of selected IPL Cricket Franchises' websites are portrayed through table 5.

Table 5: Popularity Ranking of the Websites

IPL Franchise	Global Rank	Ranking in India
CSK	131,929	15,100
DC	153,771	15,269
KXIP	268,466	31,378
KKR	163,312	21,074
MI	152,346	10,833
RR	327,911	47,874
RCB	101,196	13,975
SRH	304,909	47,097

Table 5 clearly points out that among the websites RCB holds the best global rank i.e. 101,196 among the eight teams and it has the 2nd best Indian rank also i.e. 13,975. RCB is followed by CSK in the global ranking i.e. 131929. MI holds the best Indian rank i.e. 10833.

7. Conclusion

Throughout this webometric analysis websites of IPL teams have got an overall reflection. Calculating three types of WIFs it has been found that according to the Simple Web Impact Factor (SWIF) ranking CSK holds the numero uno status with SWIF of 0.6454, while SRH and KXIP hold the 2nd and 3rd positions respectively with SWIFs of 0.2947 and 0.0413. According to Internal-link Web Impact Factor (IWIF) the previous three teams hold the same 1st, 2nd and 3rd ranks with IWIFs of 0.3727, 0.1734 and 0.0346 respectively. In case of External-linkWeb Impact Factor (EWIF) CSK holds the rank one position with EWIF of 0.2727. SRH and DC hold the 2nd and 3rd positions with EWIFs of 0.1213and 0.0150 respectively. Half of the eight websites have .com domain extension and remaining half possess .in domain extension. SRH has the most heavy website with a page size of 6.1 MB and as a consequence its load time is also much more (24.34 sec) than the other sites which is not at all desirable for any website. Though in Security category most of the teams have received A+ grade, none of them have received overall A grade and it only hints at the required improvements in various categories. CSK ranks first both in domain authority and page authority with scores of 51 and 57 respectively. RCB holds the best global rank i.e. 101,196 among the eight teams. MI holds the best Indian rank i.e. 10833.

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