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## Webometric Analysis of Bengali Language Newspaper Websites in India: An Evaluative Study Using Alexa Internet

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# Webometric Analysis of Bengali Language Newspaper Websites in India: An Evaluative Study Using Alexa Internet

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## **Abstract:**

The main concern of this study is to conduct an evaluation of Bengali newspaper websites from West Bengal, Tripura and Assam in India based on the eight Alexa indexes from Alexa Internet. A total of 30 Bengali newspaper websites are selected from web directory of world newspapers, magazines, news sites, and newspaper publishers (w3newslive.com) for evaluation in the present study. Each newspaper websites were searched in Alexa databank and relevant data using Alexa indices including traffic rank (India and Global), pages viewed, links, bounce percentage, time on site, search percentage, and percentage of Indian/foreign users were collected. The collection of data were tabulated and analysed to disclose findings in accordance with the desired objectives of this study. Based on data obtained from Alexa Internet tools, the results of this study show that Ei Samay Sangbadpatra and Anandabazar Patrika have the highest traffic rank. Rashtriyo Khobor Bangla Dainik has the highest number of average pages viewed per day and estimated daily time spent on site by the visitors. Ei Samay Sangbadpatra has the maximum number of links. Aajkal has the highest reach amongst the global internet users; whereas Puber Kalom has the lowest bounce percentage. The highest percentage of visits that came from search engines is for Gati Dainik. The highest number of foreign users is for Aajkal Patrika. Most of the foreign users to Indian newspapers come from the Bangladesh.

**Keywords:** Webometrics, Bengali Newspaper websites, Alexa Internet Tools, India.

## **1. Introduction:**

In this era of 21st century, we are living in knowledge society where Print media i.e. daily newspaper is a mirror or replica of day acts as a reservoir of general knowledge published regularly, which is one of the oldest and basic forms of mass communication. The contribution of Newspapers in providing current events information of the country and the world is very useful for people to develop their language ability and transfer of knowledge in various fields. Newspaper is one of the primary communication tools of the society. These are “the most valuable source of up to date information” (Sutar, 2007). Newspapers are a vital source of information in enlightened societies providing the most recent information to readers (Muthuraja and Veerabasavaiah, 2018). The advancement in ICT and the increased reliance on digital information among the people have compelled several news providers or newspaper industries to launch their own websites or online versions of the existing print news papers for disseminating up to date news and other products (Muthuraja and Veerabasavaiah, 2018). Over the past few years, there is a gradual transition from print newspaper to online version of printed newspaper i.e. e-paper available through newspaper

websites as readers are spending a lot of time on the web platform to get news and information in real time from almost every corner of the world. Globalization and digitalization have made a remarkable impact on journalism and internet is the constant source of energy for the newspapers to make its news available globally (Odeyemi, 2017). So, web version of printed newspaper is now at fingertips of newspaper readers via mobile platform or applications.

From the last 240 years, West Bengal, one of the states in India has a rich heritage in journalism and the Bengali press is always healthy, strong and vibrant. Bengali newspapers have a long historical tradition and centuries of experience behind today's newspaper design. The first newspaper of India Hickey's Bengal Gazette was published in Calcutta in 1780; so were the first four non-English newspapers in Bengali, Urdu, Hindi and Persian (Basu, 2013). Presently almost all the Bengali major printed newspapers from all over India listed in Table 1 have their own e-paper editions and online websites which are addressed to a broad spectrum of readers. So, it is essential to upgrade newspaper websites by investigating, analysing and evaluating those using webometrics methods. Webometrics is defined as "The study of the quantitative aspects of the construction and use of information resources, structures and technologies on the Web drawing on Bibliometric and informetrics approaches" (Bjorneborn & Ingwersen, 2004). Alexa Internet started in April 1996 by American web entrepreneurs Brewster Kahle and Bruce Gilliat and presently it is a California-based subsidiary company of Amazon.com which provides commercial web traffic data (Naheem and Rao, 2017).

Through this study, an attempt has been taken to evaluate the Bengali newspaper websites in India using Alexa Internet tools, one of the most reliable and acceptable tool for evaluation of websites and to reveal sites effectiveness, usability, validation, visibility, acceptability and popularity for viewers.

## **2. Review of Related Literature:**

The present review of related literature mainly highlights the research studies were done on webometric analysis of various language newspapers websites as well as academic institutional websites of India using Alexa Internet tools and these are chronologically arranged from present to past. For instance,

**Pradhan (2019)** evaluated the top Hindi newspaper websites in India using Alexa Internet webometric analysis, and measured 7 indices essential statistical data for traffic ranking, pages view, downloading speed, percentage of bounce, time spend on site, searching rate, and Indian and foreign visitor percentage taken from Alexa internet databank. The final outcome of the study stated that Navbharat Times has good traffic rank in India and globally.

**Stephen (2019)** did a webometric analysis of central universities in North-Eastern region of India using websites measuring tool Alexa Internet and revealed the results of this study that the best ranked Central University of North East Region were NEHU and TU with traffic ranks of 8,484 and 8,511 respectively.

**Dudekula, Rajeswara Rao and Adisesu (2018)** evaluated the Telugu newspapers & Periodicals in Andhra Pradesh and Telangana States through Registrar of Newspapers for India database and also unveiled the research result that the majority of the Newspapers/periodicals published in Andhra Pradesh when compared to Telangana state.

In another study, **Muthuraja and Veerabasavaiah (2018)** evaluated the ten leading Kannada newspaper websites from the state of Karnataka using the most well known tool for evaluating websites "Alexa Internet" and collected relevant data including eight indices web site evaluation criteria traffic rank, pages viewed, speed, links, and bounce percentage, time on site, search percentage, and percentage of Indian/ foreign users from Alexa internet.

**Odeyemi (2017)** conducted webometric analysis of newspaper websites in Nigeria by using Alexa Internet, a subsidiary company of Amazon.com to discover the web impact assessment of these websites and evaluated seventeen leading Nigerian Newspaper websites using eight indices traffic rank web site evaluation criteria i.e. Nigerian and global, pages viewed, downloading speed, links, bounce percentage, time on site, search percentage, and Nigerian/foreign users.

In another study, **Naheem and Rao (2017)** analysed the eight leading Telugu newspaper websites from the state of Andhra Pradesh using popular website evaluation tool Alexa Internet and collected relevant data for this study through Alexa internet. This study stated that “Eenadu” newspaper websites did remarkable performances in both local and global.

**Naheem (2016)** again assessed the thirteen leading Malayalam newspaper websites from the state of Kerala using Alexa Internet and evaluated relevant commercial web traffic data taken from Alexa internet using eight indices traffic rank web site evaluation criteria. This study showed that Malayala Manorama has the highest traffic rank in India as well as global also.

In another study, **Pandit, Vaishali and Bhagwanrao (2016)** in an effective attempt, evaluated the thirteen leading Marathi newspaper websites from the state of Maharashtra using Alexa Internet tool and analysed relevant commercial web traffic data taken from Alexa internet using eight indices traffic rank web site evaluation criteria.

The present review indicates that many webometric research studies have been done for mapping the various language newspapers websites as well as academic institutional websites of India using Alexa Internet tools on the basis of various e-journals which are published in the electronic databases such as Emerald, Springer, Taylor and Francis, Google Scholar and other Internet resources regarding the research topic. Keeping in mind the above fact, it is clear from the literature review that the present study has never been explored.

### **3. Objectives of the Study:**

The main objectives for this study are mentioned below:

- a) To identify the appropriate URL extension of Bengali newspaper websites in India;
- b) To conduct a critical evaluation of Bengali newspaper websites in India based on the following eight Alexa internet indexes, the list of indexes are given below:
  - ✓ Traffic rank (India and Global);
  - ✓ The average number of Pages viewed by users;
  - ✓ Links;
  - ✓ Bounce percentage;
  - ✓ Time on site;
  - ✓ Search percentage;
  - ✓ The Percentage of Indian users; and
  - ✓ The Percentage of foreign users.

### **4. Scope and Coverage:**

In this present study, an attempt has been constructed to cover total thirty Bengali language newspaper websites from the state of West Bengal, Tripura and Assam in India depending on the evaluation criteria based on Alexa Internet tools.

### **5. Methodology:**

The present study has been carried out by applying webometric methods with the help of Alexa Internet tools. In this research, eight Alexa indexes i.e. traffic rank (India and Global), the average number of pages viewed by users, links, bounce percentage, time on site, search

percentage, the percentage of Indian users and the percentage of foreign users were selected from Alexa Internet databank to analyze and evaluate Bengali newspaper websites in India. The 30 leading Bengali newspapers of West Bengal, Tripura, Assam in India were selected from web directory of world newspapers, magazines, news sites, and newspaper publishers (w3newslive.com) and were taken as a sample for assessment in this present study. The URLs of these newspapers were collected from their official websites through internet. After that each newspaper websites were searched on 10<sup>th</sup> November, 2020 in Alexa internet databank and all the relevant data were obtained by real-time test according to prearranged Alexa indexes. The data collection process was accomplished on the same day to reduce possible errors associated with frequent website updates. Then obtained data from the above sources are listed separately and then analyzed and tabulated to satisfy the objectives of the study. The list of the Bengali newspaper websites and their URLs are presented in Table 1. Classification of Bengali newspaper websites by URLs extension (Domain specific) are also presented in, Table 2. These two tables are listed below:

**Table 1: List of Bengali Newspaper Websites and their URLs**

Sl. No.	Name of the Newspaper	URLs
<b>West Bengal</b>		
1	Aajkal	<a href="https://aajkaal.in/">https://aajkaal.in/</a>
2	Aamader Malda	<a href="https://www.aamadermalda.in/">https://www.aamadermalda.in/</a>
3	Anandabazar Patrika	<a href="https://www.anandabazar.com/">https://www.anandabazar.com/</a>
4	Bangla Kagaj	<a href="http://banglakagaj.com/online/">http://banglakagaj.com/online/</a> <a href="http://allindiannewspapers.com/banglakagaj/">http://allindiannewspapers.com/banglakagaj/</a>
5	Bartaman Patrika	<a href="https://bartamanpatrika.com/">https://bartamanpatrika.com/</a>
6	Dainik Statesman	<a href="http://www.dainikstatesmannews.com/">http://www.dainikstatesmannews.com/</a>
7	Ei Samay Sangbadpatra	<a href="https://eisamay.indiatimes.com/">https://eisamay.indiatimes.com/</a>
8	Ekdin	<a href="http://ekdin-epaper.com/">http://ekdin-epaper.com/</a>
9	Ganadabi	<a href="http://ganadabi.com/">http://ganadabi.com/</a>
10	Ganashakti	<a href="http://bangla.ganashakti.co.in/">http://bangla.ganashakti.co.in/</a>
11	Jago Bangla	<a href="http://aitcofficial.org/jago-bangla/">http://aitcofficial.org/jago-bangla/</a>
12	Manbhum Sambad	<a href="http://www.manbhumsambad.com/">http://www.manbhumsambad.com/</a>
13	Puber Kalom	<a href="https://www.puberkalom.com/">https://www.puberkalom.com/</a>
14	Rashtriyo Khobor Bangla Dainik	<a href="https://www.readwhere.com/read/2769570#page/1/2">https://www.readwhere.com/read/2769570#page/1/2</a>
15	Sangbad Pratidin	<a href="https://www.sangbadpratidin.in/">https://www.sangbadpratidin.in/</a> <a href="https://epaper.sangbadpratidin.in/">https://epaper.sangbadpratidin.in/</a>
16	Sukhabar	<a href="http://www.sukhabar.in/">http://www.sukhabar.in/</a>
17	Uttaranga Sambad	<a href="https://www.uttarbangasambad.in/">https://www.uttarbangasambad.in/</a>
18	Uttarer Saradin	<a href="http://uttarersaradin.com/Default.aspx">http://uttarersaradin.com/Default.aspx</a>
<b>Tripura</b>		
19	Daily Desher Katha	<a href="https://www.dailydesherkatha.net/">https://www.dailydesherkatha.net/</a>
20	Dainik Sambad,	<a href="http://www.dainiksambad.net/">http://www.dainiksambad.net/</a>
21	Manush Patrika	<a href="http://manushpatrika.com/">http://manushpatrika.com/</a>
22	Syandan Patrika	<a href="https://www.syandanpatrika.com/">https://www.syandanpatrika.com/</a>
23	Jagaran	<a href="http://jagarantripura.com/">http://jagarantripura.com/</a> <a href="https://www.jagarandaily.com/">https://www.jagarandaily.com/</a>
24	Tripura Khabar	<a href="http://tripurakhabar.in/">http://tripurakhabar.in/</a>
25	Pratyasha Tripura	<a href="https://pratyashatripura.in/">https://pratyashatripura.in/</a>
<b>Assam</b>		
26	Dainik Jugasankha	<a href="https://jugasankha.in/">https://jugasankha.in/</a>

	(Main origin Silchar, Assam)	
27	Dainik Nababarta Prasanga	<a href="http://www.nababartaprasanga.com/">http://www.nababartaprasanga.com/</a>
28	Dainik Prantojyoti (Silchar)	<a href="http://dainikprantojyoti.com/">http://dainikprantojyoti.com/</a>
29	Dainik Samayik Prasanga	<a href="https://samayikprasanga.in/">https://samayikprasanga.in/</a>
30	Gati Dainik, Silchar	<a href="http://gatidainik.in/current/epaper.html">http://gatidainik.in/current/epaper.html</a>

Table 1 indicates that total list of 30 Bengali newspaper websites of West Bengal, Tripura, Assam in India were considered for the evaluation along with the URLs extension.

**Table 2: Classification of Bengali Newspaper Websites by URLs Extension (Domain Specific)**

Sl. No.	URLs extension (Domain specific)	Number of Bengali newspaper websites	Percentage
1	.co.in	1	3.33
2	.com	17	56.67
3	.in	10	33.33
4	.net	1	3.33
5	.org	1	3.33

Table 2 helps to show the URL extensions of the leading thirty Bengali newspaper websites in India which is undertaken for this study. It is observed that there are five types of URL extension. The most common URL extension was .com which had been used by the 17 Bengali newspaper websites (56.67%) out of thirty Bengali newspaper websites in India, followed by 10 Bengali newspaper websites (33.33%) used .in and another 1 Bengali newspaper website (3.33%) used .co.in. On the other hand, 1 Bengali newspaper website (3.33%) used .net URL extension, and another 1 Bengali newspaper website (3.33%) utilized .org for their website.

## 6. Results and Analysis:

**Table 3: Data Obtained from Alexa Internet Tools**

Sl. No.	Name of the News paper	Traffic Rank		Pages Viewed	Links	Bounce (%)	Time of Site	Search (%)	Users Percentage	
		India	Global						Indian (%)	Foreign (%)
<b>West Bengal</b>										
1	Aajkal	24,996	81,423	4.6	155	43.9	5:08	22	43	54.1
2	Aamader Malda	(No data available)	1,672,487	1	74	68.4	1:04	74	(No data available)	(No data available)
3	Anandabazar Patrika	552	4,061	3.72	986	36.3	7:04	23	58.8	34.4
4	Bangla Kagaj	(No data available)	3,288,187	1	3	(No data available)	(No data available)	66.52	(No data available)	(No data available)
5	Bartaman Patrika	7,208	5,484	2.0	513	35.21	5:00	18.6	80.8	17.0
6	Dainik Statesman	96,904	9,33,426	1.5	66	78.6	0:59	29	96.1	(No data available)
7	Ei Samay	11	125	2.79	31,154	52.2	3:47	64	79.9	6.8

	Sangbadpatra									
8	Ekdin	(No data available)	1,776,410	1	71	(No data available)	0:56	26.68	(No data available)	(No data available)
9	Ganadabi	136,528	962,067	1.4	117	77.8	0:58	13.21	77.6	(No data available)
10	Ganashakti	38,428	324,921	3.4	306	36.8	5:17	23.5	89.5	8.1
11	Jago Bangla	35,177	386,388	1.6	128	78.8	1:54	52.2	98.9	(No data available)
12	Manbhum Sambad	(No data available)	3,599,804	1	11	(No data available)	(No data available)	(No data available)	(No data available)	(No data available)
13	Puber Kalom	4,716	335,333	3.5	76	4.6	2:49	56.7	49.6	50.4
14	Rashtriyo Khobor Bangla Dainik	1,709	20,574	14	482	24.8	6:48	18.5	98.6	(No data available)
15	Sangbad Pratidin	3,145	23,662	3.64	461	43.0	4:26	24.5	56.3	42.8
16	Sukhabar	(No data available)	5,402,122	2	64	(No data available)	(No data available)	43.01	(No data available)	(No data available)
17	Uttarbanga Sambad	15,166	110,382	4.2	83	21.8	7:29	16.1	99.0	(No data available)
18	Uttarer Saradin	(No data available)	7,006,143	1	8	(No data available)	(No data available)	95.08	(No data available)	(No data available)
<b>Tripura</b>										
19	Daily Desher Katha	(No data available)	4,232,988	1	32	(No data available)	(No data available)	(No data available)	(No data available)	(No data available)
20	Dainik Sambad,	24,897	238,814	3.5	281	55.1	2:36	24.4	95.7	(No data available)
21	Manush Patrika	(No data available)	(No data available)	(No data available)	10	(No data available)	(No data available)	(No data available)	(No data available)	(No data available)
22	Syandan Patrika	153,892	1,347,454	2	168	71.4	1:15	(No data available)	81.8	(No data available)
23	Jagaran	(No data available)	1,328,761	3	110	40.0	3:05	(No data available)	(No data available)	(No data available)
24	Tripura Khabar	(No data available)	(No data available)	(No data available)	40	(No data available)	(No data available)	19.05	(No data available)	(No data available)

		availabl e)		availabl e)		availabl e)	availabl e)		availab le)	availabl e)
25	Pratyasha Tripura	(No data availabl e)	(No data available)	(No data availabl e)	(No data availab le)	41	(No data availabl e)	(No data availab le)	(No data availab le)	(No data availabl e)
<b>Assam</b>										
26	Dainik Jugasankha (Main origin Silchar, Assam)	26,994	268,866	2.1	67	60.0	2:15	24	74.7	22.7
27	Dainik Nababarta Prasanga	(No data availab le)	1,684,559	3	95	71.4	0:35	(No data availab le)	(No data availab le)	(No data availabl e)
28	Dainik Prantojyoti (Silchar)	28,118	338,813	1.1	40	87.5	2:16	48	99.1	(No data availabl e)
29	Dainik Samayik Prasanga	28,312	290,662	1.1	105	47.7	4:04	54.8	86.5	13.5
30	Gati Dainik, Silchar	47,509	499,581	1.0	20	89.5	2:19	100	96.0	(No data availabl e)

### 6.1 Traffic Rank (India and Global):

Table 3 depicts that with regard to the attribute traffic rank in India Ei Samay Sangbadpatra, Anandabazar Patrika, and Rashtriyo Khobor Bangla Dainik had the highest traffic rank of 11, 552 and 1709 respectively, at the same time Syandan Patrika had the lowest (153892). Out of the 30 newspapers, 3 have traffic rank of less than 2000, 12 newspapers had traffic rank of below standard (No data available) and 15 newspapers had traffic ranks greater than 90000. In the case of Global traffic rank Ei Samay Sangbadpatra had the highest traffic rank (125), Anandabazar Patrika had got second place (4061) and third place went to Bartaman Patrika (5484).

### 6.2 The Average Number of Pages Viewed by Users:

From Table 3, with reference to this attribute Rashtriyo Khobor Bangla Dainik had the maximum amount of average pages viewed by users per day (14) followed by Aajkal (4.6), Uttarbanga Sambad (4.2), Anandabazar Patrika (3.72) and Sangbad Pratidin (3.64). The lowest number of average pages viewed is 1.0 for Aamader Malda, Bangla Kagaj, Ekdin, Manbhum Sambad, Uttarer Saradin, Daily Desher Katha, Gati Dainik (Silchar) respectively.

### 6.3 Links:

As regards to the number of links, Table 3 shows that Ei Samay Sangbadpatra had the maximum number with 31154 links followed by Anandabazar Patrika with 986 links absorbed subsequent place. Bartaman Patrika with 513 links was the preceding in the line. Majority of the newspaper websites had fewer than four hundred links shows their deprived performance in this attribute.

### 6.4 Bounce Percentage:

Table 3 depicts that Puber Kalom had the lowest bounce percentage (4.6) followed by Uttarbanga Sambad with (21.8) and Rashtriyo Khobor Bangla Dainik (24.8). Gati Dainik, Silchar with a high rate of bounce percentage (89.5) showed its weak performance.



### 6.5 Time on Site:

Table 3 reveals the expected daily time spent on website by the visitors was maximum for Uttarbanga Sambad (7:29), Anandabazar Patrika occupied second place with (7:04) followed by Rashtriyo Khobor Bangla Dainik (6:48) and lowest for Dainik Nababarta Prasanga (0.35).

### 6.6 Search Percentage:

Table 3 presented the highest proportion of visits that came from search engines is (100) for Gati Dainik, Silchar, where as it was (95.08) for Uttarer Saradin, (74) for Aamader Malda and so on.

### 6.7 The Percentage of Indian Users:

Table 3 displays the maximum number of Indian users (99.1) percent visited for Dainik Prantojyoti (Silchar), followed by (99.0) per cent for Uttarbanga Sambad, (98.9) per cent for Jago Bangla and so on (Table.3).

### 6.8 The Percentage of Foreign Users:

Table 3 shows that the maximum number of foreign users (54.1) percent visited for Aajkal, followed by (50.4) per cent for Puber Kalom, (42.8) per cent for Sangbad Pratidin and so on.

**Table 4: Country Wise Percentage Distribution of Indian and Foreign Users**

Sl. No.	Name of the Newspaper	Country wise Percentage Distribution of Indian and foreign users
<b>West Bengal</b>		
1	Aajkal	India (43), Bangladesh (54.1)
2	Aamader Malda	India (No data available)
3	Anandabazar Patrika	India (58.8), Bangladesh (30.6), Papua New Guinea (3.8)
4	Bangla Kagaj	India (No data available)
5	Bartaman Patrika	India (80.8), Bangladesh (17.0)
6	Dainik Statesman	India (96.1)
7	Ei Samay Sangbadpatra	India (79.9), United States (5.9), Japan (0.9)
8	Ekdin	India (No data available)
9	Ganadabi	India (77.6)
10	Ganashakti	India (89.5), Bangladesh (8.1)
11	Jago Bangla	India (98.9)
12	Manbhum Sambad	India (No data available)
13	Puber Kalom	India (49.6), Bangladesh (50.4)
14	Rashtriyo Khobor Bangla Dainik	India (98.6)
15	Sangbad Pratidin	India (56.3), Bangladesh (42.8)
16	Sukhabar	India (No data available)
17	Uttarbanga Sambad	India (99.0)
18	Uttarer Saradin	India (No data available)
<b>Tripura</b>		
19	Daily Desher Katha	India (No data available)
20	Dainik Sambad,	India (95.7)
21	Manush Patrika	India (No data available)
22	Syandan Patrika	India (81.8)
23	Jagaran	India (No data available)
24	Tripura Khabar	India (No data available)

25	Pratyasha Tripura	India (No data available)
<b>Assam</b>		
26	Dainik Jugasankha (Main origin Silchar, Assam)	India (74.7), Bangladesh (22.7)
27	Dainik Nababarta Prasanga	India (No data available)
28	Dainik Prantojyoti (Silchar)	India (99.1)
29	Dainik Samayik Prasanga	India (86.5), Australia (13.5)
30	Gati Dainik, Silchar	India (96.0)

Table 4 depicts the data on country wise percentage distribution of Indian and Foreign users. Most of the foreign users from Bangladesh, Papua New Guinea, United States, Japan and Australia came to visit in Bengali newspaper websites.

### 7. Concluding Remarks:

The findings of this study gives a comprehensive image of Bengali newspaper websites status in terms of their execution on the web based on the eight Alexa indexes of Alexa internet evaluation tools. The results of this study are that most of the Bengali newspaper websites do not act strongly on the web and need much more attention from today. Similarly, some high traffic ranking Bengali newspapers displayed weak performance in some of the attributes whereas some low traffic ranking Bengali newspapers worked comparatively better in some of the attributes. The bounce rate percentage of most of the Bengali newspapers are not adequate, which needs to be given expected attention as it could hike the number of users for the respective newspaper websites and their successive global reach. It is suggested to all administrators of Bengali newspaper websites to do the reconstructing of their official websites so as attract more visitors. The website designers of Bengali newspaper websites must be energized to give advice their clients to develop their search engine optimization (SEO).

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