Website Design Ranker
Using Machine Learning

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Introduction

- Our project is aimed at ranking websites in terms of its design which is evaluated baised on certain parameters.
- Since a perfect model for wedsite ranking is not in practice this follows ranking according to submissions by critics.
- Thus we compare ranking implementation done by Google that analyses a webpage's content.
- We will be comparing against:
- A Website that ranks other design according to submissions by critics
- A ranking implementation done by Google that analyses a web-page's contents
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Problem Statement

- Our main problem is to evaluate website designs using an algorithm that uses machine learning
- It must take into account various parts of the website to use as parameters.
- for example: pepole won't be intrested to visit a site if they are berated with adds.Thus adds above a degree will be considered as the parameter for ranking.
- There are no existing algorithms or methods that manage to analyze and evaluate websites in this way.

Why "Website Design Ranker" ?

- Website Design Ranker will rank set of input websites based on certain parameters.
- It will be helpful to find best website among list of websites which have same content.
- We can compare our website design with other competing websites.
- We can see how a website's design may improve in an area.

Existing Methods : Website Design Ranking Agencies

- Websites are ranked by Ranking Agencies as per submission on their database.
- Hired critics and analyzing staffs are reviewed and ranked according to their policy.

Example:
https://www.awwwards.com
https://www.cssdesignawards.com
https://www.csswinner.com/winners
https://thefwa.com

Existing Methods : Google Page Layout

- Google introduced Page Layout Algorithm to analyze website readability.[1]
- Looks for the layout of the web page and the amount of content we see in the page once we click on a result.[1]
- Focuses to reduce the difficulty of users to find the actual content.[1]
- The websites which does not have a lot of visible content above-the-fold and dedicates a large fraction (above a normal degree) to ads will be affected.[1]

Figure: One of the criteria of GPL Algorithm[Fig:1]

Comparison

- **Existing Methods : Website Design Ranking Agencies**
- Website design ranking agencies are not capable of analyzing particular website with different other websites.
- Ranking Varies from each critic or staff, cant be used in large scale, time consuming.
- **Existing Methods : Google Page Layout Algorithm**
- Only looking for layout of the page, more importance for SEO.
- Proprietary code of Google

What we proposed?

- We propose a system where an algorithm scrubs through a website, looking for various elements.
- Once we discover the nature of these elements, we check whether the parameters we have set (eg: colour, symmetry, etc) have been met.
- For each parameter met, a website will obtain a mark.
- Once all parameters have been checked, the website receieves an overall score (the sum of all marks) that ranks its design.

Conclusion

- Here we can see the logical differences in the approaches that our algorithm takes versus any existing methods.

References

1 - Google Page Layout Algorithm: Everything You Need to
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Fig:1 - https://cdn.searchenginejournal.com/wp-
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