



## COVER PAGE OF INDIAN CORPORATE WEBSITE: A CONTENT ANALYSIS



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### ABSTRACT

A website's cover page is the first page that users generally see. It contains the newest information or the most basic data, explaining quickly what the page is about and enticing visitors to continue reading.. Designing a website is one such mode of adding a new dimension to the already existing physical presence of the organisation. The study analyzes the cover page of corporate websites of public sector undertakings of India. It primarily focuses on the cover page content that makes the crucial first impression, thereby facilitating the citizen-government interaction. The total content and the manner of presentation of the cover page along with parameters like accessibility, usability and navigability have been studied in the research. The study attempts to identify the strengths and weaknesses in presentation of the corporate websites of government companies that are biggest in terms of revenue generation in India.

**KEYWORDS:** Cover page, Corporate Website, Content Analysis, PSU.

### INTRODUCTION

Organisations around the world are embracing the World Wide Web to reinforce themselves and thrive electronically. Designing a website is one such mode of adding a new dimension to the already existing physical presence of the organisation. A website is a

virtual location of the associated organisation with a unique uniform resource locator. It attempts to cater the need of all the intended users through a wide variety of contents such as text, image, audio, and video incorporated in connected web pages of the site. Websites

can be used as an effective tool to reach the public and meet organisational goals. Corporate website or corporate site can be defined as a site set up by a company on the web which carries information and other features designed to answer customer questions, build customer relationships and generate excitement about the company, rather than to sell the company's products or services directly.

**OBJECTIVES**

To identify the total number of content, total space of the cover page, categories of content, space of various categories of content, manner of presentation of the cover page of corporate websites, accessibility, usability and navigability of the corporate websites and links to social networking sites.

**METHODOLOGY**

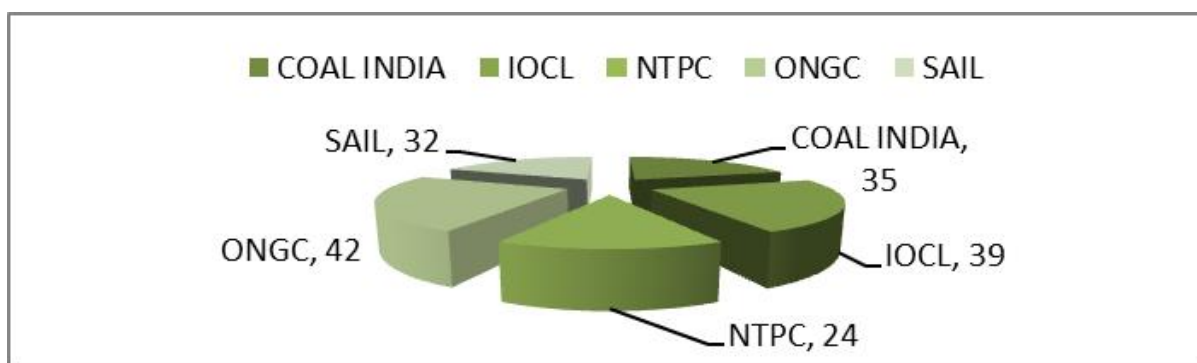
The research method used for this study is content analysis of corporate website of five leading public sector undertakings in India. Cover page of following five companies have been selected for the study:

1. Coal India Limited [www.coalindia.in](http://www.coalindia.in)
2. Indian Oil Corporation Limited [www.iocl.com](http://www.iocl.com)
3. NTPC Limited [www.ntpc.co.in](http://www.ntpc.co.in)
4. Oil & Natural Gas Corporation Limited [www.ONGCIndia.com](http://www ONGCIndia.com)
5. Steel Authority of India Limited graphic [www.sail.co.in](http://www.sail.co.in)

**TABULATION AND DATA ANALYSIS**

The Cover pages of all five corporate websites were analysed for seven consecutive days (Decemder 14- December 20, 2013) at three different time durations (10:00 am, 3:00 pm & 8:00pm) the websites' Cover page content remained similar for this duration of one week. The measurements of the Cover page content have been taken at a display resolution of 1366 X 768 pixels with the help of website and screen measurement tools like MeasureIt! and Screen Calipers. The total space of the Cover page of all five corporate websites at a display resolution of 1366 X 768 pixels is 639.74 sq.cm.

**Chart-1.Total number of Content on Cover page of Corporate Websites**

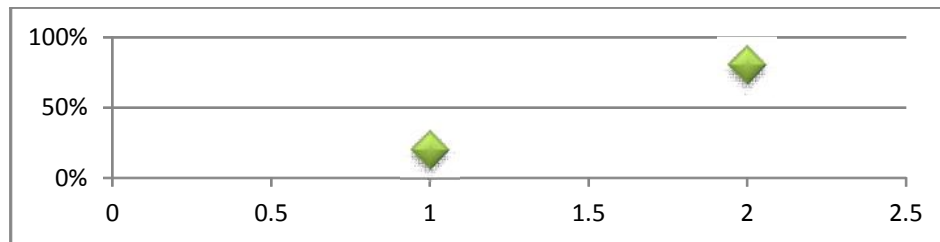


The total number of content in all five corporate websites. The corporate website of ONGC includes maximum number of content i.e. 42 and the corporate website of NTPC includes the minimum number of content

i.e.24.The IOCL website is second highest in numbers with 39 contents in its Cover page. The corporate website of COAL INDIA and SAIL contains 35 & 32 contents respectively.

**Chart 2. Categories and space of content**

Text: Percentage of Still Text & Scrolling Text



The Text (representation of the written language) in these websites was available in the form of scrolling text and still text. Four out of five websites which constitute 80% of the total websites carry a combination of still and scrolling text. The cover page of corporate

website of NTPC carries least text which is present in still form. While scrolling text provided a link to information in detail, still text was present in both forms i.e. with and without links.

**Headline**

Variable	Availability	Frequency	Percentage
Headlines	Headlines with links	2	20%
	Headlines without links	2	60%
No headlines		1	20%

The Cover page of corporate website of NTPC didn't carry much text and therefore headlines were not used. The website of COAL

INDIA and IOCL provided headlines without link and the website of ONGC and SAIL provided headlines with links

**Chart 3: Space of total text and total headlines**

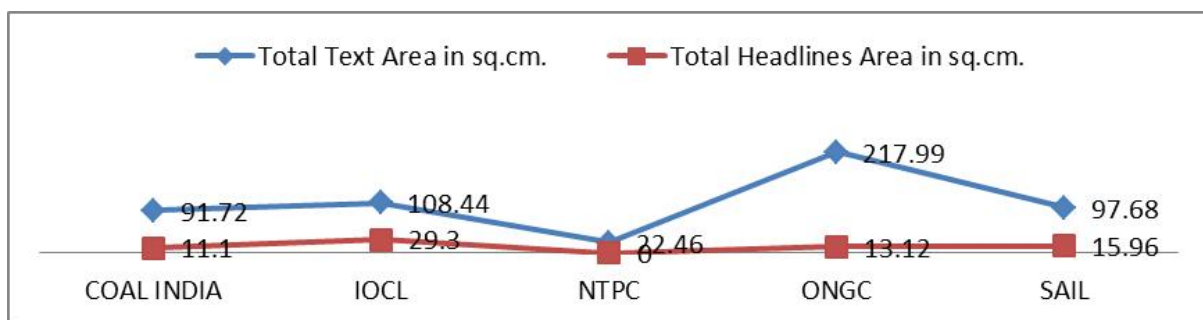
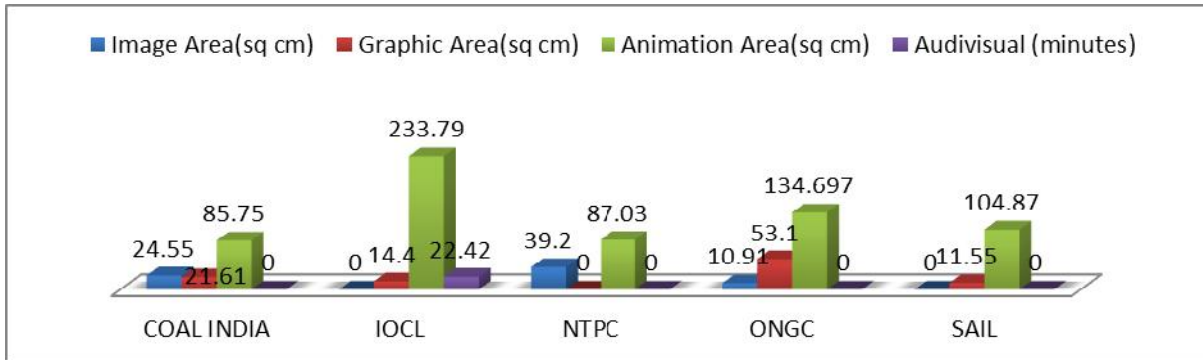


Chart 3 shows that the Cover page of ONGC has given maximum space to the text (217.99 sq.cm.) and IOCL has given maximum space to headlines (29.3 sq.cm.). On the other hand the Cover page of NTPC has given the minimum space to text (22.46 sq.cm.) and

doesn't carry any headline. The total space given by IOCL to its text is 108.44 sq.cm. The Cover page of SAIL carries text in the area of 97.68 sq.cm and headlines in the area of 15.96 sq.cm. COAL INDIA provides 91.72 sq.cm. to its text and 11.1 sq.cm. space to headlines.

**Chart 4: Image, Graphics and Animation space in sq.cm. & Length of Audiovisual in minutes and seconds**

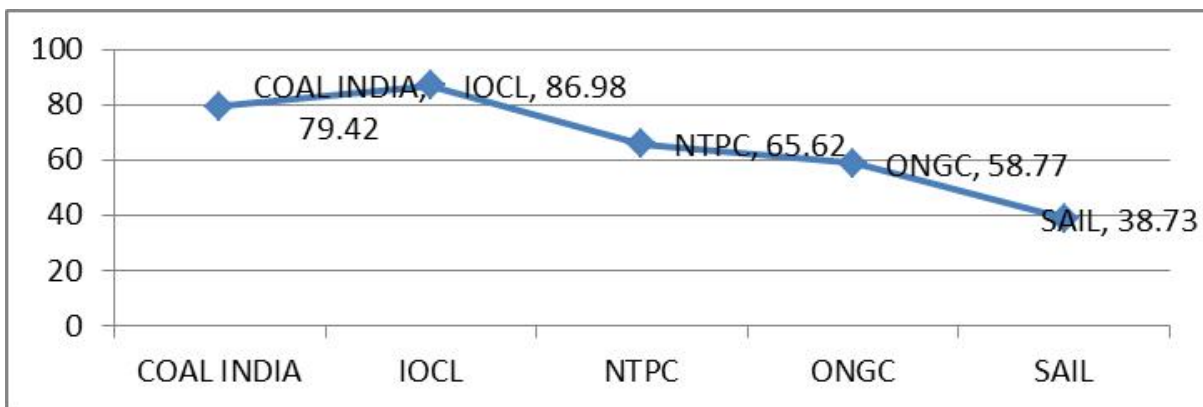


It was found that three websites (COAL INDIA, NTPC & ONGC) carried still images that reflect the real-world scene. The total image space of NTPC (39.2 sq.cm.) is utmost and ONGC (10.91 sq.cm.) is the least. The total image space of COAL INDIA is 24.55 sq.cm. The other two websites (IOCL & SAIL) also didn't lag behind in representation of images but they chose to collect their images and present them in the form of an animation. In fact, all these websites use animation extensively to attract visitor attention. The Cover page of the IOCL website has given maximum space to animation i.e. 233.79 sq.cm., and the Cover page of COAL INDIA website has provided the minimum space

to animation i.e. 85.75 sq.cm., when compared with the animation space of other websites. Besides, NTPC provides 87.03 sq.cm., ONGC provides 134.70 sq.cm. & SAIL provides 104.87 sq.cm. space for animation. Graphics or visual presentations that are generated by a computer are another most used content in these websites. The total graphic space is maximum in ONGC website i.e. 53.1 sq.cm. and is minimum in SAIL website i.e. 11.55 sq.cm. The graphic space of COAL INDIA and IOCL website is 21.61 sq.cm. & 14.4 sq.cm. respectively. However, the audiovisual component could only be found in IOCL corporate website. The length of this video is 22minutes and 42 seconds.

**The Header**

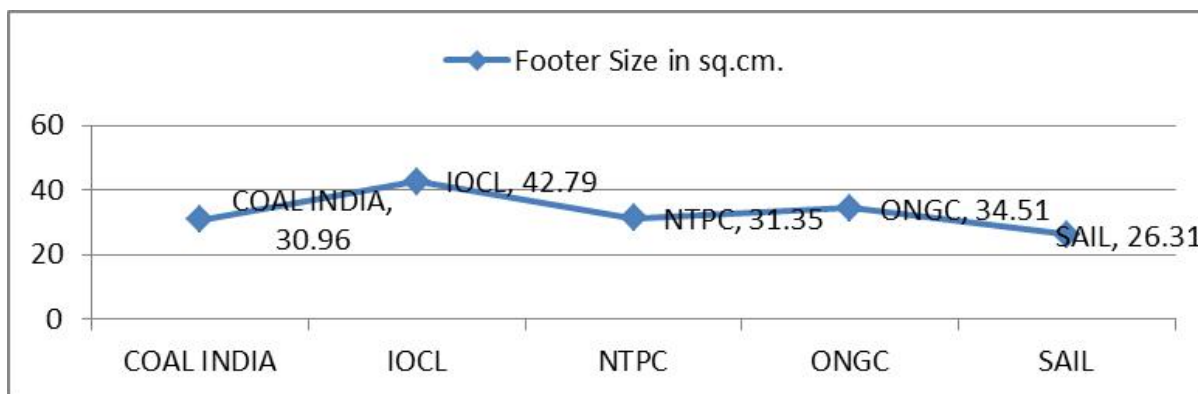
**Chart 5: Area (in sq.cm.) of Header of corporate websites**



The header of a website is the most important and crucial element that needs to be visually appealing and engaging and at the same time very functional to assist the visitors in navigating the website. The top rectangular shaped area that runs across the top of the web page design, containing a company logo and

company name was studied for its . The total space given to header is maximum in IOCL website i.e. 86.98 sq.cm. and minimum in SAIL website i.e. 38.73 sq.cm. The header space of COAL INDIA is second highest i.e. 79.42 sq.cm. and ONGC is second lowest i.e. 58.77 sq.cm. The header space of NTPC is 65.52 sq.cm.

**The Footer: Chart 6: Area (in sq.cm.) of Footer of corporate websites**



The footer space of IOCL website is highest i.e. 42.79 sq.cm. and SAIL is lowest i.e. 26.31 sq.cm. The footer space of ONGC i.e. 34.51sq.cm. is second highest and the footer

space of COAL INDIA i.e. 30.96 sq.cm. is second lowest. The footer space of NTPC is also quite close to the footer space of COAL INDIA i.e. 31.35 sq.cm.

**Manner of presentation: Language:-**

Variable	Options	Frequency	Percentage
Language	Visitors can choose from Hindi & English	4	80%
	Bilingual	1	20%

These companies aim to reach the maximum possible people and thus all five corporate websites of Maharatna companies are available in both languages. What is noticeable is that the corporate website of COAL

INDIA, IOCL, NTPC & SAIL lets the visitors to choose their language through language selection tabs. On the other hand the corporate website of ONGC is bilingual.

**Dominant Colour:-**

Website Address * Dominant Colour Crosstabulation									
		Colour							Total
		Red	Green	Blue	Black	Yellow	Orange	White	
Site	COALINDIA	0	1	1	1	0	0	0	3
	IOCL	1	1	1	1	1	1	0	6
	NTPC	0	1	1	0	0	0	1	3
	ONGC	1	1	1	0	1	0	0	4
	SAIL	0	1	1	1	1	1	1	6
Total		2	5	5	3	3	2	2	22

Colour of a websites that Green and Blue are the two dominant colours used in all five corporate websites. Besides, colours like Red,

Black, Yellow, Orange and White are also used to highlight various categories of content in these websites.

**Logo Positioning and Company Name:-**

Variable	Positioning	Frequency	Percentage
Company Name & Logo	Top left corner	4	80%
	Banner	1	20%

Most of the websites place their logo on the top left corner of the website. The results also show that the four out of the five corporate website have their logo and company name on

the top left corner. Only the logo and company name of ONGC is positioned in the form of banner.

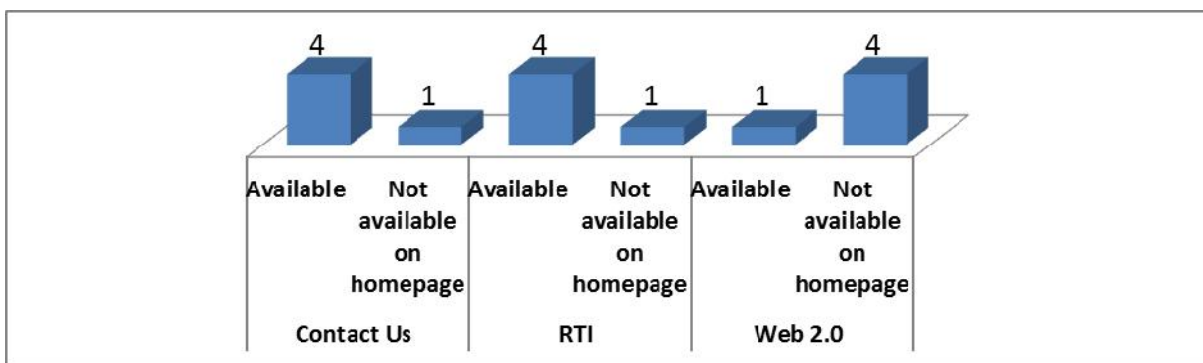
**Typography:-**

Website	Typeface	Contrast	Alignment
www.coalindia.in	Sans-serif (Tahoma)	Legible	Justified and Left Alignment
www.iol.com	Sans-serif (Arial)	Legible	Left Alignment
www.ntpc.co.in	Sans-serif (Verdana)	Legible	Left Alignment
www.ongcindia.com	Sans-serif (Tahoma)	Legible	Left Alignment
www.sail.co.in	Sans-serif (Arial)	Legible	Left Alignment

Fonts are generally divided between two groups: serif and sans-serifs. Serifs are the extra lines added to the main strokes of the typeface. This means that serif fonts on the screen can appear confusing. Sans-serif fonts

look cleaner on the screen. Contrast on the other hand is the difference between the colour of the text and the background. Black text on a white background offers the most contrast and makes text as clear as possible.

**RTI & Web 2.0:-**

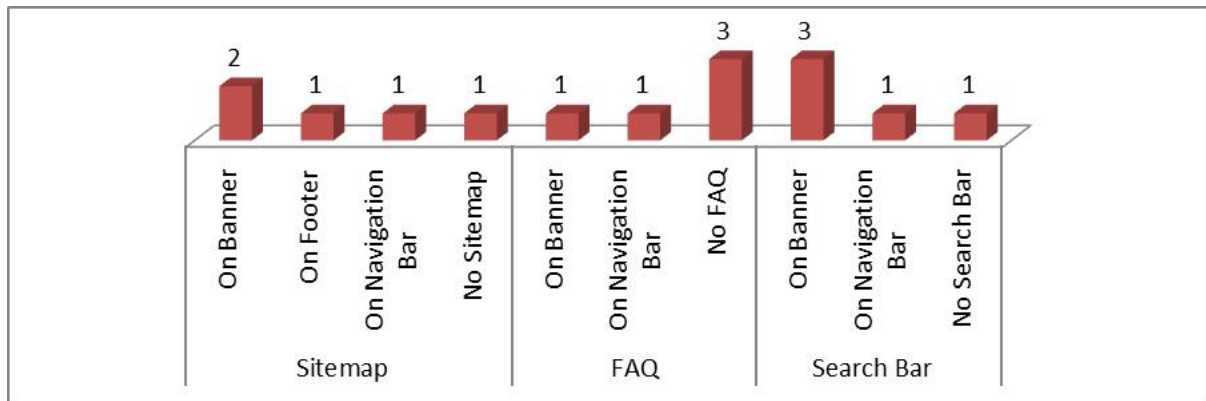


The website of ONGC didn't provide the RTI link on its Cover page. Moreover, only the corporate website of NTPC provided links to social networking sites like facebook, twitter and

youtube and allowed users to interact and collaborate with each other in a social media dialogue.



**Usability:-**



FAQ helps the user to know more about the websites. A site map that provides the bird’s eye view of the entire site was available in four corporate websites at different locations. However, it was not available on ONGC website. Search being considered the third usability feature helps users to find information easily by entering the keywords and help the visitors to search for what they can’t find on the webpage. Search bars have been provided on the top i.e. either in the banner or in the navigation. Cover pages of four out of the total five websites have search bar in them. The Cover page of ONGC doesn’t carry the search bar as well.

**CONCLUSION**

The paper provides an informative analysis of cover page contents of corporate websites that serves as an important portal of information to the public at large. The results are quite significant as they can be helpful in determining how to re-construct the website in a better manner. It can be concluded that though there were merits in these websites, there also exists problematic issues that needs to be worked upon.

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