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

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]

Algorithm

- Determine the old design of the website.
- If a website mainly has advertisements in the first fold(the part of page that is visible on the screen when the page first loads before scrolling)then it is considered as the first drawback.
- Else if a website has a large Flash animations or other non-content elements that forces users to scroll to see the content, then that will be the next drawback.
- These drawbacks will affect the ranking process.
- If these conditions are met the website ranks a low rank.
- Else its rank will considerabily high.

Existing Methods : Google Page Layout

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

Problem Analysis

- Our main effort was to create an algorithm for ranking websites baised on the parameters.Even a simple looking wedsites with exceptional usability and well-structured will cope up with the expectation of the users.
- This will allow users to deviate from the existing mannual ranking system of wedsites design.

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.
- 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