

## ABSTRACT

*This research aims to monitor the process of crawling data from Google Scholar to improve Webometrics rankings. This research aims to gain an understanding of the methods and difficulties in extracting academic data, evaluate how this impacts the institution's ranking, and find the best method to improve Webometrics visibility. The research method used by researchers in this study is to use qualitative research with an interactive qualitative research type.*

*This research uses observation, case studies, interviews, and document analysis to gather information from academic institutions and experts in the field. The results of this study show that a strategic digital presence is very important, citation metrics are very important, and accurate data extraction is very important. Qualitative data analysis was used to make recommendations for institutions on how to optimize Webometrics rankings.*

*Keywords : Google Scholar, Webometrics, Crawling*