

Comparative Study of Universities' Web Structure Mining

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Abstract : This paper is meant to analyze the ranking of University of Malaysia Terengganu, UMT's website in the World Wide Web. There are only few researches have been done on comparing the ranking of universities' websites so this research will be able to determine whether the existing UMT's website is serving its purpose which is to introduce UMT to the world. The ranking is based on hub and authority values which are accordance to the structure of the website. These values are computed using two web-searching algorithms, HITS and SALSA. Three other universities' websites are used as the benchmarks which are UM, Harvard and Stanford. The result is clearly showing that more work has to be done on the existing UMT's website where important pages according to the benchmarks, do not exist in UMT's pages. The ranking of UMT's website will act as a guideline for the web-developer to develop a more efficient website.

Keywords : algorithm, ranking, website, web structure mining

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