



Improving Delta State Polytechnic Ogwashi-Uku (DSPG) Website for Effective Marketing Cum Global Ranking

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Authors' contributions

This work was carried out in collaboration between both authors. Author AIE designed the study, performed the statistical analysis, wrote the protocol and wrote the first draft of the manuscript and author OUP managed the analyses of the study and the literature searches. Both authors read and approved the final manuscript.

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ABSTRACT

The focus of this paper is to provide a guide for the improvement of the Delta State Polytechnic, Ogwashi-Uku (DSPG) website for effective marketing cum global ranking. The paper specifically examined the roles of websites in higher education; analyzed the web presence and visibility of DSPG and also identify guidelines for improving the design, content and value of the website. The paper adopted both the quantitative and qualitative methods. Primary information was obtained from four major Search Engines Optimization (SEO) namely, Google, Google Scholar, Bing and Yahoo. Result of Google search shows that DSPG recorded 66,600 Hits in 2019 and 107,000 in 2020; Google Scholar search recorded 318 Hits in 2019 and 395 hits in 2020; Bing recorded 58,800 Hits in 2019 and 52,300 in 2020; while Yahoo! recorded 87,000 Hits in 2019 and 76,300 in 2020. The paper concluded that the institution's current Webometrics ranking of 213 out of the 249 Nigerian institutions ranked will experience a tremendous improvement in both linkage operations and global competitiveness when the recommendations of this paper are carefully considered and implemented. Thus, it is recommended that a team comprising ICT experts, sound academics and

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web developers should be set up to oversee the management of the DSPG website for excellent results. In addition, the paper recommends that DSPG Management should encourage lecturers to publish their papers in highly rated open access journals in their various fields and also reconsider using www.ogwashi-ukupoly.edu.ng as the official web address in place of www.mydspg.edu.ng as it is amore fascinating, generally acceptable and effective web address that can leverage DSPG overall performance in line with global academic best practices.

Keywords: Websites; marketing; ICT; webometrics; global ranking; higher institutions.

1. INTRODUCTION

Innovations in information and communication technology (ICT) especially the emergence of the World-Wide Web (WWW) has tremendously changed the ways humans communicate and interact. Undoubtedly, the growing impact of the WWW has been central to the emerging Information Society and digital economy affecting both developed and developing countries [1]. Arguably, the efficiency/effectiveness of any organization's system today to a large extent, depends on how well their physical facilities and websites are managed. For higher institutions of learning in particular, the web gives access to a large audience, improves efficiency and promotes academic excellence. In contemporary times, websites have become key components of higher education the world over as it is hard to find a higher institution today without one. The reason is because a website represents the totality of an institution on the web. Thus, the website is the web version of the physical institution which also acts as a delivery mechanism for services that facilitates various tasks that stakeholders of the institution needs to perform [2]. In addition, the website also serves as a platform through which an organization can interact with its stakeholders.

Organizational websites have different purposes, designs and implementations that indicate their focus or priority. The value an organization attaches to a website is reflected in the operations and content of the website [3]. Academic websites are no exceptions. The website is not only a cost efficient and timely method to communicate with various stakeholders such as students, faculty, academic/administrative staff and visitors, it is also a way for an institution to shape its image (reputation management). Higher institutions need to do everything within their power to keep positive images with their various constituents, and one way to do this is to make use of the opportunities websites present. With the Nigerian institutions of higher learning undergoing various

reforms to expand and access quality and efficiency in the educational system, knowing how to reach and ultimately connect with prospective students has become a top priority. Thus, it is the primary responsibility of marketing and admissions departments in all institutions of higher learning to evaluate their admission practices under the increased use of the web (online communication and social media). The rapid growth of technology and easy access to online resources for many students and parents has dramatically reduced dependence on traditional forms of media, yielding a demand for change in the admission/registration processes. Today's Polytechnics and Universities' websites play a vital role in this process. Again, the institution's home page is a gateway to information that can regularly assist prospective/current students, parents, guardians and the general public [4].

Globally, most higher education institutions have designed marketing communication strategies which directly involve the website content especially in communicating to the outer world the various research findings and scientific output of their academics [2]. Also, institutions' websites are hosts to numerous academic and scientific researches/journals, lecture notes, preprints, institutional repositories as well as open educational resources. Hence, the major focus of this paper is to provide guidelines for the improvement of the design, content and value of the DSPG website for effective marketing and global ranking of the institution.

The current DSPG website has many limitations in terms of content and design. The content of the current polytechnic website (www.mydspg.edu.ng) [5] is quite few in terms of the number of pages that should be in a tertiary institution's website. The numbers of sections/menus are overwhelmingly few. Also, the navigation menus in the website are not well organized and navigation is greatly hindered. Moreover, many academic programmes and courses offered in the polytechnic are not listed

in the website. And where they are listed, details are not provided. The polytechnic website is further limited with lack of social media integration. Ultimately, the institution's domain name (www.mydspg.edu.ng) is a major limitation. This article therefore seeks to explore options for improving DSPG website for effective marketing cum global ranking.

1.1 Objectives of the Study

The specific objectives of the study are:

1. To examine the role of websites in higher education marketing and ranking.
2. To assess the web presence and visibility of DSPG?
3. To provide a guideline/model for effective Polytechnic website design.
4. To explore strategies for improving the content of the Polytechnic website.

2. CONCEPTUAL FRAMEWORK..... LITERATURE REVIEW

2.1 The Role of Websites in Higher Education Marketing and Ranking

The role of a higher institution's website cannot be underestimated. With websites being around for over 20 years, many higher education institutions still don't understand their importance to the overall success of the institution. While some websites have become common, others continue to take their websites for granted [6].

The web is now mission-critical, meaning that if one's web presence fails, his business operations are bound to fail. Imagine what would happen if your website is seen by most of your stakeholders as inferior to that of your competitors? What would be your reaction if students with high JAMB scores do not seek admission in your institution on the account that you are not offering courses they want to study which you actually offer, but they are not listed in your website? What would be the impact on your reputation and credibility?

In the bid to understand the importance of the web, a good place to start is with information. The web is the primary point of contact along the entire student life cycle; from prospective students to current students to alumni. We must realize that this generation of students do not have time to read brochures, or watch televisions, or listen to radio, they are simply

glued to their smart phones with which they carry out all their information needs and much more. Including choice of institution to attend. As with all school marketing activities, branding is a very important aspect. Your brand is your identity and as your website will be one of the first ports of call for the majority of your prospective parents, it is important to ensure your brand is fervent throughout your online proposition, defining your identity and personality as a school [7]. A school's website needs be a central part of an education marketing strategy as it has the potential reaching stakeholders all over the world. This is will have an impact on how important Google ranks the popularity of your site.

Any institution website that is poor in content and/or in design carries considerable risk. A poorly designed website reflects negatively on the institution and it goes beyond brand and messaging. Having broken links, content that is out of date, misspelled words, etc. are symptoms of a site that doesn't receive the proper care and feeding, and it hurts credibility. It is an aberration to find a number of misspelled words in institutions websites. According to Greenfield [6], it is fair to say that there is an expectation that institutions of higher learning would know how to spell!

Increasingly, Polytechnics are increasingly competing for quality students. The competition is so fierce in this part of the world where there are three state government-owned Polytechnics in the State. Now the competition for students is intense and the web is the most important channel for recruiting students. Having a good website is critical. Recent data from the Noel-Levitz e-Expectations Report shows that 92% of college bound high school seniors will be disappointed if they have a bad experience on a college website. More importantly, 24% of them said they had taken a school off of their list because of a bad web experience [6].

As higher institutions find the need to appeal to an ever-increasing and diverse student base, successful branding and marketing have become increasingly important activities for institutions. As posited by Omodafe [8], one of the greatest developments in the global marketing environment of the 21st century is the introduction of the internet with increased tendencies to improve efficiency in response to creating value for individuals, organizations and society at large. Thus, higher institutions must

now go to greater lengths to differentiate themselves from competitor institutions. Successful branding can help with increasing enrollment, expanding fundraising capabilities, and other outcomes. Today, effective strategic planning and brand management require more than traditional advertising, marketing or identity development. Institutions that craft, present and manage a unified brand message, experience and environment achieve a competitive advantage in recruiting, retaining and building loyalty amongst their students, parents, staff, faculty, alumni and donors [9].

Furthermore, the website provides an institution a platform for effective ranking by global ranking authorities. It is common knowledge that institutional performance is measured by the activities of the institution that can be accessed from the web. Thus, what an institution makes available and is accessible on the web is what the ranking authorities such as webometrics consider to rank the institution. Ranking authorities do not visit the institutions they rank physically, but their web presence is what counts. A good website design, coupled with rich content and robust web presence especially the research output of its academic and research community, will be ranked top by webometrics and other ranking organizations. That implies that an institution may parade the highest number of quality academicians coupled with robust infrastructure, publishing regularly and adequately in printed and non-open access journals, but what the institution has on the web is few, the ranking will be very low. According to Hodgen [7] a well designed website can create an interactive platform on many levels. Not only can it be a great way of promoting the services, departments and strengths of the institution, but for current stakeholders it can offer interactive day to day content to further engage with them. Websites are cheap to manage as you can update a website without the worry of any additional costs, and this gives you the flexibility to add search engine rich text into your website on a regular basis. And the more regular content you put on your site, the more search engines such as Google, Yahoo, MSN & BING will come back to your site to index the new content, thereby making the search engines to always visit your site [7]. Webometrics as well as other ranking authorities are interested in knowing not only the inventions and achievements you are making, but also interested in knowing how you are communicating these achievements to people all over the world and more so the

impacts of your achievements on peoples' lives (impact factor).

The ranking of a higher institution has a role to play in the way the institution is viewed in the global academic community and the public. Primarily, webometrics ranking measures the Quality of Instruction or teaching, Quality of research, Infrastructure and Publication that can be obtained from your website or other web pages through SEOs.....search engine optimizations (SEOs). According to the latest Webometrics [10] ranking of Nigerian higher institutions, the top ranking institutions are:

2.2 Top Ten Ranked Universities in Nigeria

1. University of Ibadan
2. Covenant University, Ota
3. University of Nigeria
4. University of Lagos
5. Obafemi Awolowo University
6. Ahmadu Bello University
7. University of Ilorin
8. Federal University of Technology Akure
9. University of Port Harcourt
10. Adekunle Ajasin University.

2.3 Top 10 Ranked Polytechnics and Colleges

1. Auchi Polytechnic at 68
2. Yaba College of Technology at 75
3. Federal Polytechnic, Ilaro at 80
4. Federal Polytechnic, Bauchi at 94
5. Lagos State Polytechnic at 95
6. The Polytechnic, Ibadan at 103
7. Moshood Abiola Polytechnic at 105
8. Federal Polytechnic, Ede at 107
9. Adeyemi College of Education, Ondo at 109
10. Alvan Ikoku Federal College of Education Owerri at 111

• Delta State Polytechnic Ogwashi Uku at 213

249 institutions in Nigeria were captured in the present rank. Delta State Polytechnic, Ogwashi-Uku has broken the jinx being the only Delta State owned Polytechnic ranked.

Emphatically, it should be noted that the aim of the ranking is to promote Open Access and not to classify websites or monitor the ranks, but to involve everybody in the

institution in the generation and publication of web contents [10].

2.4 Web Presence and Visibility Analytics of DSPG (As At March, 2020)

The researchers focus here is to analyze DSPG’s presence and visibility on the web. The Four major Search Engine Optimization (SEO) websites which are google.com, scholar.google.com, bing.com, and yahoo.com, would be used to gather data based on the search returns or Hits when the name Delta State Polytechnic, Ogwashi-Uku is searched in each of the SEO’s search engine optimizations (SEOs). Moreover, in order to ascertain if changes have occurred in the presence and visibility of the Polytechnic on the web, the present data shall be compared to the 2019 result of the Polytechnic’s web presence and visibility reported in Anyira and Njoeteni [11]. The results are shown in the tables below:

Table 1 shows a comparative result of the Google.com search conducted to ascertain the web presence and visibility of DSPG.

From Table 1, the result shows that DSPG recorded 66,600 Hits in 2019 and 107,000 in 2020 when searched with Google. This shows an increase of 40,400 hits.

Note: If you remove the dash (-) between Ogwashi and Uku, the hits will drop to 105,000

From Table 2, the result shows that DSPG recorded 318 Hits in 2019 and 395 hits in 2020 when searched with Google Scholar. This shows an increase of 77 hits.

From Table 3, the result shows that Delta State Polytechnic, Ogwashi-Uku recorded 58,800 Hits in 2019 and 52,300 in 2020 when searched with Bing Search Engine. This shows a decline of 6,500 hits. Note: if you remove the dash (-) between Ogwashi and Uku, the hits will increase to 52,400.

From Table 4, the result shows that Delta State Polytechnic, Ogwashi-Uku recorded 87,000 Hits in 2019 and 76,300 in 2020 when searched with Yahoo! Search Engine. This shows a decline of 10,700 hits. Note: if you remove the dash (-) between Ogwashi and Uku, the hits will increase to 76,500 hits.

3. GUIDELINES FOR EFFECTIVE POLYTECHNIC WEBSITE DESIGN

Academic websites are some of the most complex web designs because of their nature. They often, have hundreds of pages, tens of schools/faculties/colleges, dozens of academic departments, different target audience (prospective students, current students, alumni, staff, faculty, researchers, parents), all with competing priorities. Therefore, the website is one of the most important investments that the Polytechnic should make in terms of higher education marketing and rating. While it is not a simple process to design or populate an academic website, it is important to know that the Polytechnic is as good as its website. Thus, the Polytechnic is not mutually exclusive from its website. Needless to say therefore that the design of the polytechnic website must take into consideration the visions and missions of the institution, preferences, diversities and goals, and should be good enough to be rated at par with institution. Effective academic website design is very crucial and often complex, but it works for a reason. A well-designed website will not only attract more visitors, but also keep them on the site longer and encourage them to interact with your institution more frequently. In designing academic websites, it’s important to keep in mind the massive amount of content that will be housed within the site and the array of different audiences who are looking for it. As a matter of fact, the essence of a good site design is to make it enjoyable and easy for your target audience to find the content important to them. The guidelines for effective Polytechnic website design according to McConnell [12]; Miller [13]; Patel [14]; include.

Table 1. Google search result of Delta State Polytechnic, Ogwashi-Uku 2019 and 2020

Google Search Result 2019	Google Search Result 2020	Increase	Decrease
66,600	107,000	40,400	-

Table 2. Google Scholar search result of Delta State Polytechnic, Ogwashi-Uku 2019 and 2020

Google Scholar Search Result 2019	Google Scholar Search Result 2020	Increase	Decrease
318	393	75	-

Table 3. Bing search result of Delta State Polytechnic, Ogwashi-Uku 2019 and 2020

Bing Search Result 2019	Bing Search Result 2020	Increase	Decrease
58,800	52,300	-	6,500

Table 4. Yahoo! search result of Delta State Polytechnic Ogwashi-Uku 2019 and 2020

Yahoo! Search Result 2019	Yahoo! Search Result 2020	Increase	Decrease
87,000	76,300	-	10,700

3.1 Navigation

Just as you want your content to remain organized and consistent from page to page, you want your visitors to find their way around your website as easily as possible. Nested navigation can help keep content organized in terms of hierarchy and section. Set apart the navigation menus so visitors can easily identify them, then use plain language to describe where each link will take the reader. Consider using a simplified navigation bar that takes users to larger departments. From there, you can guide visitors deeper into your content.

3.2 Clearly Identify Your Institution's Name on Every Web Page

The name of the institution should be clearly visible on every page. Remember, not everyone arrives at your website from the homepage; many will arrive on internal pages via search. By having your full institution name shown prominently on each page (i.e., not just in the footer), you make it easy for users to identify you.

3.3 Use Images that Reflect Your Institution's Values and Priorities

Visitors make value judgments about your school based on the images that you use. A few photos of sporting events: users see an emphasis on athletics. A video gallery with thumbnails of people that all look the same: users see a lack of diversity. When selecting images, be conscious of what each one communicates individually and as part of the whole. Users can tell the difference between genuine photos and stock images. Stock photos often elicit responses about the school being generic, bland, or showing little effort. In contrast, users appreciate images that look authentic and representative of what it is like to be at your school.

3.4 Make Your 'About Us' Page count

The About Us page is one of the top places where prospective students go to decide if an

institution is good for them. Unfortunately, this area is a missed opportunity on many academic sites, with too much content that is dull, uninformative, and feels like generic market. About Us Page is supposed to be an informative summary of your school. Write this summary in plain language, and offer an easy-to-scan fact list. If you really want to make an impact, showcase a video that will give a sense of your school and will appeal to a broad range of users.

3.5 Emphasize Your Strengths and Achievements

When first looking at new institution, visitors want to know why your school is special and what you are proud of as an institution. Gather those statistics, rankings, and awards, and make them easy to find (for example, on your About Us page). We know that users scan pages; they rarely read full text. So, do not 'bury' valuable, potentially persuasive, data in long, dense paragraphs.

3.6 Make It Easy for Users to view a List of Academic Programmes/Courses

Prospective students look for academic programmes or courses they want to study, not schools or colleges. When prospective students cannot find which academic programme or course of study where they expected it to be, they assume that you don't offer it. Instead of forcing users to guess where their programme of interest is, offer the option to view all the Courses and programmes. For institutions with lots of programmes, like ours, group them by field or school, but make sure that each course /academic programme name is visible.

3.7 Provide Information about Job Placement after Graduation and Link to it from the Alumni Section of the Website

Top concern for both prospective students and parents is whether one will find job after

graduation. Experience has shown that the first place where users search for this information is the Alumni page, which they associated with all things after graduation. Institutions should provide data about what graduates are doing after graduation, with numbers and sources to support those claims. If the institution doesn't have this data, they start collecting it now, so you can show it off. Recall also that NBTE requires this information for accreditation of academic programmes under "Employers Report on Diplomats of the Programme".

3.8 Clearly Show the Application Deadlines, and Offer a Step-by-step Description of the Application Process

A good website should have its main Admissions page (top) with a clearly labeled link to Deadlines & dates near the top of the page. Following that link leads to the Application Deadlines page (bottom) which has a prominent table outlining the deadlines for each type of application. This information should be straightforward and easy for students to find.

3.9 Beware of the Pitfall of Making Your Website Attractive by All Means

Students are conscious of the high costs of education. Using clever labels or flashy interactions that lack in substance is dangerous. Therefore, concentrate on offering age-appropriate content that's clear and easy to use. A great way to appeal to young adults and speak their language is to let your own students do the talking. Content created by students for students can be more conversational, engaging, and authentic. Involving the SUG and sound students especially those in communication studies is key. But their contributions must be scrutinized and must be balanced.

3.10 Be Prepared for Users to Search for Information about Your Institution on External Sites

When visitors to your website cannot locate what they seek, they alternatively visit external sites for help. A robust internal search engine can mitigate this behavior, but, where possible, you should also make sure that the information on those external sites is accurate and up to date.

3.11 Social Media Integration

If your institution has an active presence on social media, you can pat yourself on the back. However, your work is not yet complete. The best institution websites incorporate social media into blog posts and other pages to help engage prospects. For instance, you might include "share" buttons on each of your blog posts. If a reader enjoys what you have written, he or she can share the content with his or her social media circles. This is often how articles and blog posts become viral sensations on Facebook, Twitter, and other platforms. Furthermore, use social media to inform your followers about content on your website [15].

3.12 Responsive Design

Think about your target audience when designing your institution's website. How do they access your website? Some probably use desktop and laptop computers, but a large portion also browse the web on their tablets, smartphones, and other mobile devices. Consequently, you need a responsive website. Responsive design adjusts itself based on the user's screen size. In other words, when people visit your site, the site's elements such as images, text, and more, are all arranged properly on the screen. Additionally, responsive design can help your site rank higher in search engines. Google's new search algorithm gives priority to websites that are mobile-friendly. Your SEO (Search Engine Optimization) will improve because you won't battle duplicate content issues and your site likely won't suffer from a high bounce rate.

3.13 Optimize Your Website

Optimizing the website for easy search is the key. Given that there are more than a billion websites on the world-wide-web today, the hope to be found easily is often in vain. Thus, organizations that do nothing else but hope potential students may find their websites; remain in the stone age of digital marketing. Consequently, most institutions engage in activities aimed at improving the chances that people browsing the internet will actually locate their website. The umbrella term for different measures that can be set to improve the visibility of a website is search engine optimization. The name of your institution, or in the worst case a coinage of your institution's name and location, should form your official website e.g. www.ogwashi-ukupoly.edu.ng. In addition to this,

include as many links and back-links to other sites as possible to increase the chances to be identified by search engines like Google, Bing or Yahoo [16].

4. STRATEGIES FOR IMPROVING THE CONTENT OF DSPG WEBSITE

The quality of an academic website relies heavily on great content which will help to boost the value people attached to it. Most institutions in Nigeria such as University of Ibadan, Covenant University, Ota, Auchi Polytechnic to mention a few, have understood the importance of great content and thus have moved their web focus from ICT to Marketing. Quality content allows an institution to enhance the richness and usability of its website [17]. Without quality content in your website, all your efforts to bring attention to your campus and programmes and to have visitors take action on your website, will be in vain. Below are four steps recommended by Higher Education Marketing [18] to ensure that an academic website's content remains compelling.

4.1 Audit the Website

The essence of website auditing is to get answer for the following questions: What does your content say? Is it relevant and useful? What was the original purpose of the website? Was this purpose met? Does your content meet your prospects' possible expectations? Does it resonate with them? Is your content still accurate? Are all of the programs listed on your site still offered? Do they still have the same format? What has changed? What can you do to make sure the content is as accurate as possible? Is your content well written? Are sentences or paragraphs too long? Is it hard for one to understand a point? Is it catchy enough for your audience? Are you using the best keywords for your school? Could there be others that you are not using? The audit phase can be long and tedious, but it is crucial to help the institution to determine what must be done to develop quality content.

4.2 Analyze the Site

Based on the results of the audit phase, you should be able to answer the following questions:

- i. What is not working according to our objectives?
- ii. What should we delete or adjust
- iii. What content (if any) do we need to create?

4.3 Strategize

The strategy phase is meant to create accountability and clearly define what the website should be like and what goals it should meet.

4.4 Implement the Website

Create a timetable for the steps and follow it religiously and train your staff to implement all the changes you are bringing on board.

According to Aguillo, Ortega & Fernández [19] and Aguillo [20], the quality of a website's content is measured using four basic factors namely:

1. Number of pages linking to the web pages which represent visibility.
2. Number of web pages on the website representing size of website.
3. Number of published rich files in Adobe Acrobat, Adobe Postscript, Microsoft Word and Microsoft PowerPoint formats representing the number of educational materials that the institution publishes.
4. Number of scientific papers indexed by Google Scholar representing the institution's scientific production/publications.

5. RESULTS AND DISCUSSION

This article holds that a website provides an institution the platform for effective marketing of its activities and improving its ranking. The article found that a good website plays critical role in school marketing and ranking. It corroborates Hodgen [7] that a well designed website can create an interactive platform on many levels. Not only can it be a great way of promoting the services, departments and strengths of the institution, but for current stakeholders it can offer interactive day to day content to further engage with them. It also concluded that the web presence and visibility of DSPG has improved a little but more needs to be done. Navigation, social media integration, a good 'about us page', etc., are necessary nuggets that make a good website. To implement a better website for the polytechnic, the article identified auditing and analysis of the present website among other strategies. The result of the study further shows that the web presence and visibility of DSPG has improved slightly but more need to be done on the website

following relevant guidelines. These guidelines according to The guidelines for effective Polytechnic website design according to McConnell [12]; Miller [13]; Patel [4]; United Nations [21]; include: navigation, clearly identifying your Institution's name on every web page, making your 'About Us' page to count, emphasizing your strengths and achievements.

6. CONCLUSION

Higher institutions of learning the world over are critical engines for socio-economic and political development of any country as well as primary locus for innovation and for the expansion of the pool of high calibre manpower needed to address societal challenges. The overriding conclusion of this study therefore is teamwork in order to achieve the vision and mission of DSPG in a global world. Thus, from the current study, having a standard website should be a top priority agenda for DSPG Management as this will in no small measure engender effective marketing of academic and social activities to both the Polytechnic community and the outside world. Furthermore, this is imperative as the global community is interested in knowing not only the inventions and achievements an institution is making, but also how these achievements are communicated to people all over the world. In other words, institutional websites have become a major tool being used by institutions for enhancing online visibility and publicity of academic findings that leads to sustainable national development. Again, the Web has become a key medium for promoting and developing academic, scientific and educational competence of any educational institution in order to achieve technological sustainability. This article came to a conclusion therefore, that a website provides an institution the platform for effective marketing of its activities and improving its ranking. It also concluded that the web presence and visibility of DSPG has improved a little but more needs to be done. Navigation, social media integration, a good 'about us page', etc., are necessary nuggets that make a good website. To implement a better website for the polytechnic, the article identified auditing and analysis of the present website among other strategies.

7. RECOMMENDATIONS

The study recommends as follows:

- DSPG management should set up a team or committee of ICT experts, sound academics, website developers among others to be in charge of the website.
- Regular auditing of the website, beginning with auditing the present website to ascertain what it contains, relevance and comprehensiveness of the content.
- Study the website of similar institutions especially reputable ones to understand their strengths and weaknesses.
- Train and retrain your staff.
- Consolidate on the ongoing documentation of staff profiles and issuance of institutional e-mail addresses.
- Improve publicity of social and academic activities in DSPG website and social media platforms linked to the website and also involve the entire staff and students in growing the content on the institution's domain.
- Engage in activities that will interest and attract people outside the institution to the website in order to increase external links.
- Updating the Website constantly with contributions coming from all Deans, HOD's, Directors and Heads of Units, Scholars and Consultants.
- Publishing of Research Activities on the website. Including the introduction of open access journals by departments and or schools to be hosted on the institutions website.
- Uploading news, stories and notices. Archiving old pages rather than deleting them is encouraged.
- Using keywords in the content to be uploaded in institution websites, to make it easy for Google to index them and locate them accordingly. For example, including the name of the Faculty (School), Department, or Unit in the text, instead of just in the heading, and use other keywords or keyword phrases that people would typically search for.
- Having and maintaining ONLY one official website with the name of the institution as the domain name. We recommend www.ogwashi-ukupoly.edu.ng as the official web address of the Polytechnic in place of www.mydspg.edu.ng.
- Information to be uploaded to the website should be in Rich Files Formats (those that appear as Word Documents, PowerPoint Presentations, Portable Data Files (PDF) and hypertext Mark-up Language files).

- Encouraging all academicians to publish a minimum of three articles yearly in highly rated open access Journals in their fields. Additional motivations should be given to scholars whose papers have Delta State Polytechnic, Ogwashi-Uku in their titles.
 - Registration of all Teaching staff on Google scholar and Research gate platforms and providing an enabling environment for all publications generated from the Polytechnic including students' projects to be uploaded in the website.
 - Encouraging all scholars to place all their publications (pre-prints and post-prints) on the institutions web domains.
 - Funding of research activities should be one of the institution's top priority.
 - Disclaimer: - This manuscript was presented in a Conference.
 - Conference name: THE 3RD NATIONAL CONFERENCE/EXHIBITION OF ASUP-DSPG CHAPTER, DELTA STATE POLYTECHNIC, OGWASHI-UKU
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COMPETING INTERESTS

Authors have declared that no competing interests exist.

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