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**ADDIS ABABA INSTITUTE OF TECHNOLOGY**

**CENTER OF INFORMATION TECHNOLOGY AND SCIENTIFIC COMPUTING**

DEPARTMENT OF **SOFTWARE ENGINEERING**

**The Internet and WWW**

Meti Adane B.

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Sec - 01

Submitted To: Mr. Fitsum Alemu

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# History of the internet

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 a U.S Department of Defense network to link scientists and university professors around the world.

The history / development of the internet began in the early 1960’s. Initially, the internet was a US defense department project that was born out of the Cold War and a desire to have armed forces communicate over a connected, distributed network.

Although different scientists and visionary thinkers have anticipated and toyed with the idea of existence of worldwide networks of information previously in the early 1900’s it was not until Leonard Kleinrock published his paper entitled “Information flow in large communication Nets” on May 31 1961 the first practical schematics for the internet had arrived. Later on Robert Taylor with the ideas of Kleinrock and Lickder helped create the idea of the network ARPANET (Later to be known as the internet).

The first workable prototype of the Internet came in the late 1960s with the creation of ARPANET, which was 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 which was located in a research lab at UCLA to another computer which was located at Stanford) The message “LOGIN” was short and simple, but it crashed and the Stanford computer only received the note’s first two letters, “Lo”. Hence, “LO” was the very first internet message to ever be sent. 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.

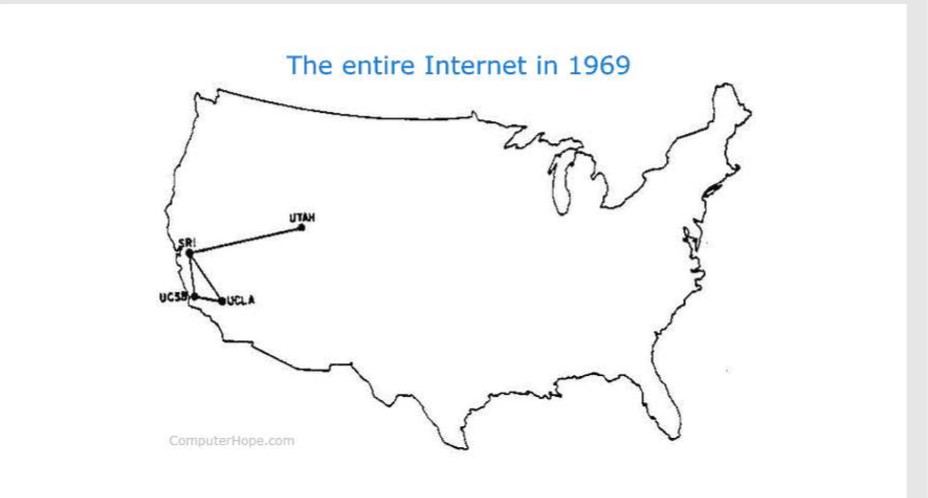
Back in1969 there were only 4 nodes connected to the internet as shown in fig 1 below. 

Figure 1 the Entire Internet in 1969

Few decades later, in 1983 5 cities namely UCLA, Stanford, UC Santa Barbara, the university of Utah and BBN had been connected. The US military was given its own branch of ARPANET, called MILNET, for secure communications, allowing other research and communication to take place on ARPANET.

The “internet”, which was previously called APRANET, officially got its name in 1984 when it had connected 1000 hosts at different university and corporate labs. The internet domain name system was also created in 1984 to match complex IP addresses with easy to remember names ending in extensions as com, Edu, gov, mil, and org. Today the internet links more than 440 million computers directly and millions more have internet access through private addressing schemes. This was due to the many technological advancements that were made throughout the years closing the gap between the internet’s reachability and the users.

## Dial-up Modem

In the early days, these systems used [Interface Message Processors](http://www.walden-family.com/public/1970-imp-afips.pdf) (IMPs), which were computers designed to organize and receive the data coming in and out of the network. Essentially, they were the earliest versions of the modern router. ARPANET relied on leased telephone lines, much like the commercial internet did in the years that followed. Although the [first phone modem](https://www.techradar.com/news/internet/getting-connected-a-history-of-modems-657479) was invented in 1958 by Bell, which could just send data to other Bell devices, the first modem designed to use with a PC didn’t arrive until 1977. But it wasn’t until 1996 that we got the 56k modem, which let internet users surf the web at a blistering 56,000 bits per second. Subscribers would almost always rely on their existing phone line for connection to the internet, meaning that no one could use the phone when someone was on internet.

## TCP/IP

TCP (Transfer Communication Protocol) is the standard set of codes that allow computers in the internet to communicate with one another. The TCP design was designed by Vinton Cerf and Robert Kahn in 1973 later which later was split into TCP/IP.

The various computer networks that were connected to the internet prior to 1983 did not have a standard way to communicate with each other until ARPANET and the Defense Data Network officially adopted TCP/IP standard on January 1, 1983, hence marking the official birth of the Internet. The TCP/IP still serves us as a primary middle layer tool between a computer and a website.

## World Wide Web

The online world took on a more recognizable form in 1990, when computer scientist Tim Berners-Lee, who in 1900 was a researcher working at CERN, the Swiss nuclear research facility, came up with [the concept of the World Wide Web](https://qz.com/1568970/tim-berners-lee-on-founding-the-world-wide-web-30-years-ago/), a decentralized repository of  information, linked together and shareable with anyone who could connect to it. Tim Berners-Lee invented the World Wide Web as a method of publishing information in a hypertext format on the internet. It 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. The web began to take off in 1993 after computer science student marc Andreessen created the first popular web browser, known as MOSIAC. Since then the number of websites and web pages has exploded.

## Broadband

Broadband modems act a little differently than their dial-up predecessors in that they do not need to call out over the phone line to your internet service provider to establish a connection to the internet—they stay connected unless they’re turned off. In the US today, most broadband connections come into homes through [the same connections](https://www.lifewire.com/definition-of-broadband-modem-817451) used for cable TV, and don’t tend to require access to a telephone line to connect.

Coupled with the advent of Wi-Fi, broadband has revolutionized the way that people connect to the internet. Before Wi-Fi and broadband, accessing the internet was a very static and slow experience, requiring someone to sit in front of a large computer, physically connected to a modem, to access the web. But when Wi-Fi started to gain popularity, it made the internet accessible wherever someone had a laptop, tablet, or Palm Pilot and Wi-Fi connection. The earliest versions of Wi-Fi were implemented in the mid-1990s.

## Cellular Data

Though the earliest versions of Wi-Fi were implemented, it wasn’t until Apple [included the technology](https://www.cultofmac.com/439013/today-in-apple-history-ibook-ushers-in-a-wi-fi-revolution/) (Mobile broadband) in the iBook laptop in 1999, as well as other models in the early 2000s, that it really started to kick off.

The story of mobile broadband (connecting to the internet through a cell phone) began in the early 90’s with the advent of 2G, the first generation of wireless to be digital. 2G’s capabilities and 64 Kbps speeds allowed for basic data services and SMS text messaging. Then came 3G in 2001, which offered faster data transfer rates, enabling basic mobile internet and the games, music streaming and video calling that followed. Because of its capability and convenience, mobile broadband has become the most popular way to go online. At the end of 2013, there were about 1.9 billion smartphone subscriptions in the world, and by the end of 2018, there were about 5.3 billion, a jump of about 180% in just five years.

Throughout the years the internet had not only changed its name but the number of connections had also tremendously increased from the initial 4 nodes to billions of computers connected.

# Evolution of websites over the years

## Wikipedia

Wikipedia is a free online encyclopedia, created and edited by volunteers around the world and hosted by the Wikimedia Foundation. The website, since its launch on January 15, 2001, has gone through many changes and gradual development.

|  |  |  |
| --- | --- | --- |
| Date | Observation |  |
| Jul 2001 | In July 2001, the home page (as shown in the figure to the right) was mainly composed of text of black and blue color which I found very troubling to look for a specific functionality and made the website look a little bit dull and unattractive as well. | C:\Users\Meti\AppData\Local\Microsoft\Windows\INetCache\Content.Word\wikipedia jul 2001.jpg |
| Sep, 2002 | In 2002 the site has shown regardless the fact that the website still lacked graphical features, they induced a navigation bar on the left side of the website which made navigating the page a bit easier. | C:\Users\Meti\AppData\Local\Microsoft\Windows\INetCache\Content.Word\wikipedia sep 2002.jpg |
| Jul, 2005 | In 2005 the site had gone through major change. The different language available for the website are put surrounding the logo which could be easily accessed. Wikipedia’s home page with minor improvements Still today resembles its 2005 look. | C:\Users\Meti\AppData\Local\Microsoft\Windows\INetCache\Content.Word\wikipedia Jul 2005.jpg |

## Amazon

Amazon, is an American multinational technology company based in Seattle that focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence.

|  |  |  |
| --- | --- | --- |
| Date | Observation |  |
| Aug, 2000 | As Amazon added additional categories such as eBooks, baby items, cell phones, and video games the website had a number of tabs to include this editions with the limited real estate in the top navigation area. The tabs were reined in and the categories were moved to the left sidebar area. The Amazon logo decreased in size to accommodate the changes. | C:\Users\Meti\AppData\Local\Microsoft\Windows\INetCache\Content.Word\amazon 2000.jpg |
| Jun, 2008 | The tab structure was completely set to left of the page. The site also changed to a blue and orange color scheme.  Amazon also used its own homepage to market the Kindle eBook reader. Moreover, the website with its numerous tabs gone has attained a much simpler and more attractive look. | amazon jun 2008 |
| Aug, 2015 | In 2015 Amazon’s website has a totally updated look, bold colors in the borders and background were omitted. Orange fonts were used to show prices and bolded text. A gray background gradient floated behind the top navigation area is used. Responsive web design elements were used. Also, the left sidebar was eliminated. The homepage moved to a modular design but it was still promoting all Amazon’s products. | C:\Users\Meti\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Amazon Aug 2015.jpg |
| Mar, 2020 | The site debuted the *new products* promotional banner ad at the top of the homepage. They prominently used different shades of grey for the background which gave it its “elegant” look. | C:\Users\Meti\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Amazon mar 2020.jpg |

## Google

**Google** is a special type of website that started development in 1996 by Sergey Brin and Larry Page as a research project at Stanford University to find files on the Internet. Larry and Sergey later decided the name of their search engine needed to change and decide upon **Google**, which is inspired from the term googol.

|  |  |  |
| --- | --- | --- |
| Date | Observation |  |
| May, 1999 | This logo showcased the hallmark primary color scheme still very much in use today. In addition, the “I’m feeling lucky” button is added. | C:\Users\Meti\AppData\Local\Microsoft\Windows\INetCache\Content.Word\google may 1999.jpg |
| Jul, 2004 | Google added the number of web pages in its search index to the homepage, a number that steadily grew over time until it was removed in 2006. A tabbed interface was introduced on top of the search bar to showcase the ability to search the web, images, groups, or directories. | google Jul 2004 |
| Jun, 2007 | Because of universal search, different types of results such as images, videos, news, books, patents, and more would populate for a given search -- without the user having to resort to separate searches in Image Search, Video Search, Book Search, etc. | google jun 2007 |
| Mar, 2020 | Google's homepage is clean and simple and has a rounded-corner textbox as the search entry field. | C:\Users\Meti\AppData\Local\Microsoft\Windows\INetCache\Content.Word\google mar 2020.jpg |

## LinkedIn

**LinkedIn** is a social network that focuses on professional networking and career development. You can use **LinkedIn** to display your resume, search for jobs, and enhance your professional reputation by posting updates and interacting with other people.

|  |  |  |
| --- | --- | --- |
| Date | Observation |  |
| Jan, 2010 | Used blue color predominantly for the texts. It was a simple page Featuring the LinkedIn Logo as we know it today more over the page was mainly composed of texts | C:\Users\Meti\AppData\Local\Microsoft\Windows\INetCache\Content.Word\linkedin jan 2010.jpg |
| Aug, 2012 | The blue color for texts is now replaced with black. And to the left of the signup form is a nicely placed “Sample profile” picture. The 2012 website kept the search feature that was in the previous version and has removed the tabs on the top bar. | C:\Users\Meti\AppData\Local\Microsoft\Windows\INetCache\Content.Word\LinkedIn aug 2012.jpg |
| May, 2016 | A responsive web design was implemented. The website used Gray as its accent color and a blurred grid of, presumably, profile pictures. | C:\Users\Meti\AppData\Local\Microsoft\Windows\INetCache\Content.Word\LinkedIN May 2016.jpg |
| Jan, 2020 | More sections as well as tabs are added. The color scheme has also changed to brighter colors. The search feature has been modified into two fields and the search button is now in blue. Moreover, the website now has an entire section dedicated to enable search in specific categories. | C:\Users\Meti\AppData\Local\Microsoft\Windows\INetCache\Content.Word\LinkedIn jan 2020.jpg |

## GitHub

GitHub, is a US-based global company that provides hosting for software development version control using Git.

|  |  |  |
| --- | --- | --- |
| Date | Observation |  |
| Mar, 2009 | The website more or less plain which was mainly composed of text. The sections are heighted with different shades of light blue and white. The first section below the navigation bar consisted of Ads and just below the ads is the section consisting small description about github and a small signup button. | C:\Users\Meti\AppData\Local\Microsoft\Windows\INetCache\Content.Word\github mar 2009.jpg |
| Jul, 2013 | The github Logo is now all in Sentence case which previously was all in small case. The color scheme had also moved from lighter shades of blue and white to dark and white. The sign up form is now included in the homepage rather than the signup button in the previous pages that directed to it. The tabs had been redefined and reduced in number and the search bar had been added to the top bar. The sections below the navigation bar is now reduced to 2 sections. Only maintain a simple yet descriptive page. | C:\Users\Meti\AppData\Local\Microsoft\Windows\INetCache\Content.Word\github jul 2013.jpg |
| Mar, 2020 | The Text Logo is now replaced with an Actual Logo. The search bar that was previously on the left side of the logo is now on the right side of the tabs which I find more convenient. The page has maintained the dark with white color scheme. | C:\Users\Meti\AppData\Local\Microsoft\Windows\INetCache\Content.Word\github mar 2020.jpg |

# Categories of websites

## Wiki

A wiki is a server program multiple individuals collaborate in forming the content of a Web site.

* 1. Wikipedia ([*https://www.wikipedia.org/*](https://www.wikipedia.org/))

Wikipedia is a free online encyclopedia, created and edited by volunteers around the world and hosted by the Wikimedia Foundation.

* 1. WikiHow ([*https://www.wikihow.com/Main-Page*](https://www.wikihow.com/Main-Page))

WikiHow is a popular wiki for anyone who wants to [learn how to do something](https://www.makeuseof.com/tag/best-how-to-sites/).

* 1. Wikitravel ([*https://wikitravel.org/en/Main\_Page*](https://wikitravel.org/en/Main_Page))

Wikitravel has been online since 2003 and is overseen by a team of administrators. They can roll back unwanted edits, delete pages, lock pages, and generally keep the information on the site accurate and free of spam.

* 1. Wiktionary *(*[*https://www.wiktionary.org/*](https://www.wiktionary.org/))

It is a multilingual dictionary of languages, but has a definition for every word supplied in English, regardless of the source language. Today, there are more than six million words included from more than 4,000 dialects.

* 1. WikiBooks ([*https://en.wikibooks.org/wiki/Main\_Page*](https://en.wikibooks.org/wiki/Main_Page))

 Its incredible repository of open-content textbooks, annotated texts, instructional guides, and manuals. It does not include fiction, primary research, or published texts.

## Portal Websites

As a web-based platform, a portal allows users to connect with one another and find content that is relevant with ease and simplicity.

1. Addis Ababa University ([*https://portal.aau.edu.et/*](https://portal.aau.edu.et/))

Addis Ababa University is one of the oldest universities located in Addis Ababa, Ethiopia. The university’s portal enables teacher and students get various services online.

1. MedImpact([*https://www.medimpact.com/*](https://www.medimpact.com/))

MedImpact provides pharmacy benefit programs to hundreds of organizations, each with their own unique combination of offerings for members.

1. Britam ([*https://www.britam.com/*](https://www.britam.com/))

Britam is a leading diversified financial services group listed on the Nairobi Securities Exchange.

1. Cooper Point ([*https://www.copperpoint.com/*](https://www.copperpoint.com/))

Copper Point is Arizona’s largest provider of workers compensation insurance and wanted to provide a better user experience for their policyholders and agents. Their site offers a flexible web design that enables payments and account management for clients

1. UAB Medicine ([*http://www.uabmedicine.org/*](http://www.uabmedicine.org/))

UAB's top-ranked medical professionals’ platform through which they can reach many visitors and actual patients with health concerns. Their site hosts a free patient portal with a directory of various healthcare providers categorized by specialty, gender and location.

## News

A news website is basically an online portal for News channel. They offer latest news headlines on Electronic format.

1. BBC news (<https://www.bbc.com/>)

The **British Broadcasting Corporation** (**BBC**) 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.

1. Yahoo news (<https://news.yahoo.com/>)

Most popular news website with 175 millionth website offers news related to almost every section, such as sports, finance, politics, and entertainment

1. Abc news (<https://abcnews.go.com/>)

ABC news is Division of American Broadcasting Company (**ABC**)

1. VOA (<https://www.voanews.com/>)

VOA, short for Voice of America, is the largest U.S. international broadcaster, providing **news** and information in more than 40 languages to an estimated weekly audience.

1. CNN (<https://edition.cnn.com/>)

It’s an American based newspaper from New York City. The layout of the website is similar to a traditional newspaper which makes it even more unique to its competitors.

## Educational

Educational websites include websites that have games, videos or topic related resources that act as tools to enhance learning and supplement classroom teaching. These websites help make the process of learning entertaining and attractive to the student, especially in today's age.

1. Udemy (<https://www.udemy.com/>)

**Udemy** is an online learning and teaching marketplace with over 100000 courses and 24 million students

1. Edx (<https://www.edx.org/>)

**EdX** is a [massive open online course](https://en.wikipedia.org/wiki/Massive_open_online_course) (MOOC) provider. It hosts online university-level courses in a wide range of disciplines to a worldwide student body, including some courses at no charge. It also conducts research into learning based on how people use its platform. EdX is a [nonprofit organization](https://en.wikipedia.org/wiki/Nonprofit_organization) and runs on the free [Open edX](https://en.wikipedia.org/wiki/Open_edX) [open-source software](https://en.wikipedia.org/wiki/Open-source_software) platform.[[3]](https://en.wikipedia.org/wiki/EdX#cite_note-3)

1. W3 schools(<https://www.w3schools.com/>)

**W3Schools** is an educational website for learning web technologies online.[[1]](https://en.wikipedia.org/wiki/W3Schools#cite_note-alexa-1) Content includes tutorials and references relating to

1. CourseEra (<https://www.coursera.org/>)

Coursera is an American online learning platform founded in 2012 by Stanford professors Andrew Ng and Daphne Koller that offers massive open online courses, specializations, and degrees.

1. Khan Academy (<https://www.khanacademy.org/>)

Khan Academy is a non-profit educational organization created in 2008 by Salman Khan with the goal of creating a set of online tools that help educate students. The organization produces short lessons in the form of videos. Its website also includes supplementary practice exercises and materials for educators.

## Social network

A social networking service is an online platform which people use to build social networks or a following of other people who share similar personal interests or are interested in their brand Social networking services vary in format and the number of features.

1. Facebook ([*https://www.facebook.com/*](https://www.facebook.com/))

Facebook is an American online [social media](https://en.wikipedia.org/wiki/Social_media) and [social networking service](https://en.wikipedia.org/wiki/Social_networking_service) based in [Menlo Park, California](https://en.wikipedia.org/wiki/Menlo_Park,_California) and a flagship service of the namesake company [Facebook, Inc.](https://en.wikipedia.org/wiki/Facebook,_Inc.) It was founded by [Mark Zuckerberg](https://en.wikipedia.org/wiki/Mark_Zuckerberg), along with fellow [Harvard College](https://en.wikipedia.org/wiki/Harvard_College) students and roommates [Eduardo Saverin](https://en.wikipedia.org/wiki/Eduardo_Saverin), [Andrew McCollum](https://en.wikipedia.org/wiki/Andrew_McCollum), [Dustin Moskovitz](https://en.wikipedia.org/wiki/Dustin_Moskovitz) and [Chris Hughes](https://en.wikipedia.org/wiki/Chris_Hughes).

The founders initially limited Facebook membership to Harvard students. Membership was expanded to [Ivy League](https://en.wikipedia.org/wiki/Ivy_League) universities, [MIT](https://en.wikipedia.org/wiki/Massachusetts_Institute_of_Technology), and [higher education institutions in the Boston area](https://en.wikipedia.org/wiki/List_of_colleges_and_universities_in_metropolitan_Boston), then various other universities, and lastly high school students. Since 2006, anyone who claims to be at least 13 years old has been allowed to become a registered user of Facebook, though this may vary depending on local laws.

1. Twitter ([*https://twitter.com/*](https://twitter.com/))

Twitter is an American [microblogging](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) ("app"). Twitter, Inc. is based in [San Francisco, California](https://en.wikipedia.org/wiki/San_Francisco), and has more than 25 offices around the world. Tweets were originally restricted to 140 [characters](https://en.wikipedia.org/wiki/Character_(computing)), but was doubled to 280 for non-Asian languages in November 2017.

1. Skype ([*https://www.skype.com/en/*](https://www.skype.com/en/))

Skype is a telecommunications application that specializes in providing [video chat](https://en.wikipedia.org/wiki/Videotelephony) and voice calls between computers, tablets, mobile devices, the [Xbox One](https://en.wikipedia.org/wiki/Xbox_One) console, and smart watches via the Internet. Skype also provides [instant messaging](https://en.wikipedia.org/wiki/Instant_messaging_client) services. Users may transmit [text](https://en.wikipedia.org/wiki/Instant_messaging), [video](https://en.wikipedia.org/wiki/Video_messaging), audio and images. Skype allows calls. With a fully functional [Skype in-browser](https://web.skype.com/) application. It provides all your favorite features and it’s available in one click.

1. QZone ([*https://qzone.qq.com/*](https://qzone.qq.com/))

It enables you to share photos, watch videos, listen to songs, write blogs, and maintain diaries and so on. It also empowers you to choose the accessories and customize the look and feel of your QZone webpages.

1. Tumblr ([*https://www.tumblr.com/*](https://www.tumblr.com/))

Tumblr (stylized as Tumblr and pronounced "tumbler") is an American [microblogging](https://en.wikipedia.org/wiki/Microblogging) and [social networking](https://en.wikipedia.org/wiki/Social_networking_service) [website](https://en.wikipedia.org/wiki/Website) founded by [David Karp](https://en.wikipedia.org/wiki/David_Karp) in 2007 and currently owned by [Automatic](https://en.wikipedia.org/wiki/Automattic). The service allows users to post [multimedia](https://en.wikipedia.org/wiki/Multimedia) and other content to a short-form [blog](https://en.wikipedia.org/wiki/Blog). Users can follow other users' blogs. Bloggers can also make their blogs private. For bloggers many of the website's features are accessed from a "dashboard" interface.

## Personal Websites

Personal web pages are World Wide Web pages created by an individual to contain content of a personal nature rather than content pertaining to a company, organization or institution.

1. Gary Vaynerchuk ([*https://www.garyvaynerchuk.com/*](https://www.garyvaynerchuk.com/))

Gary Vaynerchuk is a serial entrepreneur, podcaster, and CEO of the full-service digital agency Vayner Media.

1. Teju Cole ([*http://www.tejucole.com/*](http://www.tejucole.com/))

Cole is best known for his novels, but he’s also a photographer and frequent contributor to magazines such as The Atlantic. His site showcases this variety of work, using one of his photos on the homepage along with links to the other things he’s up to.

1. C.G.P. Grey ([*https://www.cgpgrey.com/*](https://www.cgpgrey.com/))

C.G.P. Grey is a YouTuber, podcaster, and most recently co-founder of [Standard](https://standard.tv/), a “community of digital creators”

1. Andrew uang ([*http://andrewhuang.com/*](http://andrewhuang.com/))

Andrew Huang is a musician, producer, and YouTuber. His website features unique photos to showcase his personality and works.

1. Isa Adney *(*[*http://isaadney.com/*](http://isaadney.com/))

Isa Adney is a writer and webinar producer for ConvertKit, as well as author of the forthcoming The Little Book of Big Dreams: True Stories of Dreams Come True. She appeared in [Episode 46 of the College Info Geek Podcast](https://collegeinfogeek.com/isa-adney/), where she discussed how to make community college an ivy-league experience.

## Entertainment Websites

Entertainment websites are designed to be easy to navigate and frequently updated in order to keep users coming back for more information. They can be made more engaging by using dynamic content, such as videos, podcasts, slideshows, etc.

1. **ET** Online ([*https://www.etonline.com/*](https://www.etonline.com/))

Entertainment Tonight (**ET**) is the authoritative source on entertainment and celebrity news with unprecedented access to Hollywood's biggest stars, upcoming events.

1. Peter Furler *(*[*http://peterfurler.com/*](http://peterfurler.com/)*)*

Peter Furler is mostly a one-page design that displays a full-screen image with transparent menu that changes on scroll, a double-column section with an image on one side and links to albums on the other, a full-width image with button to see tour dates, featured video with link to more, a strip that shows sales stats for social proof, an about section, a section about his art that includes parallax, another parallax section with email opt-in, and social and contact info.

1. Korekayu *(*[*http://korekayu.com/*](http://korekayu.com/))

[Korekayu](http://korekayu.com/) includes a full-screen image, a two-column about section with image, text, and link to read more, a full-width shop section, another two-column section, and a blog section.

1. [Little Rock Film Festival](http://www.littlerockfilmfestival.org/) ([*http://www.littlerockfilmfestival.org/*](http://www.littlerockfilmfestival.org/))

[Little Rock Film Festival](http://www.littlerockfilmfestival.org/) displays a post slider next to stylized CTA’s, a menu with social links, a blog section, a CTA section, a sponsors slider, and contact info.

1. [Lux Aeterna](http://www.feuerperformance.de/) *(*[*https://www.feuerperformance.de/*](https://www.feuerperformance.de/))

[Lux Aeterna](http://www.feuerperformance.de/) includes a full-screen image, an about section with contact info and an image, another full-screen image, images with links to the various shows with hover effects, another large image, contact form, testimonial slider, and links to shows in the footer.

## Blog

A blog (shortening of “weblog”) is an online journal or informational website displaying information in the reverse chronological order, with the latest posts appearing first. It is a platform where a writer or even a group of writers share their views on an individual subject.

1. Design Milk ([*http://design-milk.com/*](http://design-milk.com/))

Design Milk, an online contemporary design outlet, uses a very simple layout to highlight its posts.

1. Capture By Lucy ([*https://www.capturebylucy.com/*](https://www.capturebylucy.com/))

Lucy is a photographer, a mom and creator of backdrops for photography usage. The Blog was built with squarespace using mercer template.

1. The Good Trade ([*https://www.thegoodtrade.com/*](https://www.thegoodtrade.com/))

The Good Trade is a lifestyle brand born in Los Angeles in 2014. The articles on the site revolve and echo living an intentional lifestyle.

1. Benedict Evans ([*https://www.ben-evans.com/*](https://www.ben-evans.com/))

Benedict Evans is a tech blogger with educational articles on a variety of sub-topics.

1. Denver Darling ([*http://denverdarling.com/*](http://denverdarling.com/))

Lifestyle and fashion blogger named Abby.

## Informational Website

Informational websites are those sites that are created in order to provide a customized and branded resource for potential and active customers, members, investors and so forth.

1. TechCrunch([*https://techcrunch.com/*](https://techcrunch.com/) )

“Everything worth talking” that happens on the social media can be checked out as the first hand news on TechCrunch.

1. Road food([*https://roadfood.com/*](https://roadfood.com/) )

This website helps you get your favorite food while on the road.

1. Mental Floss([*https://www.mentalfloss.com/*](https://www.mentalfloss.com/) )

This one is an IQ sharpener full of quizzes and intellectual curiosity, interesting information or random blogs.

1. Mashable([*https://mashable.com/*](https://mashable.com/))

One of the world’s most informative websites for all the latest stuff ranging from the latest in technology to trending news stories.

1. Web monkey([*https://www.thewebmonkeyonline.com/*](https://www.thewebmonkeyonline.com/) )

This is a developer’s hub to get all the first-hand information on web designs, software and applications. The cheat sheets and cut-copy codes that it offers help you in sharpening your coding skills.

## Business/marketing website

A website that is used to officially represent a brand on the Internet, and which is often used as the landing page for advertising content.

1. Marketo ([*http://marketo.com/*](http://marketo.com/))

Marketo is SaaS based marketing automation software built to help organizations automate and measure marketing engagement, tasks and workflows.

1. ConvertKit ([*http://convertkit.com/*](http://convertkit.com/))

**ConvertKit** is a powerful new email service provider that provides Infusion soft like automation capabilities without the Infusion soft price.

1. Think with google ([*https://www.thinkwithgoogle.com/*](https://www.thinkwithgoogle.com/) )

“**Think with Google**” is a one stop shop as claimed by '**Google**' for understanding industry trends, consumer behavior, and marketing insight and so on.

1. Hubspot ([*https://www.hubspot.com/*](https://www.hubspot.com/))

**HubSpot** is a developer and marketer of software products for inbound marketing, sales, and customer service.

1. Sinply ([*https://snip.ly/*](https://snip.ly/))

**Sniply** is a social media marketing tool allows people to add custom messages to any web page they post.

## Advocacy

An **advocacy website's** purpose is to influence public policy and resource allocation decisions within political, economic, and social systems and institutions.

1. Change (<https://www.change.org/>)

On **Change**.**org**, people everywhere start campaigns, mobilizing supporters, and working with decision makers to drive solutions.

1. Justice for children ([*https://justiceforchildren.org/*](https://justiceforchildren.org/))

Justice for Children is a national child advocacy organization

1. Training for change (TFC) ([*https://www.trainingforchange.org/*](https://www.trainingforchange.org/))

Training for Change is a training and capacity building organization for activists and organizers.

1. Youth Move National ([*https://youthmovenational.org/*](https://youthmovenational.org/))

It is a youth driven chapter based organization dedicated to improving services and systems that support positive growth.

1. Women Of Color Network ([*https://wocninc.org/*](https://wocninc.org/))

Supports the inclusion of diverse constituencies in the anti-violence against women movement. Providing trainings for multifarious audiences, facilitated national dialogues, and built alliances across social justice movements.

## Content aggregator

A **content aggregator** is an individual or organization that gathers web **content** (and/or sometimes applications) from different online sources for reuse or resale. ... Those who simply gather **news** from various sources for their **websites**. Those who gather and distribute **news** for customers.

1. Reddit([*https://www.reddit.com/*](https://www.reddit.com/))

Reddit is an American social news aggregation, web content rating, and 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

1. Google News *(*[*https://news.google.com/*](https://news.google.com/) )

It is a free best news aggregator which shares selecting news from thousands of news websites.

1. Travel Blogger Community ([*http://travelbloggercommunity.com/*](http://travelbloggercommunity.com/))

It mainly focuses on and collects travel adventure post from travel blogs.

1. Fark ([*https://www.fark.com/*](https://www.fark.com/) )

It shares stories like sports, business, geek, entertainment, and politics from mainstream news portals.

1. [Popurls](http://popurls.com/) ([*http://m.popurls.com/*](http://m.popurls.com/) )

It is one of the best content aggregators that pulls in latest posts from a different kind of websites such as social networks, blogs, and news publications.

**Guidelines to evaluate a website**

## Authorship

* The name of the owner of the site should clearly be stated.
* A website must provide users with contact information to make comments or ask questions.
* Where applicable, reference sources for information cited should be provided.

## Purpose

* A sites purpose must be clear and its content should reflect that purpose.
* If present, Advertisement should be placed in a way that the main content isn’t being blocked.

## Functionality

* Language used should be clear, concise and understandable.
* Wait time (to load the website or download data from the website) generally should not exceed 15-20 seconds.
* The use of features such as Headers, background, fonts and so on should be consistent.
* Page should be stable and consistently available.
* All links and special features should function properly

## Content

* A site’s content should be comprehensible, appropriate and of a value intended for its user
* Enough information should be available to make a visit worth a while.
* Contents should be critically reviewed before uploading for instance, Sites that promote social biases (e.g., gender, racial, or religious biases) should be rejected.
* The information should be up-to-date.
* Graphics should be relevant and appropriate to the content.

## Design (UI)

* The site design should be appropriately attractive to the target user.
* Links should be direct rather that to lead to so many levels. Generally, getting back to the starting page should not be too hard.
* The color scheme should not be too colorful. It’s advisable for a site to contain no more than four colors in the entire page.
* The color s used should not be distract users from the content.
* Dark texts should appear on a lighter background and vice versa to increase readability.

Below are two websites namely Addis Ababa university’s website and KurazTech evaluated using the above guidelines.

## Addis Ababa University

Addis Ababa University is a large, highly residential [national university](https://en.wikipedia.org/wiki/National_university) in [Addis Ababa](https://en.wikipedia.org/wiki/Addis_Ababa), [Ethiopia](https://en.wikipedia.org/wiki/Ethiopia). The university is the oldest school of higher education in Ethiopia. AAU has thirteen campuses. Twelve of these are situated in Addis Ababa, and one is located in [Bishoftu](https://en.wikipedia.org/wiki/Bishoftu" \o "Bishoftu), about 45 kilometres (28 mi) away. AAU has several associated research institutions including the Institute of [Ethiopian Studies](https://en.wikipedia.org/wiki/Ethiopian_Studies).

URL <http://www.aau.edu.et/>

Authority

* Owner of the site is clearly stated at the bottom of the page
* Contact for the offices within the institute is provided under the contact us tab on the top bar. Although social media accounts were provided it is difficult to spot it as it placed at the very right top corner of the page and blurred as well.

Purpose

* The content provided are all relevant to the website.
* The site as huge institute’s website has newsfeed, quick links, and navigation links within the page all enunciating the purpose of the website.

Functionality

* The use of header and footers are consistent throughout the website.
* Some links do not work properly for instance “Student satisfaction survey”
* The website is not responsive to different widths of the browser in fact it is very difficult to use as the tabs and some contents of the page disappear.
* Despite being a local Institute, the website doesn’t provide an option to different local languages which might make the website hard for some users to use.

Content

* The website has multiple sections of which one is the newsfeed section found on the left middle part of the page where Up to date news and recent activities within the institute and institute only is posted.
* The website is rich in contents that is all related to the purpose however, it may possibly contain informations irrelevant to some users since everything is clustered together.
* Some images are smaller in size and neither a zoom feature nor was a link to a larger image was provided which was a defect.

Design

* The quality of the images used in the website is not appealing.
* The website overall has used five colors (which exceeds the maximum recommended number).
* The bottom bar at the end of the page uses dark bluish-green as its background which doesn’t seem to be a color used anywhere else in the page.
* The transition from one section of the page to the next is not smooth enough.

## Kuraz Tech

Kuraz Tech is an e-learning platform for Ethiopians by Ethiopian developers. The courses are delivered in Amharic and are predominantly technology and programming related.

URL: <http://www.kuraztech.com/>

Authorship

* The owner of the site is explicitly mentioned at the bottom of the page and there is an entire section dedicated to give contact information for users.

Purpose

* The purpose of the site is clearly stated on the homepage and echoed by the contents within the website.
* However, the site doesn’t provide an “about us” feature meaning one has to always be on the homepage to get this information.
* There were no advertisements blocking the main contents on the site

Functionality

* The website is fully responsive to size change in the browser.
* The page overall has maintained a constant use of the features throughout the website
* Although some links take few more seconds to load all the links within the site work perfectly
* The site gives the option for users to use different local languages.
* However, the language is not consistent throughout the site some links, despite the language chosen, load a page with entirely different language
* The company’s logo is put as a link on the top right corner of the webpage however, the page it directs to doesn’t seem to exist as a 404 error message is returned.

Content

* The contents uploaded are up to date.
* The contents are categorized which makes the search easier and the contents within a specific category are consistent and comprehensible.

Design

* The page over all uses shades of black and white consistently. There is no odd or gaudy color that pops up to the eye when the page is scrolled overall there is a very smooth transition between sections of the page.
* The website overall has an attractive and engaging presentation.

# 

# References

URL

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