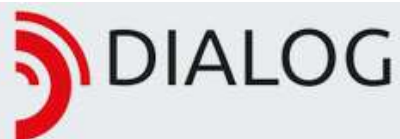




Ministerstwo Nauki
i Szkolnictwa Wyższego



Perspektywy

International visibility of the English websites of the Polish Universities

Isidro F. Aguillo
Editor Ranking Web



Project



Identification of the English websites

International (English) web contents from twenty Polish universities



Quantitative Analysis

Web indicators: Size, link visibility, accessibility, SEO positioning



Qualitative Analysis

Evaluation of the web contents for attracting foreign students and researchers



SWOT

Strengths, Weaknesses, Opportunities, Threats

English websites

Directory

No university domain

Two different domains

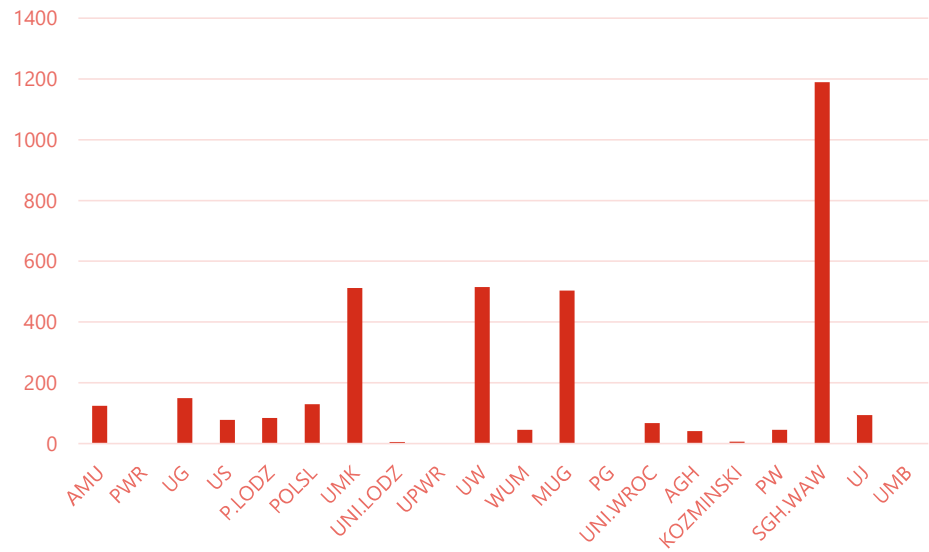
Meaningless words

UNIVERSITY	ENGLISH WEBPAGES
Adam Mickiewicz University in Poznań	amu.edu.pl/en
Wroclaw University of Science and Technology	pwr.edu.pl/en
University of Gdansk	en.ug.edu.pl
University of Silesia in Katowice	us.edu.pl/en
Lodz University of Technology	p.lodz.pl/en
Silesian University of Technology	polsl.pl/en
Nicolaus Copernicus University in Toruń	umk.pl/en
University of Lodz	en.uni.lodz.pl
Wroclaw University of Environmental and Life Sciences	upwr.edu.pl/en
University of Warsaw	en.uw.edu.pl
Medical University of Warsaw	wum.edu.pl/en
Medical University of Gdańsk	mug.edu.pl
Gdansk University of Technology	pg.edu.pl/en
University of Wroclaw	uni.wroc.pl/en
AGH University of Science and Technology	agh.edu.pl/en
Kozminski University in Warsaw	kozminski.edu.pl/en
Warsaw University of Technology	pw.edu.pl/engpw
SGH Warsaw School of Economics	sgh.waw.pl/en
Jagiellonian University in Kraków	en.uj.edu.pl
Medical University of Białystok	umb.edu.pl/en

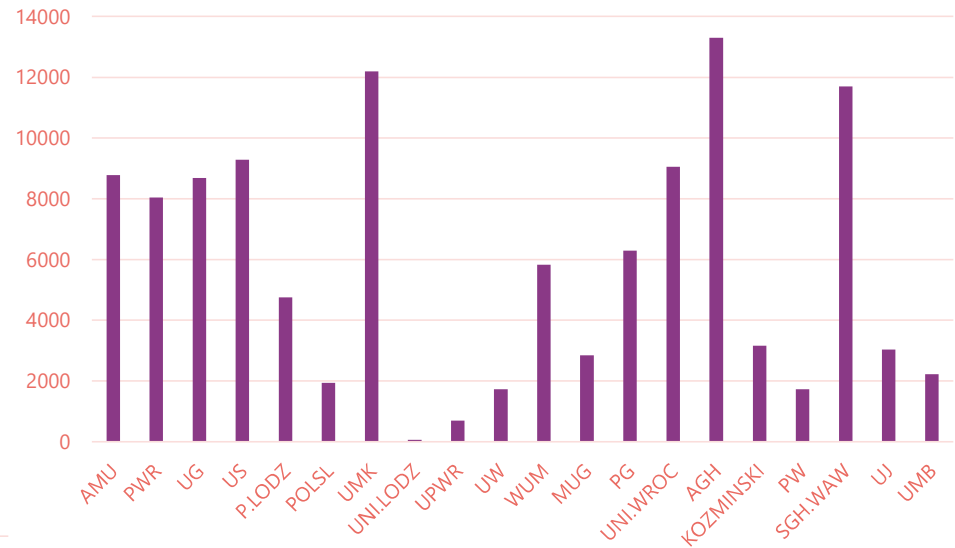
Size



NUMBER OF PDF FILES IN ENGLISH WEBSITES



NUMBER OF PAGES IN ENGLISH WEBSITES



Link visibility



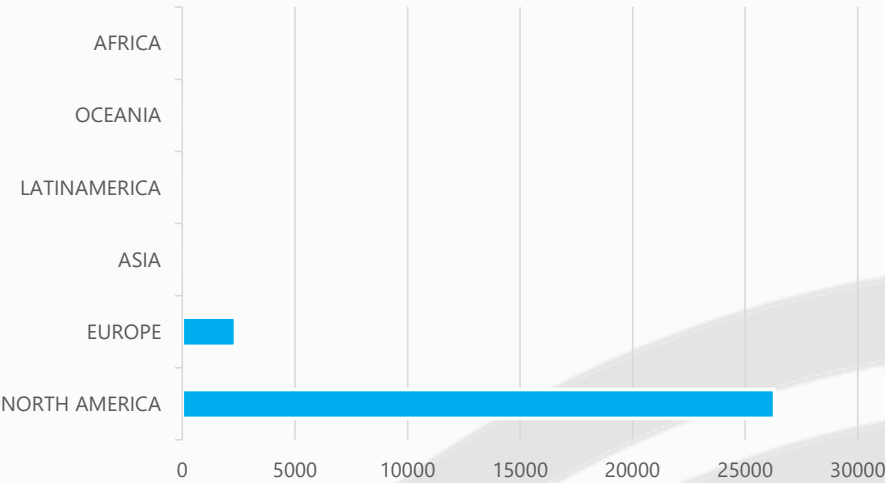
	en.ug.edu.pl	http://amu.edu.pl/en/	en.uj.edu.pl	en.uni.lodz.pl	en.uw.edu.pl
Title	University of Gdańsk Uni...		Jagiellonian University - ...	University of Lodz	University of Warsaw
Primary Topical Trust Flow	Reference / Education	Computers / Programming / ...	Reference / Education	Reference / Education	Reference / Education
Trust Flow	 20	 13	 32	 27	 33
Citation Flow	 35	 23	 36	 21	 40
Referring domains 	 <u>355</u>	 <u>15</u>	 <u>405</u>	 <u>39</u>	 <u>1,078</u>
Referring IP addresses 	 325	 15	 376	 34	 964
External Backlinks 	 <u>3,972</u>	 <u>34</u>	 <u>3,269</u>	 <u>4,724</u>	 <u>32,549</u>
Indexed URLs 	 <u>10,650</u>	 <u>1</u>	 <u>6,699</u>	 <u>35</u>	 <u>3,328</u>
Avg Total Outlinks / Page 	 71	 0	 73	 33	 29

Social

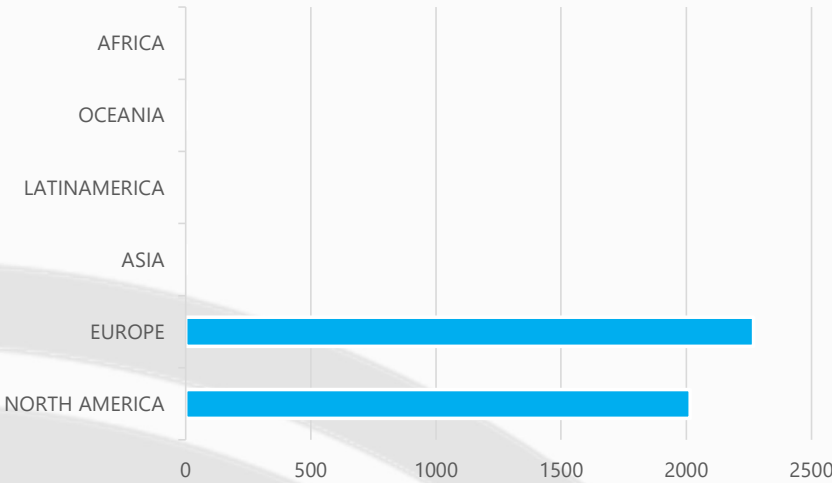
SOCIAL NETWORKS		AMU	PWR	UG	US	P.LODZ	POLSL	UMK	UPWR	UW
ACADEMIC	Researchgate	318	0	1	98	84	8	194	113	24
	Academia	210	0	0	2	2	4	9	1	27
GENERAL	Facebook	275	135	166	983	292	232	713	375	1280
	Linkedin	9	4	9	4	56	25	120	22	23
	VK	0	0	2	0	33	0	6	1	3
DEPOSITS	Scribd	9	0	2	0	7	5	98	4	25
	Slideshare	1	2	1	0	0	1	1	0	0
	Github	1	0	0	1	4	1	0	0	0
	Zenodo	0	0	0	0	0	1	1	0	2
WIKIPEDIA	All languages	4	1	9	1	4	3	6	1	9
	English	1	1	2	1	2	1	2	0	4
	German	0	0	0	0	1	0	0	0	0
	French	0	0	0	0	0	0	1	0	0
	Spanish	0	0	0	0	0	1	0	0	1
MICRO/VIDEO	Twitter	70	4	2	26	37	0	77	79	1310
BLOGGING	Youtube	1	0	0	35	0	1	1	3	10

Mentions

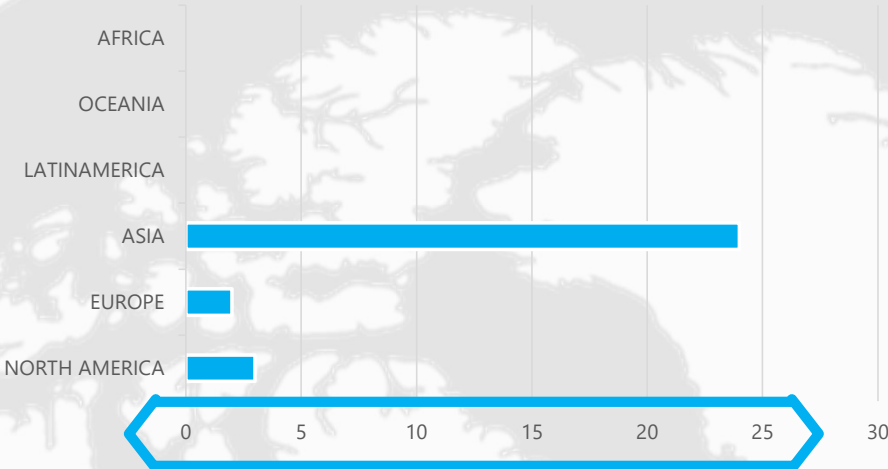
MENTIONS FROM TOP UNIVERSITIES



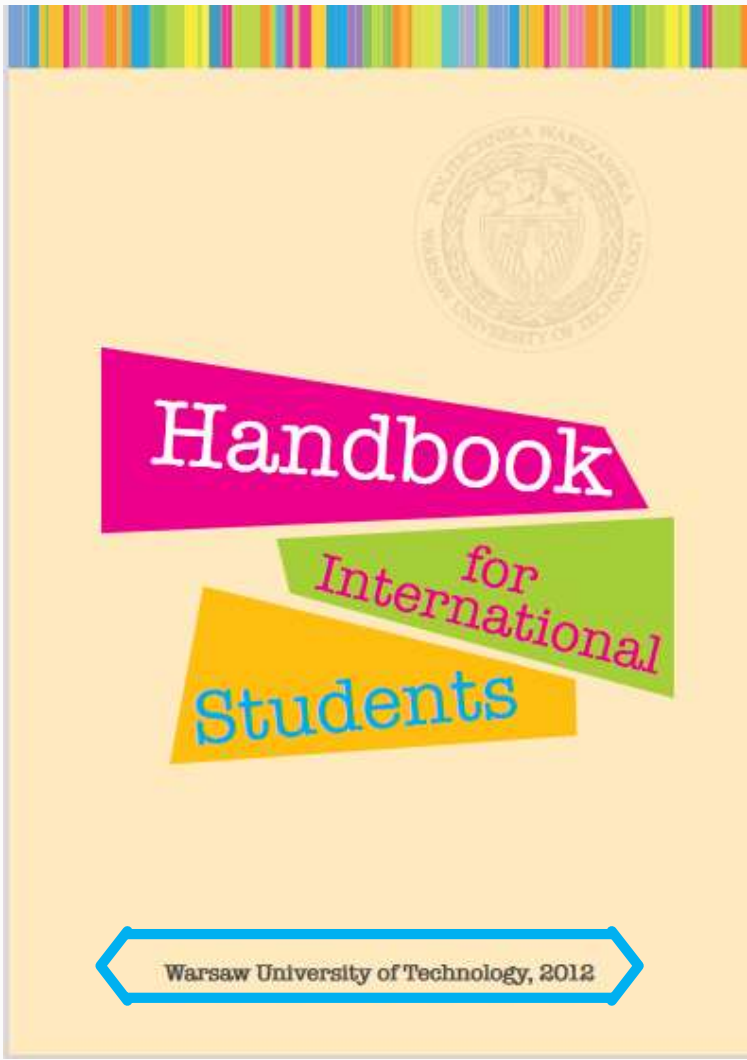
MENTIONS FROM RESEARCH CENTERS



MENTIONS FROM TOP NEWSPAPERS



Attracting and supporting



SWOT

Strengths

- Practical rich for-students information
- Erasmus experience

Weaknesses

- Bad SEO positioning practices
- Accessibility issues

Opportunities

- International Social Networks
- Open Science

Threats

- Low link visibility
- Limited impact in developing countries

Thanks you!

- Please, visit the Ranking Web of Universities
- <http://www.webometrics.info/en>