Website Design Ranker

Using Machine Learning

Adhyaksh Guhan - 7 , Anet Eliza Johny - 23 , Dharwish Raj - 47 ,
Joel J Padayattil - 60

Department of Computer Science and Engineering
FISAT

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Problem Statement

- Our project is aimed at ranking websites in terms of its design which is evaluated baised 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 mannualfor analyzing and evaluating websites.
- The method which followed until this time was baised 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.
- 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.

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 relevence

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