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| Addis Ababa Institute of Technology center for Information Technology and Scientific computing |
| Fundamentals of web Design and Development |
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Internet is a network of computers, which links many different types of computers all over the world .The internet is a worldwide system of interconnected computer networks that use the Tcp/IP set of network protocols to reach billions of users. The internet began as u.s department of defense network to link scientists and universities professors around the world.

History Of Internet

As you might expect for a technology so expansive and ever-changing, it is impossible to credit the invention of the internet to a single person. [The internet](https://www.history.com/topics/inventions/invention-of-the-internet) was the work of dozens of pioneering scientists, programmers and engineers who each developed new features and technologies that eventually merged to become the “information superhighway” we know today.

Long before the technology existed to actually build the internet, many scientists had already anticipated the existence of worldwide networks of information. [Nikola Tesla](https://www.history.com/topics/inventions/nikola-tesla) toyed with the idea of a “world wireless system” in the early 1900s, and visionary thinkers like Paul Otlet and Vannevar Bush conceived of mechanized, searchable storage systems of books and media in the 1930s and 1940s.

Still, the first practical schematics for the internet would not arrive until the early 1960s, when MIT’s J.C.R. Licklider popularized the idea of an “Intergalactic Network” of computers. Shortly thereafter, computer scientists developed the concept of “packet switching,” a method for effectively transmitting electronic data that would later become one of the major building blocks of the internet.

Initially research organization and the universities used it to share and exchange information in the 1969-1987.

The first workable prototype of the Internet came in the late 1960s with the creation of ARPANET, or the Advanced Research Projects Agency Network. Originally funded by the U.S. Department of Defense, ARPANET used packet switching to allow multiple computers to communicate on a single network.

On October 29, 1969, ARPAnet delivered its first message: a “node-to-node” communication from one computer to another. (The first computer was located in a research lab at UCLA and the second was at Stanford; each one was the size of a small house.) The message—“LOGIN”—was short and simple, but it crashed the fledgling ARPA network anyway: The Stanford computer only received the note’s first two letters.

The technology continued to grow in the 1970s after scientists Robert Kahn and Vinton Cerf developed Transmission Control Protocol and Internet Protocol, or TCP/IP, a communications model that set standards for how data could be transmitted between multiple networks.

ARPANET adopted TCP/IP on January 1, 1983, and from there researchers began to assemble the “network of networks” that became the modern Internet. The online world then took on a more recognizable form in 1990, when computer scientist Tim Berners-Lee invented the World Wide Web. While it’s often confused with the internet itself, the web is actually just the most common means of accessing data online in the form of websites and hyperlinks.

The web helped popularize the internet among the public, and served as a crucial step in developing the vast trove of information that most of us now access on a daily basis.

1989,Internet available for commercial purpose.

Commercial internet service providers (SPs) began to merge in the very late 1980s.The ARPARENT was decommissioned in 1990 today the internet continues to grow, driven by ever greater amounts of online information, commerce, entertainment, and social networking.

1990  [Archie](http://archie.icm.edu.pl/archie-adv_eng.html" \t "_blank), the first Internet search engine, is developed by Alan Emtage at McGill University.

October 1990 Tim Berners-Lee begins writing code for a client program, a browser/editor he calls Worldwide Web, on his new NeXT computer.

December 1991  [First website](http://info.cern.ch/" \t "_blank), nxoc01.cern.ch, goes live.

Spring 1991  The [Gopher](http://en.wikipedia.org/wiki/Gopher_%28protocol%29) protocol, designed for distributing, searching, and retrieving documents over the Internet, is released by a University of Minnesota team led by Mark McCahill.

August 1991   Tim Berners-Lee publishes the code for the World Wide Web on the Internet. Later he wrote in Weaving the Web: “From then on, interested people on the Internet provided the feedback, stimulation, ideas, source-code contributions, and moral support… The people of the Internet built the Web, in true grassroots fashion.”

December 12, 1991         The [first website in the United States](http://www.slac.stanford.edu/history/earlyweb/history.shtml) goes live, home to the SLAC National Accelerator Laboratory.

September 1992   Ed Krol publishes [The Whole Internet User’s Guide & Catalog](http://en.wikipedia.org/wiki/Whole_Internet_User%27s_Guide_and_Catalog), the first popular guide to the Internet and O’Reilly and Associates’ first million-copy bestseller.  The chapter devoted to the World Wide Web starts with “The World Wide Web, or WWW, is the newest information service to arrive on the Internet. The Web is based on a technology called hypertext… While physicists may have paid for its initial development, it’s one of the most flexible tools—probably the most flexible tool—for prowling around the Internet. Like Gopher and WAIS, the Web is very much under development, perhaps even so. So don’t be surprised if it doesn’t occasionally work the way you’d like. It’s certainly worth playing with.” In the second edition, published in April 1994, the last sentences were changed to “The Web and its tools are still under development… They’re certainly worth playing with, and will probably become the predominant method for accessing the Internet in the next few years more.”

June 1992  Jean Polly coins the phrase “[surfing the Internet](http://www.netmom.com/about-net-mom/23-who-invented-surfing-the-internet.html)” in an article published in Wilson Library Bulletin, a monthly professional magazine for librarians.

July 1992     Tim Berners-Lee posts the first photo uploaded to the Web, showing the all-female parody pop group [Les Horribles Cernettes](http://en.wikipedia.org/wiki/Les_Horribles_Cernettes) (LHC), consisting of four of his colleagues at CERN.

January 23, 1993  Marc Andreessen [announces](http://1997.webhistory.org/www.lists/www-talk.1993q1/0099.html) version 0.5 of NCSA X Mosaic web browser which he developed with Eric Bina at the Nationl Center for Supercomputing Applications at the University of Illinois at Urbana-Champaign. Andreesen will go on to co-found Mosaic Communications (later Netscape Communications) which released the first version of the Netscape Navigator browser in November 1994. A year later, it had 90% market share

February 1991 The University of Minnesota decides it would charge a license fee for certain classes of [Gopher](http://en.wikipedia.org/wiki/Gopher_%28protocol%29) users, effectively eliminating a key competitor to the World Wide Web.

April 30, 1992  [CERN declares](http://cds.cern.ch/record/1164399" \t "_blank) the Web protocol and code free to all users.

May 1993   O’Reilly Digital Media group launches the Global Network Navigator (GNN), the first commercial web publication and the first web site to offer clickable advertisements.

July 1993  O’Reilly and Associates hosts the first WWW Wizards Workshop in Cambridge, Massachusets.

November 1993  The video camera monitoring the Trojan Coffee Pot at the University of Cambridge’s Computer Laboratory is connected to the Web, becoming the [first Webcam](http://www.cl.cam.ac.uk/coffee/coffee.html). What before enetertained a few lcoally connected people becomes a world-wide show with 1 million hits by 1996.

December 8, 1993  In an [article about Mosaic](http://www.nytimes.com/1993/12/08/business/business-technology-a-free-and-simple-computer-link.html) (which he calls “a map to the buried treasures of the Information Age”), John Mark off of the New York Times quotes Tim Berners-Lee: “The Web has fundamentally changed the way information is obtained over the Internet… It’s like the difference between the brain and the mind… Explore the Internet and you find cables and computers. Explore the Web and you find information.’”

Summer 1994  A large pepperoni, mushroom and extra cheese pizza from Pizza Hut is [ordered](http://www.entrepreneur.com/article/230620) online, possibly the first transaction on the Web.

April 28, 1994     [A memo](http://www.npr.org/blogs/alltechconsidered/2014/04/28/307755876/if-wed-only-known-about-the-impending-spam) (on paper) distributed to NPR’s staff proclaims "Internet is coming to NPR!" and asserts that “to some, this will be long awaited, good news; to others, it won’t mean much.”

May 25, 1994        First World Wide Web conference opens at CERN.

October 1, 1994     [World Wide Web Consortium](http://www.w3.org/) established.

October 1994         [Hotwired](http://en.wikipedia.org/wiki/HotWired) is the [first web site to sell banner ads](http://www.theguardian.com/media-network/media-network-blog/2013/dec/12/first-ever-banner-ad-advertising) in large quantities to a wide range of major corporate advertisers.

August 9, 1995   Netscape share price soars to $75 during its first day of trading, up from the offering price of $28 (which was doubled from $14 at the last minute). At the time it was unusual for a company to go public before becoming profitable. The Wall Street Journal wrote “It took General Dynamics Corp. 43 years to become a corporation worth today’s $2.7 billion. It took Netscape Communications Corp about a minute.” The Netscape IPO has been referred to in the media as the birth of the Web or even the Internet.  It was certianly the birth of what became to be known as the “dot-com bubble.”

October 1995  The Pew Research Center finds that 14% of U.S. adults are now online, most using dial-up modem connections, but [only 3% of online users have ever signed on to the World Wide Web](http://www.people-press.org/1995/10/16/americans-going-online-explosive-growth-uncertain-destinations/). 42% of U.S. adults had never heard of the Internet and an additional 21% knew it had something to do with computers.

1996                                       Brewster Kahle establishes the Internet Archives, to preserve and provide access to nearly every site on the Internet, later evolving to become a comprehensive digital library. Kahle later tells [Newsweek](http://www.newsweek.com/remembrance-sites-past-149349): “The Web is the people’s medium. It is the publisher who won’t turn you down. We have 5 million to 15 million people’s individual voices.”

1996     Nokia releases the [Nokia 9000](http://en.wikipedia.org/wiki/Nokia_9000_Communicator) Communicator, the first cellphone with a web browser.

1996   77% of online users [send or receive e-mail](http://www.people-press.org/1996/12/16/news-attracts-most-internet-users/) at least once every few weeks, up from 65% in 1995.

Fall 1996 Ethan Zuckerman creates the first pop-up ad. In 2014, he would apologize for “[The Internet’s Original Sin](http://www.theatlantic.com/technology/archive/2014/08/advertising-is-the-internets-original-sin/376041/)”: “The [business] model that got [Tripod.com] acquired was analyzing users’ personal homepages so we could better target ads to them… the pop-up ad… was a way to associate an ad with a user’s page without putting it directly on the page, which advertisers worried would imply an association between their brand and the page’s content. Specifically, we came up with it when a major car company freaked out that they’d bought a banner ad on a page that celebrated anal sex. I wrote the code to launch the window and run an ad in it. I’m sorry. Our intentions were good.”

December 17, 1997 The term "weblog" is coined by Jorn Barger. The short form, "blog", was coined by Peter Merholz, who jokingly broke the word weblog into the phrase we blog in the sidebar of his blog Peterme.com in 1999.Shortly thereafter, Evan Williams at Pyra Labs used "blog" as both a noun and verb ("to blog", meaning "to edit one's weblog or to post to one's weblog") and used the term "blogger" in connection with Pyra Labs' Blogger product.

1998 The first Google index has 26 million Web pages.

February 15, 1998   “Oh, so they have the Internet on computers now?”—Homer Simpson

2000  Google’s index of the Web reaches the one-billion mark.

2000 78% of internet users who download music [don’t think it’s stealing](http://www.pewinternet.org/2000/09/28/downloading-free-music/) to save music files to their computer hard drives.

May 2001  Tim Berners-Lee, James Hendler, and Ora Lassila publish “[The Semantic Web](http://www.scientificamerican.com/article/the-semantic-web/)” in Scientific American: “Decentralization requires compromises: The Web had to throw away the ideal of total consistency of all its interconnections, ushering in the infamous message “Error 404: Not Found” but allowing unchecked exponential growth.”

March 2007    Estonia becomes the world’s first country [to use internet voting in a parliamentary election](http://news.bbc.co.uk/2/hi/europe/6407269.stm).

April 2007     36% of American online adults [consult Wikipedia](http://www.pewinternet.org/2007/04/24/wikipedia-users/).

June 2008   [Google’s index of the web](http://googleblog.blogspot.com/2008/07/we-knew-web-was-big.html) consists of one-trillion unique URLs.

April 2012     The Internet Society founds the [Internet Hall of Fame](http://www.internethalloffame.org/about) to celebrate “the living history of the Internet and the individuals whose extraordinary contributions have made the Internet, its worldwide availability and use, and its transformative nature possible.”

December 2012    Annual e-commerce sales [top $1 trillion worldwide](http://www.emarketer.com/Article/Ecommerce-Sales-Topped-1-Trillion-First-Time-2012/1009649) for the first time.

February 2014        45% of internet users ages 18-29 in serious relationships [say the internet has had an impact on their relationship](http://www.pewinternet.org/2014/02/11/couples-the-internet-and-social-media/).

Summer 2014     the number of [Internet users worldwide](http://www.internetlivestats.com/internet-users/) reaches 3 billion.

November 2014       Only 23% of respondents to a [Pew online survey](http://www.pewinternet.org/2014/11/25/web-iq/) know that the “the Internet” and the “the World Wide Web” do not refer to the same thing.

Categories of Websites

1. News
2. NBC News(<https://www.nbcnews.com/>) The National Broadcasting Company ( is an American English-language commercial terrestrial radio and television network that is a flagship property of NBC Universal and founded by the radio corporation of America.
3. WSJ(<https://www.wsj.com/>) *The Wall Street Journal* is a U.S. business-focused, English-language international daily newspaper based in [New York City](https://en.wikipedia.org/wiki/New_York_City).
4. BBC(<https://www.bbc.com/news>) The British Broadcasting Corporation  is a British [public service broadcaster](https://en.wikipedia.org/wiki/Public_service_broadcaster). Its headquarters are at [Broadcasting House](https://en.wikipedia.org/wiki/Broadcasting_House) in [Westminster](https://en.wikipedia.org/wiki/Westminster), [London](https://en.wikipedia.org/wiki/London). It is the world's oldest national broadcaster, and the largest [broadcaster](https://en.wikipedia.org/wiki/Broadcasting) in the world by number of employees.
5. CNN(<https://edition.cnn.com/business>)  (Cable News Network) is an American [news](https://en.wikipedia.org/wiki/News_broadcasting)-based [pay television](https://en.wikipedia.org/wiki/Pay_television) channel owned by [AT&T](https://en.wikipedia.org/wiki/AT%26T)'s [WarnerMedia](https://en.wikipedia.org/wiki/WarnerMedia" \o "WarnerMedia).CNN was founded in 1980 by American [media proprietor](https://en.wikipedia.org/wiki/Media_proprietor) [Ted Turner](https://en.wikipedia.org/wiki/Ted_Turner) as a 24-hour [cable news](https://en.wikipedia.org/wiki/United_States_cable_news) channel.
6. Huffpost(<https://www.huffpost.com/>) they report with empathy and put people at the heart of every story take a people-first approach in everything reported be it news and politics or lifestyle and entertainment and cover real stories about real life.
7. Education
8. Brightstorm(<https://www.brightstorm.com/>) is an online learning platform for teenagers. It features thousands of study videos as well as other study tools and resources such as Math Genie and College Counseling.
9. Titorialspoint(<https://www.tutorialspoint.com/index.htm>) deliver Simply Easy Learning with clear, crisp, and to-the-point content on a wide range of technical and non-technical subjects without any preconditions and impediments.
10. Bigthink(<https://bigthink.com/>)  is a multimedia web portal founded in 2007 by Victoria Brown and Peter Hopkins. The website is a collection of interviews, presentations, and roundtable discussions with experts from a wide range of fields. Victoria Brown is the acting CEO. Peter Hopkins is the acting president of the company.
11. Internet Archive(<https://archive.org/>) is a non-profit library of millions of free books, movies, software, music, websites, and more. Academic
12. Earth(https://academicearth.org/) Academic Earth was Launched on the premise thaht everyone deserves access to a world class education. In 2009, we built the first collection of free online college courses from the world’s top universities.
13. Business/Marketing
14. Be Heard(<https://beheardpartnership.com/>) is one that is overflowing with personality. It is full of images arranged tightly. It also comes with portraits of their employees with their handwriting on the side.
15. Red Badger(<https://red-badger.com/>) it’s a digital consultancy that helps large blue chip clients with digital transformation. We work with them to design customer-centric solutions; to be bold with technology; to drive out waste through lean and agile processes; and to help to build lasting change by developing internal capability.
16. Isadora agency(<https://isadoradigitalagency.com/>) Web design company & leader in business digital transformations. Isadora Agency is changing the way brands engage and connect with audiences. Award winning solutions range from comprehensive UX design systems and enterprise websites to corporate visual identity and rich user experiences that drive long-term results.
17. Sting Studios(<https://www.stinkstudios.com/>) (formerly Stink digital) is a global creative studio with offices in London, New York, Los Angeles, Paris, Shanghai, Berlin and Sao Paulo Stink Studios creates digital and integrated advertising working across film, design, technology and strategy.
18. RNO1(<https://rno1.com/>)  is an award-winning, full-service, brand and digital agency with a brilliant team fueled to craft, design, and architect daring, delightful, and disruptive experiences. You'll usually find us aligning with game-changing startups, lifestyle and ecommerce companies - to larger enterprise brands, worldwide.
19. Entertainment
20. Wattpad(<https://www.wattpad.com/>) The global multi-platform entertainment company for stories
21. Hulu.com(<https://www.hulu.com/>) Based on Celeste 2017 bestseller, [Little Fires Everywhere](https://www.hulu.com/series/little-fires-everywhere-bce24897-1a74-48a3-95e8-6cdd530dde4c?utm_source=press) follows the intertwined fates of the picture-perfect Richardson family and an enigmatic mother and daughter who upend their lives. The story explores the weight of secrets, the nature of art and identity, the ferocious pull of motherhood – and the danger in believing that following the rules can avert disaster.
22. Youtube(<https://www.youtube.com/>) they believe in everyone should have a chance to be discovered, build a business and succeed on their own terms, and that people not gatekeepers decide what’s popular.
23. Netflix()is a streaming service that allows our members to watch a wide variety of award-winning TV shows, movies, documentaries, and more on thousands of internet-connected devices.
24. Extreme Xpogo(<https://xpogo.com/>) is an action sport which involves riding and performing tricks on specially designed "extreme" pogo sticks.

5. Social Network

1. Pinterest (<https://www.pinterest.com/>)
2. Facebook(<https://www.facebook.com/)the> technologies to give people the power to connect with friends and family
3. Reddit(<https://www.reddit.com/>) is an American [social news](https://en.wikipedia.org/wiki/Social_news) [aggregation](https://en.wikipedia.org/wiki/Social_network_aggregation), web content [rating](https://en.wikipedia.org/wiki/Rating_site), and [discussion](https://en.wikipedia.org/wiki/Internet_forum#Discussion) website. Registered members submit content to the site such as links, text posts, and images, which are then voted up or down by other members.
4. Instagram(<https://www.instagram.com/>)
5. Twitter(<https://twitter.com/>) is an American [micro blogging](https://en.wikipedia.org/wiki/Microblogging) and [social networking](https://en.wikipedia.org/wiki/Social_networking_service) service on which users post and interact with messages known as "tweets". [Registered users](https://en.wikipedia.org/wiki/Registered_user) can post, like, and retweet tweets, but unregistered users can only read them. Users access Twitter through its website interface, through Short Message Service ([SMS](https://en.wikipedia.org/wiki/SMS)) or its mobile-device [application software](https://en.wikipedia.org/wiki/Application_software)

6. Blog

1. Wix(<https://www.wix.com/>) is a discussion or informational website published on the [World Wide Web](https://en.wikipedia.org/wiki/World_Wide_Web) consisting of discrete, often informal diary-style text entries (posts).
2. Weebly(<https://www.weebly.com/>)
3. Blogger(<https://www.blogger.com/about/?r=1-null_user>)
4. ghost(<https://ghost.org/>)
5. tumblr(<https://tumblr.zendesk.com/hc/en-us>)  is your canvas. Post text, photos, GIFs, videos, live videos, audio, anything. Make your own GIFs. Cover them in stickers and text, if you like.

7. Information

1. Mosaic Art Now(<http://www.mosaicartnow.com/> )
2. MINT(<https://motivationalinterviewing.org/>)
3. Freshbooks(<https://www.freshbooks.com/>)
4. The Verge(<https://www.theverge.com/>)
5. COnde Nast(<https://www.condenast.com/>)

8. Web portal

1. Saint-Gobain,intranet(<https://www.saint-gobain.com/en>)
2. Grants.Gov,federal Government portal(<https://www.grants.gov/>)
3. Maine’s public universities,multi-campus portal(<https://www.maine.edu/>)
4. Dominor’s pizza,intranet (<https://dominospizzaintranet.weebly.com/>)
5. Medimpact,Benefits program portal(<https://pbm.medimpact.com/client>)

9. Personal website

1. Fifty coffees(<http://www.fiftycoffees.com/>)
2. Robby Leonardi(<http://www.rleonardi.com/>)
3. Pascal van Gemert (<http://www.pascalvangemert.nl/>)
4. Sean Halpin(<http://seanhalpin.io/>)
5. Melanie Daveid(<http://melaniedaveid.com/>)

10.Content Aggregator

1. All top(<https://alltop.com/>)
2. Popurls(<http://m.popurls.com/>)
3. WP News Desk(<http://wpnewsdesk.com/>)
4. The web list(<https://theweblist.net/>)
5. Blog Engage(<http://www.blogengage.com/>)

11.Wiki or Community forum website

1. Twitch(<https://www.twitch.tv/>)
2. Archive of our own(<https://archiveofourown.org/>)
3. Imgur(<https://imgur.com/>)
4. Slick Deals(<https://slickdeals.net/>)
5. Discode(<https://discordapp.com/>)

12.Advocary

1. Move on.Org(<https://front.moveon.org/>)
2. The Nnational Network for Immigrant and Refugee Rights(<http://www.nnirr.org/drupal/>)
3. National Rifle Association (<https://home.nra.org/>)
4. Amnesty International(<https://www.amnesty.org/en/>)
5. Jane Goodall Institute(<https://www.janegoodall.org/>)

Guidelines for evaluating the value of the website.

**1. Strategy**

Good website design is backed by strategy. Even the most attractive, user-friendly website isn’t successful when it isn’t achieving what your company needs. So it’s important to ask the following questions: Do new visitors get a clear sense of who you are and what you offer when they arrive at your site? Does your design direct visitors to do what you want them to do? Is there clear strategy informing your design? If not, your design is not as good as it could be. To evaluate the effectiveness of strategy in your website design, run it through this checklist of questions:

* What category is my business, and is that obvious on my website?
* What is the purpose of this website, and is the design accomplishing it?
* Who is my target audience, and how does the design take them into consideration?
* What do I want my audience to do, and is the design encouraging that action?

*What to Do: Define your brand and set specific website goals—then align your design accordingly. When your website is informed by clear strategy, it’s much more likely to succeed.*

**2. Usability**

Usability is all about the practical considerations of what goes into good website design, such as speed, user-friendliness, security, technical details like sitemaps, etc. A lot of these details aren’t visually apparent; you don’t see a website’s security when you type in its URL. Nonetheless, usability is a make-or-break issue for websites that work. If a visitor can’t find what he or she is looking for because of poor navigation, he or she will usually leave. If pages take too long to load, both search engines and visitors will notice. So to see how usable your site is, ask yourself the following:

* How long does it take my pages to load, and will visitors get bored waiting? (One way to test page speed is through [Google Page Speed Insights](https://developers.google.com/speed/pagespeed/insights/).)
* How easy is it to find information?
* Is there a search button for visitors?
* Do all the links work? (Test for broken links at [W3C Link Checker](http://validator.w3.org/checklink).)
* Does the site work in different browsers? (Internet Explorer, Safari, Firefox, Chrome, etc.)
* Does my site work on mobile devices?
* If I’m asking for personal details or use a commerce option, is customer information secure? Have I communicated this to my readers?

*What to Do: Consider all the ways to make your site as usable as possible. Imagine coming to it as a visitor and trying to find info. What’s more, go the extra mile in terms of security and always protect customers’ personal data.*

**3. Style**

Beauty may be relative, but that doesn’t mean there aren’t clear aesthetic principles to guide your website design. The best designs will align with their brands, create positive impressions for visitors, be clean, and complement the content they’re communicating. To test the effectiveness of your website’s aesthetic, consider the following:

* Does my website’s style align with my brand in terms of colors, feel, graphics, etc?
* Is the style consistent throughout the website?
* Will the style suit my target audience? (i.e., cartoons on a toy company website, elegant layout on a legal website)
* What feel does the website give—Orderly or messy? Sparse or crowded? Playful or formal?—and how does that align with my goals?
* Where are photos or decorative touches getting in the way of my message?

*What to Do: Get rid of any stylistic choices that contradict your brand message. Make sure your logo and website design align. Consider your target audience and let that inform your style.*

**4. Content**

The two main considerations regarding content are readability and usefulness. Readability is important because if your visitors can’t make out your content, whether that’s because it’s too small or in a pale color or in an unreadable font, there’s no way for your message to get across. Usefulness is just as important, however, because if your content doesn’t matter to your reader, you lose him or her anyway. Here are some questions to run your website content through to evaluate its quality:

* Are the fonts I’ve chosen readable?
* Is there enough contrast between background colors and font colors?
* Is all the text big enough?
* Will this content be relevant to the reader?
* Is the content concise but still useful?
* Does the design make content easy to find?

*What to Do: Evaluate all the text on your website—Is it communicating your message effectively? First, will visitors be able to read the text? Second, will what they read matter to them? Go for a design that makes all your content useful and readable.*

**5. Search Optimization**

There are many ways that the design of your website impacts search optimization—as [Search Engine Journal points out](http://www.searchenginejournal.com/web-design-is-seo-most-important-seo-factors-to-consider-when-youre-designing-a-site/64959), “Search engine optimization and social networking all start with strong website design.” Does your website have a lot of graphics, for example? If so, search engines can’t see them. You need to add ALT tags to your image descriptions in order for search engines to know what you’re showing. Is your HTML efficient? If not, it could hurt your search rankings. Ask yourself the following questions to ensure [optimized website design:](https://www.straightnorth.com/services/websites/web-design/)

* Are all my images optimized with ALT tags?
* Is my coding efficient, or are there extraneous lines that could be eliminated?
* Have I used relevant keywords in title tags, meta descriptions, heading tags, etc.?
* Do I have a sitemap?

What to Do: Don’t make the mistake of thinking search engine optimization and website design are separate matters. Consider the ways your design will affect its search rankings, and make adjustments accordingly.

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|  | websites | | |
| Guidelines for evaluation | Dire tube | Instagram | LinkedIn |
| Strategy | \* Easy to get the clear sence of the website for new vistors.  \* easy to understand category of the website(entertainment).  \* the website have clear target audience( Ethiopians all over the world). | \* easy to get the clear sence of the website for new vistors.  \* easy to understand category of the website(social media).  \* clear target audience ( anyone who have good views to social medias ). | \* easy to get the clear sence of the website for the visitors.  \* easy to understand web category(social media).  \* clear target audience ( anyone looking for jobs). |
| Usability | \* it takes time to load the page,and this causes uncomfortable condition to the visitors.  \* its hard to find relevant information.  \* it contains a search button . | \* relatively good loading time.  \* easy to find information  \* it contains a search button. | \* relatively good loading time.  \* good on providing and updating informations.  \*contains a search button. |
| Style | \*it needs a little touch on colors,feel,graphics and decorations .  \*have consistent style throughout the website.  \*style suit to the target audience. | \* perfect on colors,feel,graphics and decorations.  \* have consistent style throughout the website.  \*style suit to the target audience. | \* good quality on colors,feel,graphics and decorations.  \* have consistent style throughout the website.  \* style suit to the target audience. |
| Content | \*readable fonts  \*enough contrast between background and font colors.  \*all the texts are big enough.  \*the content is not relevant to the reader.  \*easy to find content. | \*readable fonts  \*enough contrast between background and font colors.  \*all the texts are big enough.  \*the content is relevant to the reader.  \*easy to find content. | \*readable fonts  \*enough contrast between background and font colors.  \*all the texts are big enough.  \*the content is relevant to the reader.  \*easy to find content. |
| Search optimization |  |  |  |