

WEBOMETRIC ANALYSIS AND PERFORMANCE EVALUATION OF AIIMS MEDICAL SCIENCES WEBSITES: ASSESSING VISIBILITY AND USER ENGAGEMENT

Dr. M. Muniyasamy*¹, Dr. A. Alagu², M. Nanthakumar³

¹ Librarian, Sasurie College of Arts and Science, Tiruppur, India

² Librarian, Prince Shri Venkateswara Padmavathy Engineering College,
Chennai, Tamil Nadu – India

³ Ph.D Research Scholar, Department of Library and Information Science,
Alagappa University, Karaikudi, India

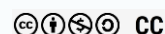
ABSTRACT: *This study provides a complete webometric analysis of the official websites of various All India Institute of Medical Sciences (AIIMS) institutions around India. The research takes a descriptive, quantitative, and comparative approach to assessing important online interaction performance indicators, using secondary data from platforms such as SimilarWeb and visualized in Flourish Studio. These include user demographics, device usage, average visit duration, bounce rate, as well as global and national web rankings. The findings show that while AIIMS New Delhi has a strong global presence and user engagement, new and regionally based AIIMS branches lag significantly behind in visibility and user engagement. The mobile-dominated access trend underscores the need for improved mobile responsiveness. Demographic insights show a user base primarily in the 18 to 34 age group, with some institutions seeing significant engagement from older adults. Gender-wise analysis highlights a predominantly male audience, although some institutions show more inclusive gender ratios. The study concludes with strategic recommendations for improving digital accessibility through mobile optimization, inclusive content design, and international visibility enhancement.*

KEYWORDS: *AIIMS websites, Digital presence, Higher education websites, Mobile optimization, Predictive Analytics, User demographics, User engagement, Web ranking Webometrics, Website traffic analysis*

PAPER CITATION:

Muniyasamy, M., Alagu, A. & Nanthakuma, M. (2025) : “Webometric Analysis and Performance Evaluation of AIIMS Medical Sciences Websites: Assessing Visibility and User Engagement”, *International Journal of Informative & Futuristic Research (IJIFR)*, Vol.(13) (2), October 2025, pp. 214 – 228

DOI: <https://doi.org/10.64672/IJIFR/25.10.13.02.002>

 CC

BY-NC-SA 4.0 The research paper is published under License CC- BY –NC –SA 4.0 Creative Commons Attribution-Non Commercial- ShareAlike 4.0 International Public License. All rights reserved to the author's & Publisher.

1. INTRODUCTION

A strong online presence is essential for healthcare and educational institutions in the digital age. Websites have established themselves as the main medium for interacting with stakeholders, sharing information, and developing an institution's reputation. The websites of prominent medical institutions, including the All India Institutes of Medical Sciences (AIIMS), serve as critical for promoting scholarly materials while encouraging interaction with patients, researchers, and the global medical community (Aminpour et al., 2008). The field of web metrics, often known as webometrics, uses quantitative indicators to assess the effectiveness, visibility, and impact of websites. Institutions may evaluate how well they are leveraging their digital platforms to reach the people they serve and improve their online presence by examining essential web indicators (Ismail et al., 2024; Verma & Jaiswal, 2024). Knowing how well its websites perform is vital to assessing AIIMS's digital interaction with the public and other participants, as it is one of India's best medical and educational institutions (Hnamte & Ngurtinkhuma, 2021). The objective of this study is to use a number of web metrics to assess the online performance of AIIMS websites. We'll examine important metrics such as website dimensions, link structure, traffic, speed of loading, and web search exposure. This study will provide a thorough assessment of AIIMS websites' performance in terms of user engagement, accessibility, and content transmission via a web metrics method (Dastani et al., 2024; Ghosh & Roy, 2021). The results may offer useful information for improving AIIMS institutions' digital marketing strategies, which could result in more outreach, better service delivery, and a better online examined for the institution.

Table 1: AIIMS Institution in India

Institution Name	Location	Website
All India Institute of Medical Sciences (AIIMS)	New Delhi	https://www.aiims.edu
AIIMS Bhopal	Madhya Pradesh	https://www.aiimsbhopal.edu.in
AIIMS Bhubaneswar	Odisha	https://aiimsbhubaneswar.nic.in
AIIMS Jodhpur	Rajasthan	https://www.aiimsjodhpur.edu.in
AIIMS Patna	Bihar	https://aiimspatna.edu.in
AIIMS Raipur	Chhattisgarh	https://www.aiimsraipur.edu.in
AIIMS Rishikesh	Uttarakhand	https://aiimsrishikesh.edu.in
AIIMS Mangalagiri	Andhra Pradesh	https://www.aiismangalagiri.edu.in
AIIMS Nagpur,	Maharashtra	https://aiimsnagpur.edu.in
AIIMS Raebareli	Uttar Pradesh	https://aiimsrbl.edu.in
AIIMS Kalyani	West Bengal	https://aiimskalyani.edu.in
AIIMS Gorakhpur	Uttar Pradesh	https://aiimsgorakhpur.edu.in
AIIMS Bathinda	Punjab	https://aiimsbathinda.edu.in
AIIMS Guwahati	Assam	https://aiimsguwahati.ac.in
AIIMS Bilaspur	Himachal Pradesh	https://www.aiimsbilaspur.edu.in
AIIMS Deoghar	Jharkhand	https://www.aiimsdeoghar.edu.in
AIIMS Rajkot	Gujarat	https://aiimsrajkot.edu.in
AIIMS Vijaypur	Jammu and Kashmir	https://www.aiimsjammu.edu.in
AIIMS Bibinagar	Telangana	https://aiimsbibinagar.edu.in

2. REVIEW OF LITERATURE

- In this study Negi (2024) With an emphasis on domain age, internal/external linkages, and WIF, this study evaluated the webometric performance of national libraries in China, India, and the Maldives. While the National Library of China dominated in external WIF, the National Library of India was superior in desktop speed and internal connectivity. The study highlights how crucial web analytics are for enhancing user engagement, resource promotion, and library visibility.
- Neethu Mohanan and Agie Elizabeth George (2024) investigate the websites of a few independent colleges affiliated with Mahatma Gandhi University. It sought to evaluate these websites' quality using webometric measurements and addressed the necessity of standardizing educational website design in order to enhance institutional usability and image.
- Shadpour, Teimourpour, & Asadi (2024) With an emphasis on web visibility, information richness, and size, the study examined 93 Iranian hospital websites. The highest-ranked websites were those from Tehran University of Medical Sciences, and there were a relationship found between website size, visibility, and content. To improve the hospitals' online visibility, the study suggested raising the caliber of the content.
- The Udartseva (2024) study Four essential metrics—size, value, academic content, and visibility—were the focus of this study, that looked at the online visibility of 88 current research information systems (CRIS) at international universities. According to the results, more than half of the CRIS platforms had good citation rates and high visibility for their documents, indicating their important contribution to open science.
- Using webometric measures like link count and internet presence, In this study, Krishnakumar (2024) evaluated the websites of seven ICMR institutes in South India by looking at Google Page Rank and internal and external linkages. In order to improve online exposure and the effectiveness of institutional websites, it sought to evaluate their online visibility and content performance, emphasizing the vital importance of webometric analysis.
- The web exposure of institutional repositories across Malaysian public universities was investigated by Ismail, Ramzi, Mohamed, and Razak (2024), with particular focus on links from outside, page count, and PDF count. The results showed that non-research universities were trailing behind research universities, such as Universiti Malaya, in terms of visibility, suggesting that initiatives that improve their online presence through collaborations and link exchanges are needed.
- Verma and Jaiswal (2024) this study examined the websites of India's top 30 medical universities and ranked them according to webometric indicators. Aligarh Muslim University scored the highest WISER index, while SRM Institute of Science and Technology became the fastest load times. The study discovered a negative association between WISER and WIF rankings, demonstrating the complexity of web visibility measurements.
- Dastani, Atarodi, and Panahi (2024) this study examined the web presence of 42 digital library websites at Iranian medical universities. Despite significant use of Google and Google Scholar for data extraction, the study discovered that most of these websites fared badly in webometric metrics, emphasizing the importance of improving their online presence and content quality. Muniyasamy, Nanthakumar & Kumar (2023) employed a webometric approach to analyze 18 selected Indian state tourism websites by examining key SEO indicators such as external backlinks, .edu and .gov backlinks and domains, global rank, PR (PageRank) quality, and both desktop and mobile loading times. Data was sourced from tools like Check Page Rank and other SEO analysers to evaluate the digital visibility and performance of these websites. The findings highlight that while some Indian tourism websites perform moderately well in global rankings and PR quality, there is significant room for improvement in attracting external backlinks and enhancing global reach. The study emphasizes the need for tourism departments to adopt more

dynamic, creative, and regularly updated online content and services to improve their digital presence and user engagement.

- Ghosh & Roy's (2021) investigation focused on open access digital repositories in agricultural sciences throughout Oceania. The greatest Self-Link WIF was recorded by the DAFWA Research Library in Australia that was subsequently exceeded by repositories from other Australian universities. The study highlighted how crucial these repositories are in providing researchers' and students' information needs. In their 2012 study, Jeyshankar, Sujitha, and Valarmathi evaluated the websites of Indian Council of Medical Research (ICMR) institutes, focusing particular focus to search engine improvement, webpage size, accessibility, and link structure. Link-network diagrams were created using Pajek software for the study, which offered important information about the usability and efficacy of ICMR websites.
- In this 2021 study, Hnamte and Ngurtinkhuma used webometric metrics such as domain authority, web page authority, and WIF to examine the web visibility of 15 medical colleges in Northeast India. Despite having lower authority scores, Diphu Medical College placed highest in WIF and R-WIF, indicating an effective online presence, whereas Sikkim Manipal Institute topped in domain authority. WIF and R-WIF had a positive correlation in the study, highlighting the use of webometrics in evaluating the impact of online institutions.
- The Aminpour et al. (2008) study using the analysis of web pages, in links, and WIF, this study evaluated the online performance of Iranian medical science universities. Rafsanjan University placed first in WIF despite having fewer web pages and links than Tehran University, which has the largest website. According to the report, linguistic and technical obstacles were the reason of Iranian universities' poor international recognition.

3. OBJECTIVES OF THE STUDY

- (i) To analyze website traffic and user engagement in AIIMS institutions.
- (ii) To analyze visitor device usage (mobile versus desktop).
- (iii) To estimate visit duration as a metric of user involvement.
- (iv) To determine worldwide and national online rankings for AIIMS websites.
- (v) To analyze monthly visit trends.
- (vi) To analyze the age and gender distribution among website users.

4. MATERIALS AND METHODS

This study analyzes the online presence and user interaction trends of the All-India Institute of Medical Sciences (AIIMS) websites using a quantitative in nature, descriptive in nature and comparative research approach based on web metrics. Employing publicly available online analytics and ranking data, the main objective was to measure these university web portals' visibility, usability, and accessibility. Secondary data from SimilarWeb (<https://www.similarweb.com/>) Analytics platform was used for the analysis. And the visualizations were used from flourish.studio, chartmap. For every AIIMS website, information on user demographics (gender, age), device usage (desktop vs. mobile), average visit length, and bounce rate was available. Web ranking performance, including country, category, and worldwide rankings, were used in public web ranking platforms. To ensure consistency, data was systematically extracted over a predetermined amount of time. The online presence and user engagement patterns of each AIIMS website were investigated independently. Among the important indicators noted were visitor's demographics: Distribution of visitors by age and gender. Access patterns: The kind of device (desktop or mobile) that is utilized to visit the websites. Engagement indicators include bounce rate, pages per visit, and average visit duration. Web ranking measures include backlink profiles, domain authority, and rankings of both domestic and

international web traffic. To find comparable performance, a comparison analysis was carried out by evaluating important indicators across several AIIMS websites. To learn more about each institution's online presence and digital outreach, differences in user behavior and web rankings were investigated.

5. RESULT AND DISCUSSION

Table 2: Gender- Wise Distribution

Sl.No.	Institute Name	Male (%)	Female (%)
1	All India Institute of Medical Sciences, New Delhi	64.82	35.18
2	AIIMS Bhopal, Madhya Pradesh	66.48	33.52
3	AIIMS Bhubaneswar, Odisha	77.51	22.49
4	AIIMS Jodhpur, Rajasthan	73.34	26.66
5	AIIMS Patna, Bihar	69.12	30.88
6	AIIMS Raipur, Chhattisgarh	67.69	32.31
7	AIIMS Rishikesh, Uttarakhand	58.02	41.98
8	AIIMS Mangalagiri, Andhra Pradesh	65.57	34.43
9	AIIMS Nagpur, Maharashtra	73.32	26.68
10	AIIMS Raebareli, Uttar Pradesh	0	0
11	AIIMS Kalyani, West Bengal	71.33	28.67
12	AIIMS Gorakhpur, Uttar Pradesh	0	0
13	AIIMS Bathinda, Punjab	71.36	28.64
14	AIIMS Guwahati, Assam	72.17	27.83
15	AIIMS Bilaspur, Himachal Pradesh	80.48	19.52
16	AIIMS Deoghar, Jharkhand	73.96	26.04
17	AIIMS Rajkot, Gujarat	59.74	40.26
18	AIIMS Vijaypur, Jammu and Kashmir	66.49	33.51
19	AIIMS Bibinagar, Telangana	68.85	31.15

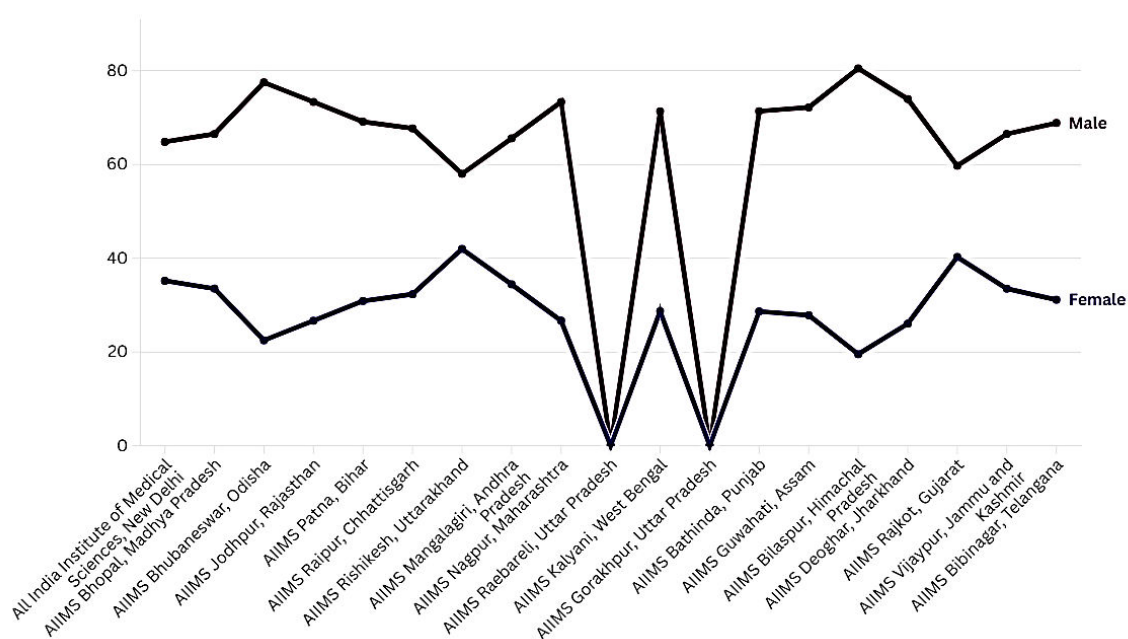


Figure 1: Gender- Wise Distribution

The gender distribution data presented in both the table and the Line plot clearly illustrates a predominantly male audience across most AIIMS websites, with male visitor percentages ranging from 58% to 80%. Notably, the largest male user dominance occurs at AIIMS Bhubaneswar (77.51%) and AIIMS Bilaspur (80.48%). On the other hand, some institutions, including AIIMS Rajkot (40.26% female) and AIIMS Rishikesh (41.98% female), have a comparatively larger percentage of female visits, suggesting a user base that is more gender inclusive or possibly female-oriented. Importantly, several AIIMS websites like as AIIMS Raebareli and AIIMS Gorakhpur did not have gender statistics available. This could have been because of technical issues or gaps in analytics reporting.

Table 3: Age- wise Distribution (Percentage)

Sl.No.	Institute Name	18-24 (%)	25-34 (%)	35-44 (%)	45-54 (%)	55-64 (%)	65+ (%)
1	All India Institute of Medical Sciences, New Delhi	25.52	28.09	13.99	11.85	11.16	9.38
2	AIIMS Bhopal, Madhya Pradesh	19.91	24.37	14.03	12.65	15.08	13.96
3	AIIMS Bhubaneswar, Odisha	17.36	20.84	12.39	13.05	19.96	16.4
4	AIIMS Jodhpur, Rajasthan	18.21	21.58	11.92	13.75	18.87	15.67
5	AIIMS Patna, Bihar	23.65	23.39	15.38	12.72	11.83	13.04
6	AIIMS Raipur, Chhattisgarh	22.37	17.83	11.7	12.85	19.46	15.79
7	AIIMS Rishikesh, Uttarakhand	25.71	23.77	13.65	12.79	12.02	12.06
8	AIIMS Mangalagiri, Andhra Pradesh	13.84	15.37	12.59	13.98	17.96	26.25
9	AIIMS Nagpur, Maharashtra	17.05	16.5	9.57	10.35	16.62	29.92
10	AIIMS Raebareli, Uttar Pradesh	0	0	0	0	0	0
11	AIIMS Kalyani, West Bengal	26.05	21.43	13.07	11.9	13.28	14.28
12	AIIMS Gorakhpur, Uttar Pradesh	0	0	0	0	0	0
13	AIIMS Bathinda, Punjab	21.58	20.03	13.6	13.19	16.38	15.21
14	AIIMS Guwahati, Assam	19.74	20.7	12.06	13.14	17.51	16.85
15	AIIMS Bilaspur, Himachal Pradesh	19.91	13.79	10.72	13.58	19.66	22.33
16	AIIMS Deoghar, Jharkhand	26.3	21.18	11.29	11.41	13.97	15.85
17	AIIMS Rajkot, Gujarat	17.61	22.19	12.36	14.32	17.54	15.97
18	AIIMS Vijaypur, Jammu and Kashmir	25.25	19.05	12.49	14.47	12.88	15.86
19	AIIMS Bibinagar, Telangana	23.4	24.7	14.45	14.04	13.05	10.36

It is evident from the age-wise distribution data, which is shown in the table and the six-column plot numbers for each age group, that users of AIIMS websites come from a wide range of demographic backgrounds, with the majority of users being between the ages of 18 and 34. In this case, the 25–34 age group visits AIIMS New Delhi the most (28.09%), followed by the 18–24 age group (25.52%). Other institutes, such as AIIMS Patna (23.39% in 25-34 and 23.65% in 18-24) and AIIMS Bhopal (24.37% in 25-34 and 19.91% in 18-24), show a similar pattern. However, 26.25% of users at certain institutions, such as AIIMS Mangalagiri, are over 65, indicating a notable presence of visitors in the 55–64 and 65+ age groups. People 65 and over constitute 29.92% of the visits AIIMS Nagpur. This would suggest that senior citizens are more interested. Institutions like AIIMS Raebareli and AIIMS Gorakhpur lack data, which could affect our comprehension of the demographics of their audience as a whole. Although younger people are the target audience for the majority of AIIMS websites, senior individuals are also significantly represented in some institutions, particularly in information pertaining to health. This suggests that participation varies by age group, which may have consequences for tailoring content to suit various age groups.

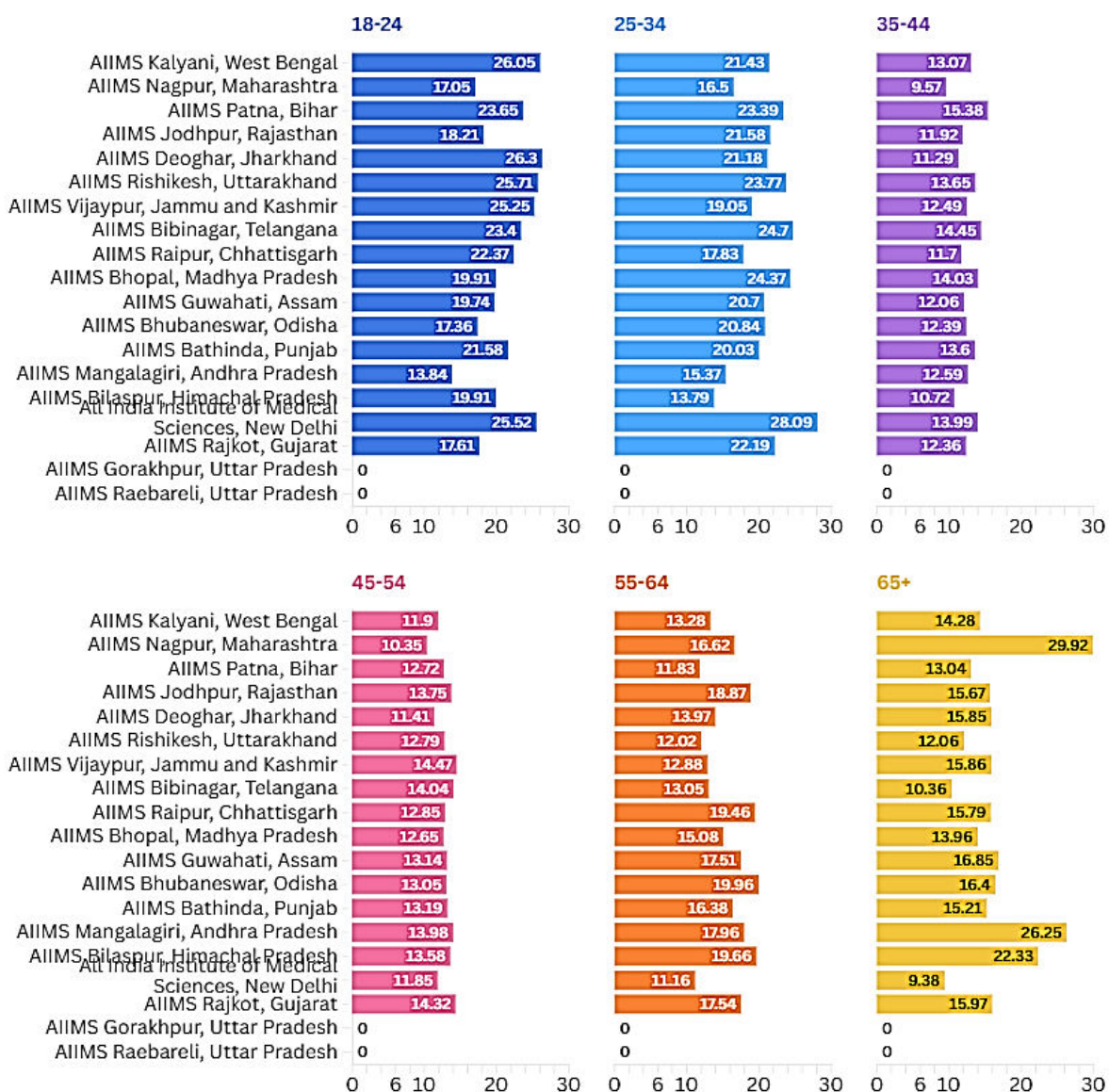


Figure 2: Age- wise Distribution

Table 4: Device-Wise distribution

Institute Name	Desktop (%)	Mobile (%)
All India Institute of Medical Sciences, New Delhi	16.41	83.59
AIIMS Bhopal, Madhya Pradesh	9.73	90.27
AIIMS Bhubaneswar, Odisha	31.78	68.22
AIIMS Jodhpur, Rajasthan	46.42	53.58
AIIMS Patna, Bihar	6.11	93.89
AIIMS Raipur, Chhattisgarh	35.59	64.41
AIIMS Rishikesh, Uttarakhand	31.62	68.38
AIIMS Mangalagiri, Andhra Pradesh	19.56	80.44
AIIMS Nagpur, Maharashtra	18.49	81.51
AIIMS Raebareli, Uttar Pradesh	39.43	60.57
AIIMS Kalyani, West Bengal	24.65	75.35
AIIMS Gorakhpur, Uttar Pradesh	9.14	90.86

AIIMS Bathinda, Punjab	29.54	70.46
AIIMS Guwahati, Assam	11.57	88.43
AIIMS Bilaspur, Himachal Pradesh	26.79	73.21
AIIMS Deoghar, Jharkhand	15.05	84.95
AIIMS Rajkot, Gujarat	14.56	85.44
AIIMS Vijaypur, Jammu and Kashmir	10.38	89.62
AIIMS Bibinagar, Telangana	7.44	92.56

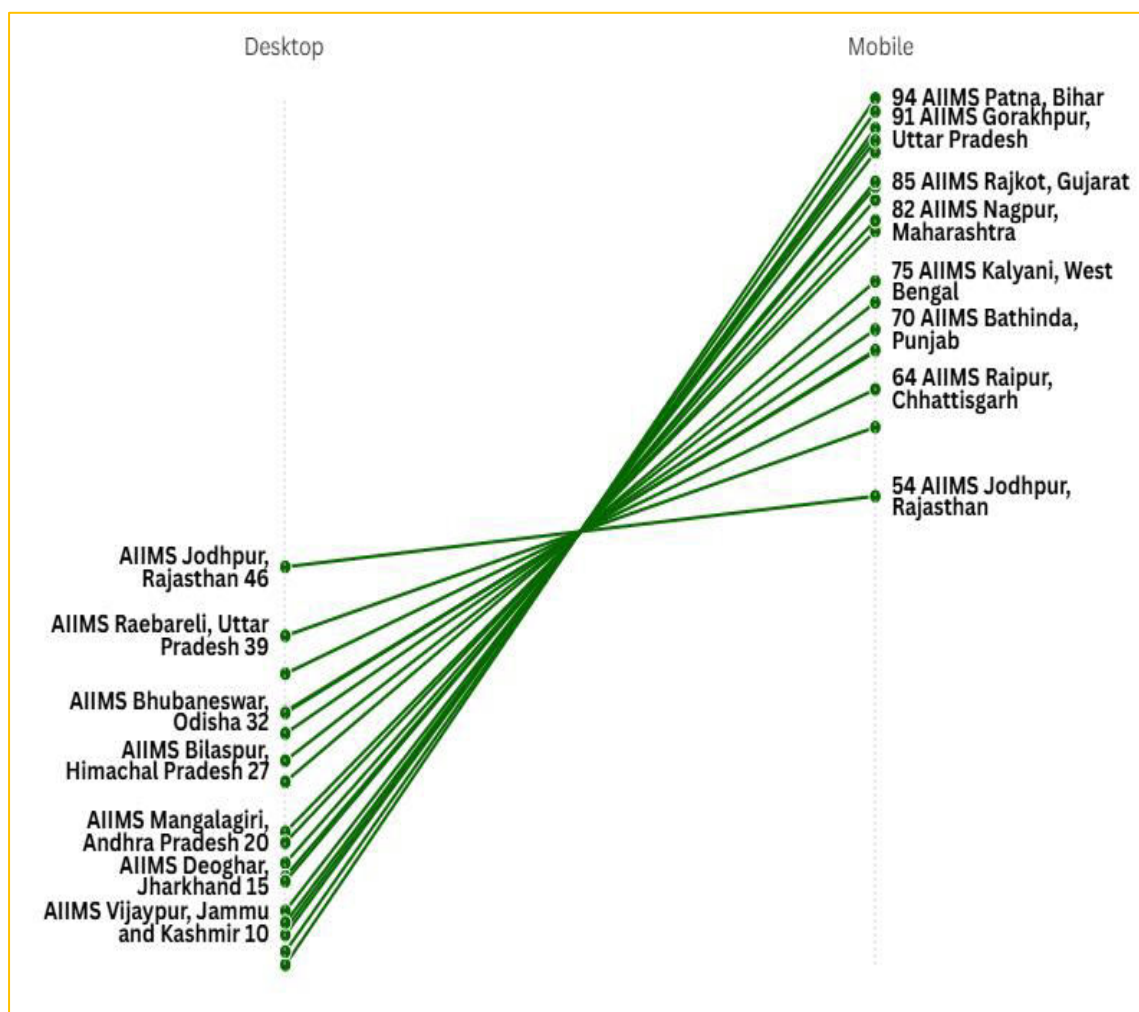


Figure 3: Device-Wise distribution

The device-wise distribution of visitors to AIIMS websites shows that more people visit AIIMS using mobile devices than desktop devices, highlighting the trend of mobile devices becoming the dominant means of accessing information in most institutions. For the record, 90.27% of visitors to AIIMS Bhopal and 93.89% of visitors to AIIMS Patna utilize mobile devices. The majority of AIIMS websites, including AIIMS Gorakhpur (90.86%), AIIMS Vijaypur (89.62%), and AIIMS Bibinagar (92.56%), exhibit this pattern. Mobile usage is much more prevalent than PC usage. While mobile still dominates in many cases, websites like AIIMS Jodhpur (46.42% desktop) and AIIMS Bhubaneswar (31.78% desktop) display a larger percentage of desktop visitors. Because more people are using smartphones to explore health and education content, this suggests a shift in information access toward mobile-centricity. Mobile-optimized websites are essential for improved user engagement and accessibility, as evidenced by the prevalence of mobile traffic in the majority of organizations.

Table 5: Global and Indian Rankings of AIIMS Websites

Sl.No.	Institute Name	Global Rank	India Rank
1	All India Institute of Medical Sciences, New Delhi	76447	5471
2	AIIMS Bhopal, Madhya Pradesh	232959	16895
3	AIIMS Bhubaneswar, Odisha	402243	29798
4	AIIMS Jodhpur, Rajasthan	195548	14103
5	AIIMS Patna, Bihar	177737	12763
6	AIIMS Raipur, Chhattisgarh	417299	30740
7	AIIMS Rishikesh, Uttarakhand	214552	16441
8	AIIMS Mangalagiri, Andhra Pradesh	574663	42684
9	AIIMS Nagpur, Maharashtra	692112	50805
10	AIIMS Raebareli, Uttar Pradesh	1985917	144935
11	AIIMS Kalyani, West Bengal	658614	48967
12	AIIMS Gorakhpur, Uttar Pradesh	659739	47998
13	AIIMS Bathinda, Punjab	892200	65685
14	AIIMS Guwahati, Assam	752727	54642
15	AIIMS Bilaspur, Himachal Pradesh	1037527	74777
16	AIIMS Deoghar, Jharkhand	844296	61159
17	AIIMS Rajkot, Gujarat	731554	54219
18	AIIMS Vijaypur, Jammu and Kashmir	460737	33802
19	AIIMS Bibinagar, Telangana	1213071	88935

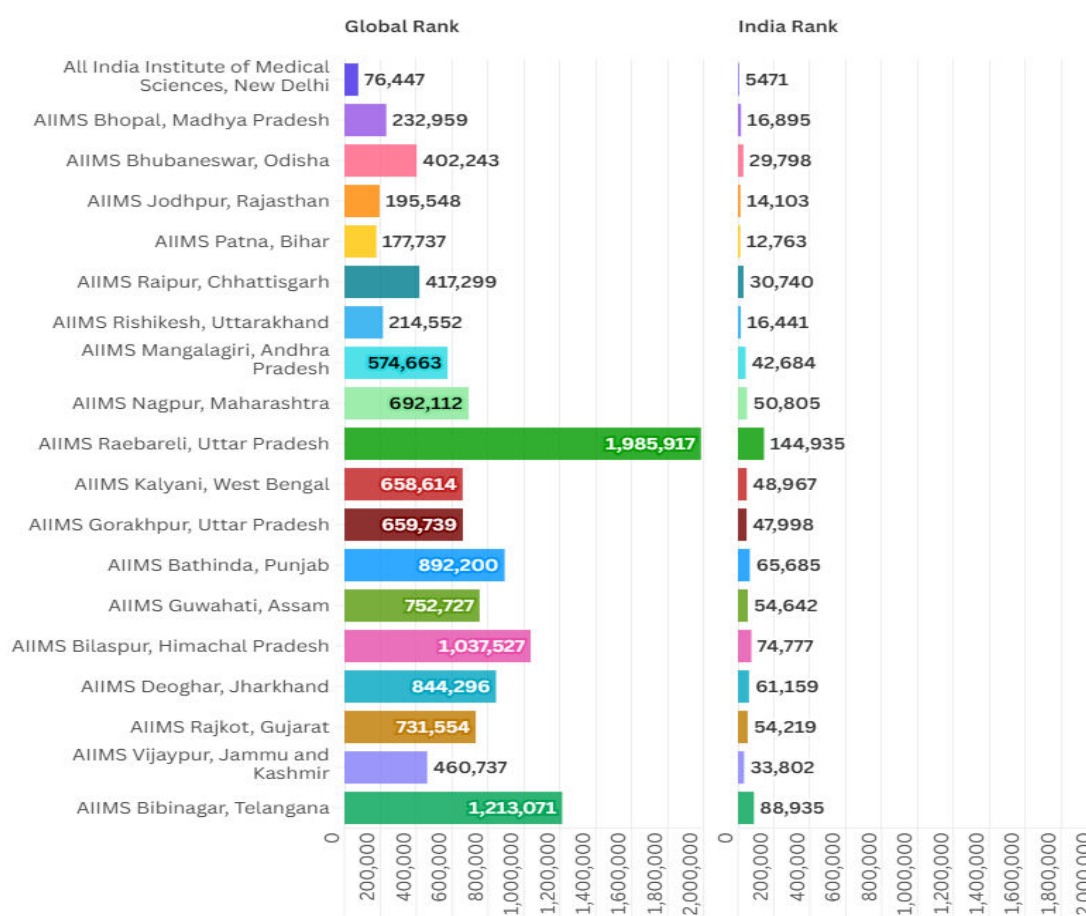


Figure 4: Global and Indian Rankings of AIIMS Websites

The global and Indian ranking data for AIIMS websites, as given in the table and associated column plot, demonstrate the institutions' relative performance and online visibility on the internet. AIIMS New Delhi has the highest global ranking of 76,447 and an Indian ranking of 5,471, showing a strong internet presence. In comparison, AIIMS Bhopal has a global score of 232,959 and an Indian ranking of 16,895, showing that its online presence is quite limited. Other institutes, such as AIIMS Bhubaneswar (global rating of 402,243) and AIIMS Raipur (417,299), have lower ranks, indicating decreased exposure or participation on the internet. AIIMS Mangalagiri and AIIMS Nagpur have inadequate performance, with global rankings of 574,663 and 692,112, respectively, indicating a limited international reach. On the other hand, AIIMS Raebareli and AIIMS Gorakhpur are at the bottom of the global rankings, with 1,985,917 and 659,739, respectively, showing little global visibility. This ranking data provides insight into the web importance of these institutions, with those at the top gaining from increased traffic and stronger web strategy.

Table 6: Average Visit Duration for AIIMS Websites

Sl.No.	Institute Name	Visit Duration
1	All India Institute of Medical Sciences, New Delhi	1.28
2	AIIMS Bhopal, Madhya Pradesh	2.39
3	AIIMS Bhubaneswar, Odisha	2.54
4	AIIMS Jodhpur, Rajasthan	8.07
5	AIIMS Patna, Bihar	3.11
6	AIIMS Raipur, Chhattisgarh	1.26
7	AIIMS Rishikesh, Uttarakhand	2.56
8	AIIMS Mangalagiri, Andhra Pradesh	2.28
9	AIIMS Nagpur, Maharashtra	0.58
10	AIIMS Raebareli, Uttar Pradesh	3.16
11	AIIMS Kalyani, West Bengal	2.37
12	AIIMS Gorakhpur, Uttar Pradesh	0.53
13	AIIMS Bathinda, Punjab	0.45
14	AIIMS Guwahati, Assam	2.46
15	AIIMS Bilaspur, Himachal Pradesh	3.25
16	AIIMS Deoghar, Jharkhand	1.38
17	AIIMS Rajkot, Gujarat	2.37
18	AIIMS Vijaypur, Jammu and Kashmir	10.21
19	AIIMS Bibinagar, Telangana	0.58

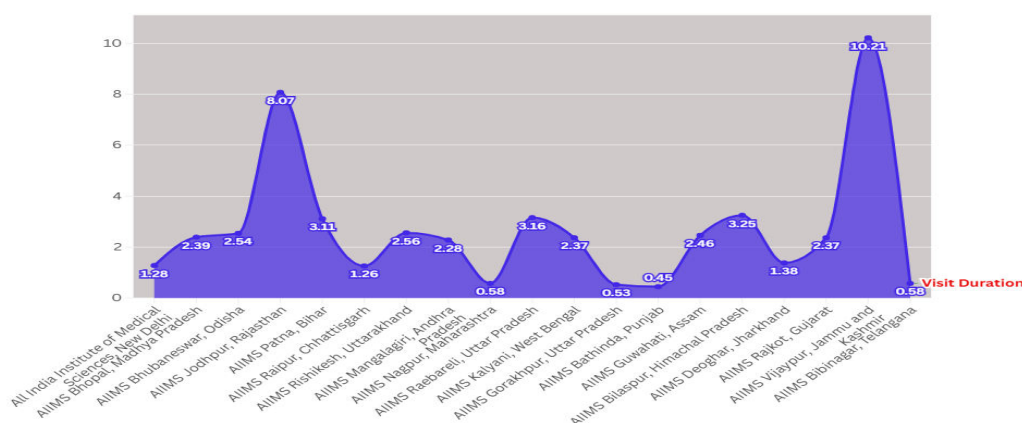


Figure 5: Global and Indian Rankings of AIIMS Websites

The visit duration data reveals significant variation in how long users engage with the websites of different AIIMS institutions. As shown clearly in the table and associated The visit duration data demonstrates significant difference in how long individuals spend on the websites of various AIIMS institutes. As seen clearly in the table and corresponding Area plot, AIIMS Vijaypur has the longest average visit duration of 10.21 minutes, demonstrating that visitors spend a significant amount of time studying its content. Similarly, AIIMS Jodhpur (8.07 minutes) and AIIMS Bilaspur (3.25 minutes) have relatively long engagement times, indicating that their websites may provide more in-depth or intriguing information. On the other hand, some institutions, such as AIIMS Gorakhpur (0.53 minutes), AIIMS Bathinda (0.45 minutes), and AIIMS Nagpur (0.58 minutes), have significantly shorter visit durations, indicating lower engagement or content. Websites such as AIIMS Bhopal (2.39 minutes) and AIIMS Bhubaneswar (2.54 minutes) had moderate engagement times, indicating balanced interactions with their online content. The variance in visit duration may be influenced by the material provided, the user interface design, or the individual needs of the users to these websites. Websites such as AIIMS Bhopal (2.39 minutes) and AIIMS Bhubaneswar (2.54 minutes) had moderate engagement times, indicating balanced interactions with their online content. The variance in visit duration may be influenced by the material provided, the user interface design, or the individual needs of the users to these websites.

Table 7: Percentage of AIIMS Website Visitors at the National and Global Levels

Institution Name	National Level	Percentage of visitors National Level	Global Level Percentage of visitors							
All India Institute of Medical Sciences (AIIMS), New Delhi	India	92.22	Uzbekistan	2.66	Nepal	1.34	United States	1.21	UK	0.37
AIIMS Bhopal, Madhya Pradesh	India	98.47	Germany	0.14	Philippines	0.12	United States	1.23	Netherlands	0.05
AIIMS Bhubaneswar, Odisha	India	97.97	United States	1.97	Philippines	0.06				
AIIMS Jodhpur, Rajasthan	India	99.12	United States	0.76	Philippines	0.12	Ethiopia	0.01		
AIIMS Patna, Bihar	India	98.85	United States	0.74	Canada	0.27	Croatia	0.07	Philippines	0.06

AIIMS Raipur, Chhattisgarh	India	98.9	UAE	0.43	Japan	0.32	United States	0.28	Philippines	0.07
AIIMS Rishikesh, Uttarakhand	India	92.45	Saudi Arabia	2.27	United States	1.66	United Kingdom	0.42	Philippines	0.89
AIIMS Mangalagiri, Andhra Pradesh	India	98.72	United States	1.28						
AIIMS Nagpur, Maharashtra	India	99.09	Germany	0.51	United States	0.4				
AIIMS Raebareli, Uttar Pradesh	India	100								
AIIMS Kalyani, West Bengal	India	97.75	United States	1.6	Pakistan	0.3	Philippines	0.27	Bangladesh	0.09
AIIMS Gorakhpur, Uttar Pradesh	India	100								
AIIMS Bathinda, Punjab	India	97.73	United States	1.08	Pakistan	0.57	Italy	0.49	UAE	0.13
AIIMS Guwahati, Assam	India	100								
AIIMS Bilaspur, Himachal Pradesh	India	100								
AIIMS Deoghar, Jharkhand	India	100								
AIIMS Rajkot, Gujarat	India	95.96	United States	4.04						
AIIMS Vijaypur, Jammu and Kashmir	India	98.69	United States	1.31						
AIIMS Bibinagar, Telangana	India	99.75	United States	0.25						

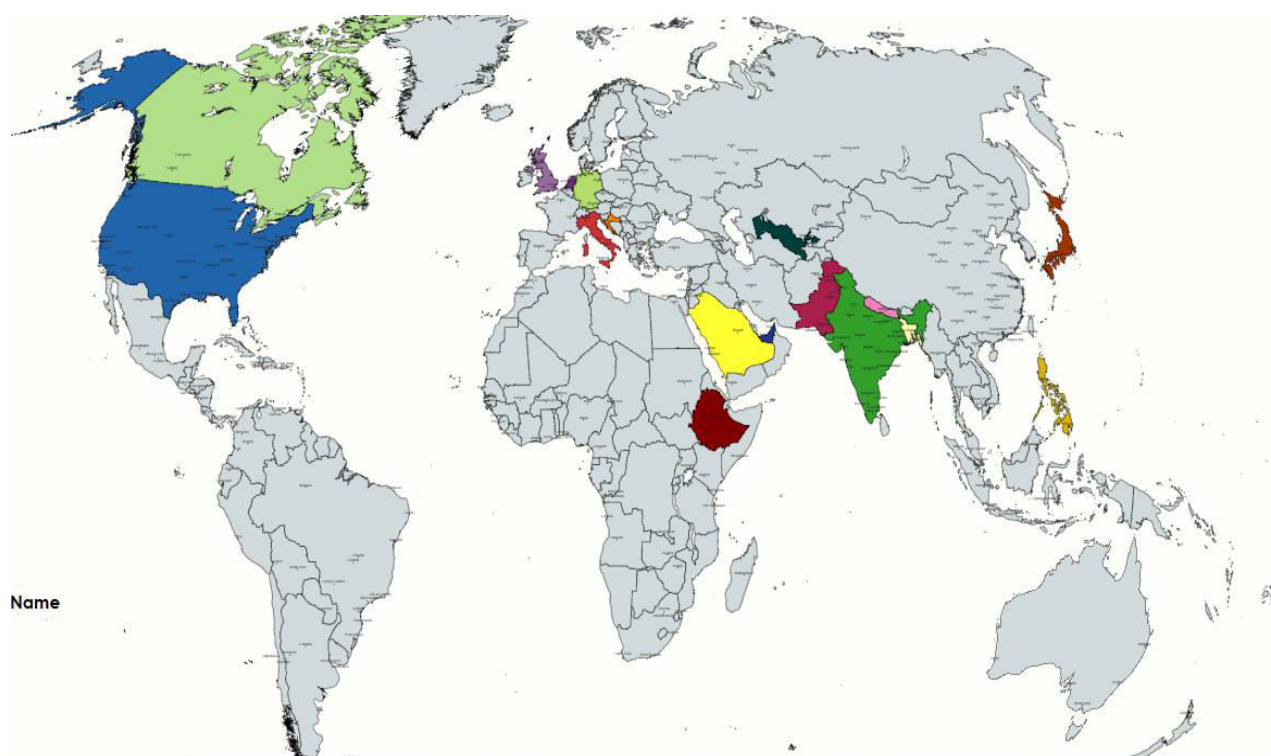


Figure 6: AIIMS Website Visitors at the National and Global Levels

The website traffic data for various AIIMS institutes across India reveals that the majority of visitors are from within India. This is clearly shown in the table showing percentage traffic data for each website, as well as the country-specific color highlights on the global map, with the majority of sites registering more than 95% domestic traffic. This tendency emphasizes their major commitment to helping Indian students, patients, and healthcare professionals. AIIMS New Delhi has been doing exceptionally well with a high level of international engagement. It has recorded a high number of visitors from Uzbekistan, Nepal, the United States and the United Kingdom, which is a testament to its international reputation and wide-ranging impact. Other institutes like AIIMS Rishikesh, Rajkot, Bathinda and Kalyani have also received consistent international visitors from the United States, Saudi Arabia, Pakistan and a few other countries. This indicates a return to global search or potential academic integrations. In contrast, many newer or regionally focused AIIMS institutes, such as those in Gorakhpur, Raebareli, Guwahati, Bilaspur, and Deoghar, report nearly 100% Indian traffic, reflecting limited global visibility at this stage. Overall, while AIIMS institutions primarily serve a domestic audience, a few are gradually gaining international attention and recognition.

6. CONCLUSION

This study examines the diverse digital performance of AIIMS institutions in India by evaluating important online indicators including as user engagement, accessibility, device activity, demographic dispersion, and worldwide visibility. The findings show that, while AIIMS New Delhi has a high online presence and international reach, many other institutions, particularly newer or regionally oriented ones, fall behind in terms of exposure, interaction, and global rankings. A mobile-first trend dominates user access habits, emphasizing the importance of mobile optimization on all AIIMS websites to increase accessibility and user experience. According to the demographic data, the majority of visitors are between the ages of 18 and 34, although the existence of older age groups at some institutions indicates the necessity for age-inclusive digital strategies. Similarly, while most

websites have male-dominated viewers, certain organizations have a more gender-balanced user base, indicating the potential for more inclusive content.

Traffic data reveals that the majority of AIIMS websites cater to an Indian audience, with only a few — particularly AIIMS New Delhi — obtaining international interaction. Variations in visit duration show variances in material richness, user interface quality, and overall user engagement among institutions. Overall, the report underscores the significance of comprehensive digital planning in AIIMS institutions. Improved mobile responsiveness, personalizing material for different demographic groups, and increasing worldwide awareness through focused outreach and academic collaboration can all help to increase these famous medical institutions' digital presence and global effect.

7. SUGGESTIONS

Based on the findings of this study, it is recommended that AIIMS institutions enhance mobile optimization across all websites, given the dominance of smartphone users, to improve accessibility and user experience. Improving content quality—particularly for institutes with low visit durations—by offering relevant, engaging, and multilingual resources can significantly boost user engagement. Additionally, AIIMS websites should adopt age- and gender-inclusive strategies, considering the significant presence of both older users and varying gender demographics across institutions. To promote global awareness, particularly for newer or regionally focused AIIMS branches, efforts should be made to improve SEO, engage in international collaborations, and maintain a strong online academic presence. Standardizing web design across institutions would help to unify the user experience and strengthen brand identity. Furthermore, continual monitoring of online data and incorporating user feedback may lead ongoing upgrades, ensuring that the websites properly serve their varied audiences while also elevating AIIMS's digital presence overall.

8. REFERENCES

- [1] Aminpour, F., Kabiri, P., Otroji, Z., & Keshtkar, A. A. (2008). Webometric analysis of Iranian universities of medical sciences. *Scientometrics*, 74(2), 253–264. <https://doi.org/10.1007/s11192-008-2059-y>
- [2] Dastani, M., Atarodi, A., & Panahi, S. (2024). Webometric assessment of digital libraries of Iranian universities of medical sciences. *Library Science Journal*, 13(4), 115-129.
- [3] Dastani, M., Atarodi, A., & Panahi, S. (2024). Webometrics ranking of digital libraries of Iranian universities of medical sciences. *Journal of Information Science and Technology*, 1(1), 112-118.
- [4] Dastani, M., Panahi, S., & Sattari, M. (2017). Webometrics analysis of Iranian universities about medical sciences' websites between September 2016 and March 2017. *Journal of Information Science & Technology*, 1(1), 45-52. <https://doi.org/10.1016/j.jist.2017.04.003>
- [5] George, A. E., & Mohanan, N. (2024). Webometric analysis of websites of autonomous colleges under Mahatma Gandhi University, Kottayam: A study. *Information Research Communications*, 1(2), 120-125. <https://inforescom.org>
- [6] Ghosh, S., & Roy, B. K. (2021). Webometric analysis of open access digital repositories of agricultural sciences in Oceania. *International Journal of Library and Information Studies*, 17(3), 50-62.
- [7] Ghosh, S., & Roy, B. K. (2021). Webometric analysis of open access digital repositories of agricultural sciences in Oceania. *International Journal of Library and Information Studies*, 17(3), 50-62.
- [8] Ghosh, Sanjib and Roy, Dr. Bijan Kumar, "Webometric Analysis of Open Access Digital Repositories of Agricultural Sciences in Continents of Oceania" (2021). *Library Philosophy and Practice* (e-journal). 4963. <https://digitalcommons.unl.edu/libphilprac/4963>
- [9] Hnamte, L., & Ngurtinkhuma, A. (2021). Evaluation of Medical College Websites of North East India: A Webometric Study. *Journal of Medical Library and Information Science*, 8(3), 24-32.
- [10] Hnamte, L., & Ngurtinkhuma, R. K. (2021, December). *Evaluation of Medical College Websites of North East India: A Webometric Study*. *Library Philosophy and Practice* (e-journal). Libraries at University of Nebraska-Lincoln <https://digitalcommons.unl.edu/libphilprac/6609/>
- [11] Ismail, N. A., Ramzi, N. I., Mohamed, S. E. N., & Razak, M. S. H. (2024). Webometric analysis of institutional repositories of Malaysian public universities. *Journal of Information Science*, 50(1), 1-12.

- [12] Jeyshankar,R., Maria Sujitha and A. Valarmathi (2012). Web Pages of ICMR Institutes Websites: A Webometric Analysis. *Global Advanced Research Journal of Library, Information and Archival Studies* Vol. 1(1) pp. 006-018, September, 2012 Available online <http://garj.org/garjlais/index.htm>
- [13] Krishnakumar., P (2024) Webometric Analysis of Websites of Indian Council of Medical Research Institutes in South India. *International Journal of Humanities Social Science and Management (IJHSSM)*, 4 (6) ,963-968
- [14] Muniyasamy, M., Nanthakumar, M., & Kumar, K. S. (2023). Indian Tourism Websites with Special Reference to the Selected States: A Webometrics. *Innovare Journal of Education*, 11(1), 12-17.
- [15] Negi, D.S. (2024). Maldives, India & China of National library websites investigation: A webometric study. *International Journal of Information Dissemination and Technology*, 14(1), 34-37.
- [16] Shadpour, P., Teimourpour, B., & Asadi, R. (2024). Webometric analysis and ranking of hospital websites in Iran. *Information Research Communications*, 1(2), 120-125. <https://inforescom.org>
- [17] Udartseva O. M., (2024) Webometric Assessment of Foreign Information Systems of Current Research. *Scientific and Technical Information Processing*, 51 (2) 106–114. DOI: 10.3103/S0147688224700023
- [18] Verma, A., & Jaiswal, B. (2024). Webometric analysis of the top 30 medical university websites in India. *International Journal of Library and Information Science*, 7(2), 45-58.
- [19] Verma, A., & Jaiswal, B. (2024). Webometric analysis of top thirty medical university websites in India. *Journal of Webometric Studies*, 1(1), 45-56.
- [20] <https://www.mapchart.net/>
- [21] <https://www.similarweb.com/>