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

- 1 Determine the old design of the website.
- 2 If a website has many advertisements above the 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.
- 3 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.
- 4 Else no drawback.
- 5 These drawbacks will affect the ranking process.
- 6 If these conditions are met the website ranks a low rank.
- **7** Else its rank will be considerabily high.

Existing Methods: Google Page Layout

Good example: site layouts that highlight content

content below the fold _ _

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

Bad example: site layout that pushes

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.

Algorithm

- Start
- 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



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/googlealgorithm-history/page-layout/close"
- $\label{eq:fig:1} Fig:1 https://cdn.searchenginejournal.com/wp-content/uploads/2017/10/google-algorithm-above-the-fold-380 \times 238.png$