

# Website Design Ranker

Using Machine Learning

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# Problem Statement

- Our project is aimed at ranking websites in terms of its design which is evaluated based on certain parameters.
- Since a perfect model for website ranking is not in practice this follows ranking according to submissions by critics.

# Scope and Challenges

- There was no existing methodology for manual for analyzing and evaluating websites.
- The method which followed until this time was based on submissions by the critics.
- Our main problem in evaluate website designs was that each websites were of different layout sizes so it was hard to compare.
- Visibility, clarity and duplicate content also affected.

# Proposed System

- Website Design Ranker will rank set of input websites based on certain parameters.
- The parameters we are focussing on are color and grid .
- Then we move on for public review.
- This will be helpful to finding the best website among list of websites.
- We can compare our website design with other competing websites.
- We can see how a website's design may improve in an area.

# Explanation



# Methodology used



# Algorithm

- 1 Start
- 2 Using a website scraper to accept the various website addresses
- 3 Scraping through the source code of each website via CSS files
- 4 Find the hex codes of all elements of the website and count them with a count variable
- 5 If count == 0
  - (4.1) Give mark as 0
- 6 else if count > 5
  - (5.1) Give mark as 0
- 7 else if count <= 5
  - (6.1) Give mark as 1
- 8 Stop

# Current Status



# Project Completion Time



# Experimental result



# Social and ethical relevance



# Conclusion

- Here we can see the logical differences in the approaches that our algorithm takes versus any existing methods.
- Our method relies on an objective and automated method that is consistent in nature as opposed to the subjective methods of the existing methods.

# References

1 - Google Page Layout Algorithm: Everything You Need to Know "<https://www.searchenginejournal.com/google-algorithm-history/page-layout/close>"

Fig:1 - <https://cdn.searchenginejournal.com/wp-content/uploads/2017/10/google-algorithm-above-the-fold-380x238.png>