

# Did the Temple University's MIS Department Website MISS the WEB or is it VICE- VERSA??– A Case Study

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<http://mis.temple.edu/>

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## - Thomas Henry Huxley

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- *"The rung of a ladder was never meant to rest upon, but only to hold a man's foot long enough to enable him to put the other somewhat higher."*



# Objective

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- To show the changes needed (or loopholes seen – better way of saying it) in the MIS Department Website.
- To find out solutions on making the MIS Department's website efficient and Search Engine Friendly.

# The Website as you see it

<http://MIS.TEMPLE.EDU/>

The Department of Management Information Systems at the Fox School of Business - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://mis.temple.edu/>

Google Search Web Search Site PageRank 2827 blocked AutoFill Options Links Elteral Phonebook

## mis.temple.edu

Department of Management Information Systems

- Information
- Programs
- Courses
- Students
- People
- Alumni
- Research
- Technology
- Home

**MIS Department Faculty and Staff**

[Seminar Schedule](#) | [Contact Information](#) | [Student FAQs](#) | [BizTech Lab](#)

Events: [Main](#) | [Open House Fall 2003](#) | [ETC Awards](#) | [IT Reception 2003](#)

[Working Paper Series](#)

**STAY INVENT THE FUTURE**  
Read about the initiative to keep talented graduates in Pennsylvania.

### Latest News:

**The Information Technology Awards Reception** will honor outstanding students, faculty, and staff as well as the Information Technology Leader and Innovator of the year. May 3, 2004 ([more](#))

The IT Excellence Competition seeks exceptional ideas and innovative examples of IT implementation. Finalists present their entries as part of the Fox sponsored Temple University Business Innovation Competition and the Temple University Venture and Technology Fair. Proposals must be submitted by email to Paul Weinberg ([weinberg@temple.edu](mailto:weinberg@temple.edu)) no later than February 6, 2004 ([more](#))

Richard Bendis, President and CEO of Innovation Philadelphia, spoke about "Opportunities for Information Technology in the Greater Philadelphia Region" November 14th, 12:40pm ([more](#))

Mani Subramani, Assistant Professor at the Information and Decision Sciences Department in the Carlson School of

Done Internet

start [Taskbar icons] G T mis.temple.edu 8:00 PM

# What the MIS Department website needs?



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- Better Design (the red left menu gets cut off for big pages.) [Click Here to See](#)
- Better Navigation Menus
- Better Flow of Content
- Less use of JavaScript and Include Tags.
- Link to homepage on the main MIS.T.EDU logo. (Very important)
- Web Based Feedback Form needed.
- Pages are not updated and some even have bad coding. [Click Here to See](#)
- A Site MAP.
- Search Engine Optimization.
- REMOVAL OF BAD LINKS [Click Here to See](#) – (Click on **E-Business and Information Systems Initiatives at Fox**) – It gives Page Cannot be Displayed Error.



## - Joshua J. Marine

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- *"Challenges are what make life interesting; overcoming them is what makes life meaningful."*



# Search Engines

Search Engine	Search Hours Per Month (in millions)	Search Minutes Per Day (in millions)	Searches Per Day (in millions)
Google	18.7	37	112
AOLSearch	15.5	31	93
Yahoo	7.1	14	42
MSNSearch	5.4	11	32
Ask Jeeves	2.3	5	14
InfoSpace	1.1	2	7
AltaVista	0.8	2	5
Overture	0.8	2	5
Netscape	0.7	1	4
Earthlink	0.4	1	3
Looksmart	0.2	0	1
Lycos	0.2	0	1

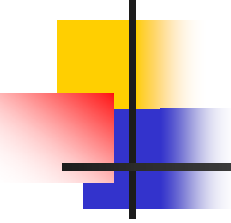
Searches Per Day, January 2003, United States. Note that Google Supplies results to AOL, Yahoo, Netscape and Earthlink, making it the most used search engine by a massive margin. <http://www.lcog.com/search-engine-statistics.html>



# The 7 largest search engines on the web are:

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- 1. Google 55.2%
- 2. Yahoo 21.7%
- 3. MSN Search 9.6%
- 4. AOL Search 3.8%
- 5. Terra Lycos 2.6%
- 6. Altavista 2.2%
- 7. Askjeeves 1.5%
- **Source:**  
[http://www.onestat.com/html/aboutus\\_press\\_box21.html](http://www.onestat.com/html/aboutus_press_box21.html)



# Search Engine Optimization will help you:

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- Increase on-line traffic
- Dominate your competition
- Lower student acquisition costs
- Broaden market share
- A new study from NPD Group has found that 55% of online purchases are made on sites found through search engine listings, while a mere 9% are on sites found via banner ads.

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\*Source <http://www.nua.com/surveys/>



## *H. Jackson Brown, Jr.*

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- *"Find a job you like and you add five days to every week."*



# Optimization Method

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- Keyword selection
- Keyword Density
- Site design elements and HTML attributes
- Site architecture
- HTML coding (only by hand)
- Link popularity integration
- Submission order and sequence



# A small list of some of the many websites which I have Optimized.

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**Site 1: Eliteral** - <http://www.eliteral.com/> (My own WEBSITE)

Keywords:

- "[Web Hosting Pennsylvania](#)" (1.4 Million sites Defeated, even though my company is based in INDIA)
- "[Domain Registration Philadelphia](#)"
- "[Digital Certificate FAQ](#)"
- "[Payment Gateway PA](#)"

**Site 2: DirectI** - <http://www.directi.com/>

Keywords:

- "[Web Hosting India](#)"

**Site 3: Transecute** - <http://www.transecute.com/>

Keywords:

- "[Payment Gateway India](#)"

**Site 4: IP-To-Country** <http://www.ip-to-country.com/>

Keywords:

- "[IP to Country](#)"

# Management Information Systems (MIS) Department

- Site: <http://mis.temple.edu/>
- Some Keyword students are looking for:
  1. "management information systems"
  2. "MIS Business School"
  3. "MIS admission"
- Source:  
<http://inventory.overture.com/d/searchinventory/suggestion/>

## Searches done in March 2004

### Count Search Term

10966	management information system
954	journal of management information system
775	laboratory information management system
481	management information system articles
410	student information management system
200	security information management system
199	project management information system
166	management and information system career
161	management information system definition
151	change information management system
147	management information system mis
122	management information system school



# Backlinks

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- Backlink is a link back to a page on your website. (Preferably the link back to a page on your website should be an external link.)
- MIS Dept - [Temple University](#) (ONLY 58 Backlinks)
- MIS Dept - [University of Arizona](#) (429 Backlinks)
- MIS Dept - [University of Minnesota](#) (48 Backlinks but High PR)
- MIS Dept - [University of Missouri – St. Louis](#) (161 Backlinks)
- MIS Dept - [Univ. of California – Berkeley](#) (1480 Backlinks)
  
- **Note:** I have selected only those university websites which ranks high in Google Search Engine for the “Management Information Systems” Keyword. Temple university’s MIS Dept website does not show up in the TOP 50 search results.



# Page Rank

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- PageRank is a numeric value that represents how important a page/website is on the web.
- MIS Dept - [Temple University](#) (6/10 PR)
- MIS Dept - [University of Arizona](#) (6/10 PR)
- MIS Dept - [University of Minnesota](#) (6/10 PR)
- MIS Dept - [University of Missouri – St. Louis](#) (6/10 PR)
- MIS Dept - [Univ. of California – Berkeley](#) (8/10 PR)



# Convinced??

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- If you have any queries you may directly email me at [nainil.c@eliteral.com](mailto:nainil.c@eliteral.com)



# About Me

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- **Education Background:**
  - Bachelors in Commerce
  - Masters in Commerce (1)
  - Pursuing MS in Management in Information Systems
- **Work Experience: 4 Years**
  - Linux Server Administrator
  - Search Engine Optimizer
  - PHP Web Programmer (Free Lance)
  - [Eliteral.com](#) – Own Web Hosting Company



# Contact Me

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- Resume :

<http://www.nainil.com/resume/>

- Contact Me:

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- Phone Numbers:

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# Lion King V/S Nainil Chheda

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- *"Everything the light touches is our kingdom."*  
- MUFASA, Lion King, The Movie

*"Everything my Case Study touches is my JOB."*  
- Nainil Chheda