

Website Visibility – Are You Seen?



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Statement of the problem

Recent work indicates that the use of metadata elements plays an important part in making webpages more visible. Lack of refereed research on the usage of metadata on e-Commerce websites prompted the authors to inspect, experiment and report on whether e-Commerce websites make use of these metadata elements to enhance their visibility.

Methodology

The authors intuitively defined a set of relationships between users, search engines, meta data and webpages. No claim is made in this project as to the accuracy of these definitions, as listed below. A decision was taken to inspect the occurrence and usage of those metatags considered to be relevant to website visibility. A scoring scheme was defined to measure the effective use of these metatags on the webpage.

Conclusions & Recommendations

These figures indicate a lack of application of a basic but potentially effective methodology to increase webpage visibility.

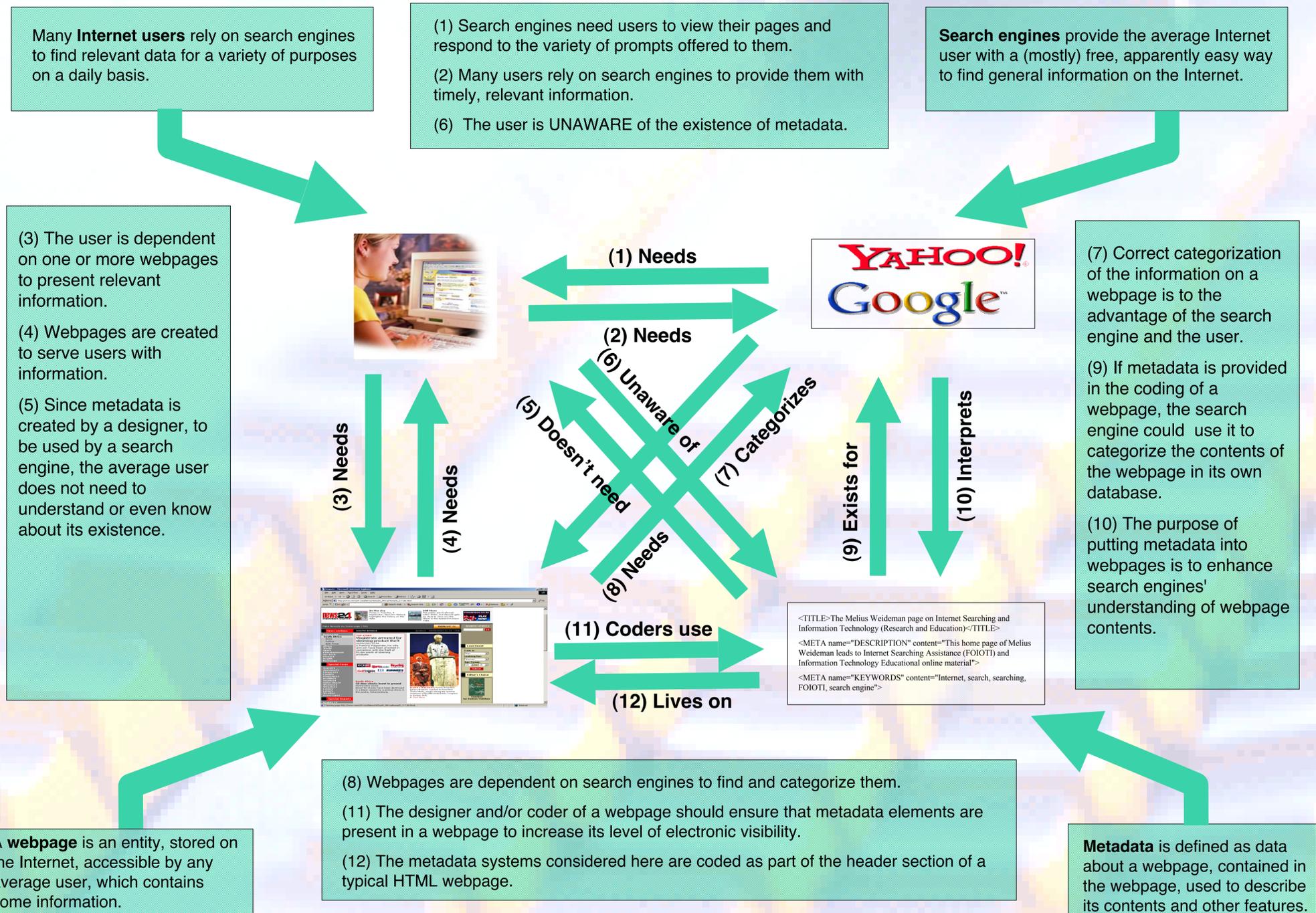
It is recommended that company management insist on the implementation of these metatags on mission critical websites. If this potential visibility enhancing mechanism is ignored, potential income opportunities are neglected.

Objectives of the research

The purpose of this project was to inspect and report on the accuracy of one of the definitions of the relationships listed below. The remaining eleven could be inspected in detail in future research.

Major findings

- To summarize some of the basic results:
- average of webpages which used none of the three metatags at all: 42.3%
 - average of webpages which used the three metatags effectively: 38%
 - webpages which earned the minimum score: 9.95%
 - webpages which earned the maximum score: 18.9%
 - average overall score was 3.75 out of 6.



A Centre of excellence in website visibility is being established at the Cape Technikon. Currently research is underway to achieve this goal. Hundreds of websites have been inspected. A coding framework is being designed. Metadata as one element of Search Engine Visibility is being investigated.



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Centre of Excellence – Website Visibility