# **Web Page Quality Measurement**

## **1. Introduction**

The quality of a web page significantly impacts user engagement, credibility, and overall user experience. In this feature, we explore essential aspects of web page quality, including bias detection, code-to-content ratio, and content format. By understanding these factors, we can create more effective and trustworthy web content.

## **2. Feature Overview**

### **2.1 Bias Assessment**

* **Objective**: Detect and minimize bias in content.
* **Methods**:
  + Analyze language for potential bias (e.g., gender, cultural, political).
  + Use sentiment analysis to identify subjective tones.
  + Consider diverse perspectives and inclusivity.

### **2.2 Code-to-Content Ratio**

* **Objective**: Optimize the balance between code (HTML, CSS, JavaScript) and actual content.
* **Best Practices**:
  + Minimize unnecessary code (comments, whitespace).
  + Prioritize semantic HTML for better SEO and accessibility.
  + Optimize images and multimedia files.

### **2.3 Content Format**

* **Objective**: Choose effective formats for different types of content.
* **Considerations**:
  + Text-based formats (articles, blogs, white papers).
  + Visual formats (infographics, images, videos).
  + Interactive formats (quizzes, calculators, surveys).

### **2.4 Content Distribution**

* **Objective**: Reach the right audience through strategic distribution.
* **Channels**:
  + Owned channels (website, blog, social media).
  + Earned channels (guest posts, PR, influencer collaborations).
  + Paid channels (advertising, sponsored content).

## **3. How It Works**

1. **Bias Assessment**:
   * Analyze content using NLP techniques.
   * Flag potential bias based on predefined criteria.
2. **Code-to-Content Ratio**:
   * Calculate the percentage of code vs. actual content.
   * Optimize for a lean, efficient structure.
3. **Content Format**:
   * Choose formats based on content type and audience preferences.
   * Ensure consistency across platforms.
4. **Content Distribution**:
   * Develop a distribution plan based on target audience and goals.
   * Monitor performance and adjust as needed.

## **4. Work Distribution**

* **Timeline**: 2 Weeks
* **Backend & Algorithm**: Animesh
* **Frontend**: Vidya
* **Detailing & Designing**: Ankita

## **5. Technical Elements**

## **6. References and Resources**

* [An introduction to content – Digital.gov](https://digital.gov/resources/an-introduction-to-content/)
  + Why content quality is imp
* [JD-11-2022-0246\_proof 95..114 (emerald.com)](https://www.emerald.com/insight/content/doi/10.1108/JD-11-2022-0246/full/pdf?title=website-quality-evaluation-a-model-for-developing-comprehensive-assessment-instruments-based-on-key-quality-factors)
  + This research paper proposes a multipurpose model for evaluating website quality. It identifies 13 dimensions and over 120 general parameters to assess factors like usability, content, and user experience.
* [Why Your Website's First Impression Matters: The Importance of Homepage Design - DMA (digitalmarketingagency.com)](https://www.digitalmarketingagency.com/blog/why-your-websites-first-impression-matters-the-importance-of-homepage-design/)
  + First impressions matter, and quality content plays a significant role.