

ADDIS ABABA UNIVERSITY

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**Assignment I**

**Name: -** Tolosa Mitiku

**ID: -** ATR/4992/11

**Course: -** Web Design and Development

**Section: -** 02

**Email: -** se.tolosa.mitiku@gmail.com

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**Instructor’s name: -** Mr. Fitsum A.

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# 

# **INTRODUCTION**

This Assignment is mainly concerned about what internet is, how internet has evolved into the state it is in right now, what WWW is, what websites are, guidelines that make a good website, and beyond that how websites evolved through ages into what they are right now. In this document as an answer to the above questions, various concepts have been gone through in a brief and gentle manner.

# **History of Internet [The evolution]**

Internet before it got the concept of complicated pathways that connects every computer in the world was first a very small network. In fact, the very first computers never communicated with other computers.

The early discipline Computer Science, in the late 1950s considered mainly time-sharing between computer users and achieving this over wide area networks hence development of concept of networking.

As a solution to this, two people proposed Ideas independently in the 1960s about how to allow computers to communicate.

Paul Baran who is a polish American engineer pioneer in developments of computer science independently proposed a distributed network based on data in message blocks in early 1960.

Donald Davies welsh computer scientist in NPL(national physical laboratories) also independently proposed idea of packet switching in which blocks of message with headers containing the source and destination addresses could be sent over networks.

The advanced research projects agency network(ARPANET) was the first wide area network built in early 1970s that adopted the packet switching technologies proposed by davies and baran and some mathematical works.

In the early 1970s not only ARPANET but also many other networks such as merit networks, NPL networks and CYCLADES, were developed from the packet switching concepts.

Another challenge was that of connecting multiple separate networks into network of networks so, the ARPANET project and international working groups led to the development of protocols for this so-called internetworking. Vint Cerf, at Stanford University, and Bob Kahn, at ARPA, published research in 1973 that later evolved into the transmission control protocol(TCP) and internet protocol(IP). In 1980s several universities were interconnected.

Then the emergence of DNS(Domain name system) and adopted TCP/IP internationally marked the beginning of the internet. ISP(Internet service providers) began to emerge and the ARPANET was decommissioned in the 1990.

In 1990 Tim Berners-Lee British computer scientist in Switzerland did a research that resulted in the world wide web, linking hypertext documents into an information system, accessible from any node in the network.

Ever since internet has been growing in almost every sphere by the number of users, it’s impact on the cultural, commercial and technological aspects, its data transmission speeds, communication landscape and many more.

# **View the 5 – 10 popular websites of your choice from web archive URL and put your observation and assessment.**

## **Facebook**

Facebook’s History through the ages.

I have observed Four facebook pages with differences of 4 years and this is what I have observed.

**2008**

It has only been a few years since facebook has been found during 2008 and what you observe specially on the hompage or the sign in page is that there is a large rectangular box right in the middle that talks about facebook. It talks about how facebook is a utility that connects you with the people around you and how everyone can use facebook. It also trys to tell the users how to use it. This shows that facebook was not that widely known and that it is promoting itself. Although it was necessary back then to describe this, it kind of made the website ugly.

Apart from that the colors used in the website are non other than blue and white. The header is colored blue and the body is all white. The sign in pane or the pane where we put informations about ourselves to sign in is placed vertically on the left side of the body of the wesbsite. While the body is mainly dominated by the rectangle in the middle.

**2012**

Four years passed and facebook made a major change on its website. The vertical sign in pane is now made horizontal and on the header pane. On the body of the website specifically on the left a little description of facebook Is placed and on the right side registration pane or sign up pane where users who are visiting the site for the first time and are interested in the social media website can register by filling out the form and clicking on the signup button. This major change somehow made the website easy to use and at the same time made it look nice.

Apart from the changes mentioned everything else about facebook was the same.

**2016**

Again four years passed but this time it seems though as if facebook loved the layout and the contents of its webpage so much that it didn’t want to let go of it. As we can clearly see the similarity between the 2012 and 2016. As a matter of fact there is only very little difference on the registration pane where in 2012 all of the information you were asked are ordered linearly from top to bottom while in the 2016, users had to put their last name next to their first name horizontally while in the former they had to put it below their first name.

The other major difference is in 2016 labels for the information needed from users are incorporated in the input fields as hints while in the 2012 they were just labels outside the input fields.

**2020**

Four years passes by and still facebook is the same. It is possible to say the webpage is still the same since 2016 and users are still not bored of it. Everything in the 2020 webpage is still the same if may be except for some label changes like registration now being sign up, all the other thing is perfectly the same.

## **Youtube**

YouTube is an American video-sharing platform headquartered in San Bruno, California. It was created in February 2005. Google bought the site in November 2006 for US$1.65 billion. It is now a number one video sharing platform in the world. Who in the world that has internet access won’t visit youtube?

Now let us look at the beginnings of youtube. I have managed to look at four youtube webpages at four different points from the year it was created that is 2005 to now.

**2005**

Youtube as an infant was not that much lucky cause there was a little knowledge of styling sheets. The only thing webdesigners could do is do their hard to make the website look nicer using the only knowledges they’ve got of html and this is the reason why we see almost not other than texts even as links rather than buttons and images or whatever and no hover effects no playing videos infact even most of the videos lacked thumbnails.

To be honest it looks like a website made with only html and little colorings. We should note they were different colors. Other feature of the 2005 youtube page is that it is aligned in the center and It’s width doesn’t fit the entire browser.

It’s log in and sign up links are in the top right corner while upload, watch and share links are in the center aligned narrow body. And it didn’t support most of the things it supports right now like online live streaming, games, fashion, subscriptions, notifications, settings and etc

**2010**

In 2010 somehow it managed to use more buttons and minimized the amounts of links like my profile, invite friends, and many most irrelevant links and added some concepts like subscriptions and the search input field somehow got large. The number of colors in the webpage also decreased. Any other thing is the same.

**2015**

In the 2015 webpage of youtube we see a very different layout and quality. The page that once was narrow and full of texts and many different colors has now covered the entire browser and with least number of colors namely red and blue and we also observe frequent use of buttons instead of texts as links.

On the left of the page we can look at the programs youtube provides like Tv shows, movies, games, and etc. and the search button is above in the header on its left the upload and sign in buttons. While the main body contains rows of videos that can be scrolled down.

The webpage is now very pleasing to look at and easy to use.

**2020.**

The youtube website we are using right now is very similar to the 2015 version except for some features that are added like the live streaming and buttons being added on the top right corner like notification youtube appsand etc. the major change I observed is that buttons that once had texts in them are now replaced with icons pictures of small size. Which makes it more user friendly and cool.

## **Google**

Google is the search engine we all know about. It is a company that focuses on the technological developments like search engines, cloud computing, software and hardware. For now we will be looking at google the search engine.

Google did not change that much through the ages it

**2002**

Google’s homepage is the simplest webpage. It is known for its page with the “Google” letter enlarged and each letter given different colors and the search pane below it. We might think google was may be once not like that but to talk the truth google did not change at all. Its first developers sergey and larry did not know much about html/css so they designed and it is that design that is still being used.

The only difference of the 2002 google web page is that you had to first click on the category of what you wanted to search for. Like Web, Image, Group and Directory. They were placed as links above the famous “google” label.

They were then omitted. Users had to first search then click on what category they wanted to search on.

After that for the next decade and so the websites was merely the same with little or no difference at all.

## **Wikipedia**

Wikipedia is a multilingual [online encyclopedia](https://en.wikipedia.org/wiki/Online_encyclopedia) created and maintained as an [open collaboration](https://en.wikipedia.org/wiki/Open_collaboration) project by a [community of volunteer editors](https://en.wikipedia.org/wiki/Wikipedians) using a [wiki](https://en.wikipedia.org/wiki/Wiki)-based editing system.

Wikipedia is very famous of all the information you can get on it. It is a very useful site especially for students.

I have also observed about four webpages at different point in time.

**2001**

The first I observed is the 2001 webpage. This is the first website for Wikipedia. What makes the 2001 website so different is the design.

First of all the website is all text with only the Wikipedia logo on the top right corner. Second, the search button unlike other websites is located at the end of the website. Which after a single search comes at the top. Thirdly, the website at that point focused not on reaching the articles but to provide opportunities for the users to edit and upload either new articles or old articles or both, which is the reason why it is all texts arranged in a list lay out with all of them being topics of different categories and, links that takes you to the edition page where you can edit or upload articles.

**2007 & 2013**

The website of Wikipedia I found at the two points are very similar. They both introduced a new webpage. In this new webpage the home page is very simple and nice to look at when compared to the previous years’. The webpage included a large logo in the middle and the searching pane right below it. But on this webpage the languages the webpage supported were again placed as hyperlinks below the searching pane.

**2020**

This is the latest webpage and on this page, the hyperlinks are removed but all the other contents are the same.

## **Twitter**

Twitter is an American microblogging social media website on which users post and interact with messages known as "tweets".

**2001**

Actually twitter’s first webpage after its creation unlike many other websites of its generation is so easy and simple although there were still drawbacks. It had no much styling. The webpage has a lightblue background color with “twitter” logo on the top and a white rectangular box in the middle that contains the sign in pane.

**2007**

On the 2007 webpage there are changes although there were similarities too. The webpage inherited its blue background and the logo on the top but changed everything else. The sign in pane got out of the box and was placed horizontally next to the logo. And on the page below it, twitter placed recent updates and such. This being the changes, it actually got uglier. Though informative.

**2013­­­­­­­**

Here also twitter had made major changes. The twitter logo was no more but the blue background was still there. the contents were in the middle and it was divided into 3 parts.

Think of it like this first take a pane put it in the middle then divide it into 2 parts. These are the left region and the right region. Then take the right region and divide it into 2 regions again. These are the upper right and the lower right.

So now that you have the picture the larger left region is just a welcome pane which allows you to download the mobile app for both andrios and IOS. The upper right region is sign in pane and the lower right is the sign up pane.

**2020**

The latest website makes use of every space. The blue background is now limited to half left while the right side is white and has sign in and sign up buttons but also another sign in pane on the top. On this website the configuration could differ depending on the size of the browser.

# **List 5 website each on the 12 categories you learned Try to view their look in different years web archives**

**Portal:-** are primarily used for internal purposes within businesses, schools, or institutions. These websites often involve a login process, allowing students to access the school website, or granting employees access to their emails, alerts, and files all in one place.

1. AAIT: <https://portal.aait.edu.et/>

It is a university website

1. Santander Bank, Retail Banking Portal: <https://www.santanderbank.com/us/personal>

As one of the largest banks in the eurozone, Santander looked to build a new enterprise web platform that would integrate with existing software (CMS, Search Engine, Product Catalog) while allowing room for new content and features.

1. UAB Medicine, Patient Portal: <https://www.uabmedicine.org/>

UAB's top-ranked medical professionals found a platform through which they can reach many visitors and actual patients with health concerns.

1. Grants.gov, Federal Government Portal: <http://www.grants.gov/>

The mission of Grants.gov is to allow applicants for federal grants to apply for and manage grant funds online through a common website.

1. Stanford University AXESS, Student & Faculty Portal: <https://axess.sahr.stanford.edu/>

Stanford University developed a consolidated online platform called AXESS for the academic community to access information and record various transactions.

[**News:-**](News:-) The primary purpose of a news website is to keep its readers up to date on current affairs

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

BBC News is an operational business division of the British Broadcasting Corporation responsible for the gathering and broadcasting of news and current affairs.

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

CNN is an American news-based pay television channel owned by AT&T's WarnerMedia. It was founded in 1980 by American media proprietor Ted Turner as a 24-hour cable news channel.

1. FOX news: <https://www.foxnews.com/>

Fox News is an American conservative cable television news channel. It is owned by the Fox News Group, which itself was owned by News Corporation from 1996–2013, 21st Century Fox from 2013–2019, and Fox Corporation since 2019.

1. NBC news: <https://www.nbcnews.com/>

NBC News is the news division of the American broadcast television network NBC. The division operates under NBCUniversal Broadcast, Cable, Sports and News, a subsidiary of NBCUniversal, which is in turn a subsidiary of Comcast. The group's various operations report to the president of NBC News, Noah Oppenheim.

1. New York Times: <https://www.nytimes.com/>

The New York Times is an American newspaper based in New York City with worldwide influence and readership. Founded in 1851, the paper has won 127 Pulitzer Prizes, more than any other newspaper.

**Informational:-** 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.

**Business/ Marketing:-** allows you to take online payments for products or services.

1. Amazon: <https://www.amazon.com/>

Amazon is one of the e-commerce sites all over the World. You can find everything from music, cloth, home garden, tools books, electronic, to automotive and many more. Amazon is ranked in no.1 online shopping site all over the World. It was founded in 1994 by Jeff Bezos and its headquarters is in Seattle, Washinton, United States.

1. Walmart: <https://www.walmart.com/>

Walmart is an American Multinational retailer that helps you to get different products. Walmart is that sites which offer you the items from health and beauty, electronics, to video games, toys, automobiles, gifts and Sports and many more. You can buy any items at good and suitable prices.

1. Alibaba: <https://www.alibaba.com/>

Alibaba was owned by the China richest man Mr.Ma who has more than $25 and he3 also controls the 7.8% of the company. It is founded in 1999and its headquarters is in Hangzhou, China. Among than other sites, these sites are more knowable sites in Asia and China.

1. Ebay: <https://www.ebay.com/>

After Amazon Ebay is another topmost name of the online shopping site. It is one of the most popular shopping sites after Amazon. It was founded by Pierre Omidyar in 1995. Its headquarters is in San Jose, California, United States.

1. Bestbuy: <http://bestbuy.com/>

Bestbuy is the best site for online shopping as you can buy different products. These sites have their different feature like you can go physically and examine the product before you purchase it and have a conversation with the seller, this system lacks on other systems.

**Educational:-** These websites are designed to display information on certain topics, either using interactive games or engaging designs to keep the user hooked.

1. edX: <https://www.edx.org/>

edX is a massive open online course 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.

1. National Geographic Kids: <https://kids.nationalgeographic.com/>

National Geographic Kids is a children's magazine published by the National Geographic Society.[1] Its first issue was printed in September 1975 under the original title National Geographic World (which itself replaced the much older National Geographic School Bulletin, published weekly during the school year from 1919 to 1975; currently National Geographic produces a separate magazine for classroom use called "National Geographic Explorer," in four separate editions for different grades).

1. Udacity: <https://www.udacity.com/>

Udacity, Inc. is a for-profit educational organization founded by Sebastian Thrun, David Stavens, and Mike Sokolsky offering massive open online courses. According to Thrun, the origin of the name Udacity comes from the company's desire to be "audacious for you, the student".

1. Coursera: <https://www.coursera.org/>

[Coursera](https://www.coursera.org/) has partnered with leading universities in the U.S. and around the world to provide online courses covering dozens of different subjects. Recently, they’ve introduced “specializations”—10 different course pathways that will lead to an official certification from an associated university.

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

Udemy is an online learning platform aimed at professional adults and students, developed in May 2010. As of Jan 2020, the platform has more than 50 million students and 57,000 instructors teaching courses in over 65 languages. There have been over 295 million course enrollments.

**Entertainment:-** They are aimed at entertaining people, both by providing music, video clips or online games. These websites seem to be colourful and fun to look at, which makes sense considering the nature of their content.

1. Netflix: <https://www.netflix.com/et/>

Netflix is the world’s leading Internet television network with more than 36 million members in 40 countries enjoying more than one billion hours of TV shows and movies per month, including original series.

1. NowTv: <https://www.nowtv.com/>

Now TV (stylised as NOW TV) is a division of pan-European telecommunications company Sky Group with operations in the United Kingdom, Ireland, Spain and Italy. It offers a subscription-based internet television and video-on-demand service

1. Youtube: <https://www.youtube.com/>

YouTube allows you to share your videos with friends, family, and the world. Founded in February 2005, YouTube allows billions of people to discover, watch and share originally-created videos.

1. ESPN: <https://www.espn.com/>

ESPN.com is the web extension of the mighty Entertainment and Sports Programming Network, which provides comprehensive sports coverage since 1979. It provides complete sports information including NFL, MLB, NBA, College Football, College Basketball scores and news.

1. IMDB: <https://www.imdb.com/>

IMDb (Internet Movie Database) is the world’s most popular and authoritative source for movie, TV and celebrity content. It offers a searchable database of more than 130 million data items including more than 2 million movies, TV and entertainment programs and more than 4 million cast and crew members.

**Advocacy:-** is the practice of funding a project or venture by raising small amounts of money from lots of different people.

**Blog:-** they’re online journals or informational pages that are regularly updated. Typically managed by an individual or a small group, a blog can cover any topic – whether it’s travel tips, financial advice, or doughnut reviews.

1. Miss Thrifty: <https://www.miss-thrifty.co.uk/>

One of the more popular frugal blogs in the UK, Miss Thrifty is targeting young mums with her money saving, frugal tips and articles.

1. Skint Dad: <https://skintdad.co.uk/>

Skint Dad is a site that helps young / new dads save money and be more frugal in their day to day living.

1. Tiny Budha: <https://tinybuddha.com/>

The site is all about  simple wisdom, inspiration, relationships, and mindfulness, which has gained in popularity over the past 2 years.

1. Nia Shanks: <http://niashanks.com/>

Nia writes inspirational and empowering blog posts about how women can be fit, healthy and ripped by doing effective bodyweight exercises.

1. Adventure blog: <https://adventureblog.net/>

It’s about the adventures they go through that are posted on this blog.

**Wiki:-** A wiki website allows people to collaborate online and write content together. The most popular example is Wikipedia itself, which allows anyone to amend, add to, and assess the content of each article.

1. Wikipedia: <https://www.wikipedia.org/>

A free encyclopedia with millions of articles contributed collaboratively using Wiki software, in dozens of languages.

1. Wikihow: <https://www.wikihow.com/Main-Page>

Learn how to do anything with wikiHow, the world’s most popular how-to website. Easy, step-by-step, illustrated instructions for everything.

1. Wiktionary: <https://www.wiktionary.org/>

Collaborative project for creating a free lexical database in every language, complete with meanings, etymologies, and pronunciations.

1. Gamepedia.com: <https://www.gamepedia.com/>

Explore our wiki library, discover upcoming indie titles, and watch video tutorials that help you Know the Game.

1. Wordreference: <https://wordreference.com/>

Free online dictionaries – Spanish, French, Italian, German and more. Conjugations, audio pronunciations and forums for your questions.

**Social Network:-** These sites are usually created to let people share thoughts, images or ideas, or simply connect with other people in relation to a certain topic.

1. Facebook: <https://www.facebook.com/>

Facebook is an American social media and technology company founded by Mark Zuckerberg and is based in Menlo Park, California. It is considered one of the Big Five technology companies along with Microsoft, Amazon, Apple, and Google.

1. Twitter: <https://twitter.com/>

Twitter is an American microblogging and social networking service on which users post and interact with messages known as "tweets".

1. Telegram: <https://web.telegram.org/>

Telegram is a cloud-based instant messaging and voice over IP service.

1. Instagram: <https://www.instagram.com/>

Instagram is an American photo and video-sharing social networking service owned by Facebook, Inc. It was created by Kevin Systrom and Mike Krieger, and launched in October 2010 on iOS.

1. Whatsapp: <https://www.whatsapp.com/>

WhatsApp Messenger or simply WhatsApp is a freeware, cross-platform messaging and Voice over IP service owned by Facebook. It allows users to send text messages and voice messages, make voice and video calls, and share images, documents, user locations, and other media.

**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.

**Personal:-** A personal website is a group of web pages that someone creates about themselves. It basically contains things that are personal.

1. Sylvester Stallone : <https://sylvesterstallone.com/>
2. Usain bolt: <http://usainbolt.com/>
3. Jennifer Lopez: <https://www.jenniferlopez.com/>
4. Lecrea Moore: <https://www.lecrae.com/>
5. Nathan John Feuerstein: <https://www.nfrealmusic.com/#home>

# **What are the guidelines for evaluating the value of a Web site? Try to evaluate 2-5 websites based on the guideline and put your judgment.**

There are many mechanisms to evaluate a website but the general ones are these:

## **Functional**

A website should be functional. Websites are designed to serve a purpose, usually to solve a problem. If that websites is not doing what it is supposed to do, then that websites is not functioning well; therefore, lessens its value.

For example, Job websites function or allow in a way where employers post Jobs and job seekers find and apply for Jobs. Once applied, there should be a way for candidates and employers to communicate and keep up to date with a job application. If you build a job board and it only lets you post jobs, then the website has not functioned very well or served its purpose.

## **Easiness**

A website should be easy to use and navigate. When users visit our website, they should find the information they are looking for without struggling that is the website should provide an easy to use, user friendly environment where navigation is easy and users can jump from one page to another and go back up again.

## **Relevant Content**

Websites should contain only relevant information on them. This information should be only those related to the website. You do not want to put content on a website that is not relevant to the users. You do not want to irritate the users by showing them irrelevant content after their hard word of searching and finding.

For example, If your website is a job board, it should have content and tips related to being a good candidate such as how to create a professional resume and how to behave in an interview not about cars or sports or other irrelevant information because, that would be too irritating for users.

## **Modern**

Our websites should be modern. It should be using current trends and technologies. You do not want to build a website that does not support today’s needs.

For example, responsiveness and fluid web designs are the key requirements for modern websites.

Fluid web design is a design where webpages resize as the window size is changed.

You do not want to create fixed page layouts for your website that doesn’t support mobile readability.

## **Optimized**

Websites should be optimized for different devices, browsers, data speed, search engines, and users.

Optimization means making a website as public as possible or making it reachable to as many people as possible.

For example, if your website is not optimized for mobile data users and their download speed, your website won’t reach some of the users. If your website does not support common modern browsers, you may be missing out on some users too. If your website is not optimized for popular smartphones and their sizes, users won’t visit your website.

## **Responsive**

A responsive website changes its layout and options to fit the device and browser size the user is using to visit the website. A responsive website can differentiate the device and the browser the user is using to visit the website and render different layout and options depending on that information. Responsive web design is a modern need.

For example, a website may provide more options on a large PC monitor compared to on a mobile phone.

## **Performance and Speed**

A website should have a high performance and speed while visited. It should load fast enough to show visitors what they are looking for after all who likes someone who makes them wait. If your website takes more than two seconds to load, it is probably too slow.

## **Reliable**

Is your website reliable? If I apply for a job, does your website send me on-time notifications and messages to keep me posted with the updates? Can I access your website whenever and wherever? Is your website up and running 24/7? So definitely reliability determines what kind of website your website is.

## **Scalable**

Do you have sufficient infrastructure to support your website and its visitors? A website should be able to scale to a number of potential visitors. Not only should the website's user interface be scalable but the back-end database, APIs, and services too should be able to scale.

## **Secure**

Security is a major concern to today’s web visitors. You need to make sure that your website follows industry standards and guidelines. For example, if you have user registration feature, you want to make sure that user passwords are encrypted and not displayed in plain text. You also want to ensure that the website is secure and uses SSL encryption. If you’ve forgotten a password feature, you do not want to provide a reset password feature without asking the security questions to the user.

## **Evaluation of some websites**

### **FACEBOOK**

Facebook is a social media website that allows users to interact with each other by allowing them to post photos and messages of any kind.

URL: <https://www.facebook.com/>

|  |  |  |
| --- | --- | --- |
| Guidelines |  | Reason |
| Functional |  | Facebook’s purpose or function is to serve as a social media. Facebook did not disappoint because it is serving its purpose in fact it is the number one social media website. |
| Easy |  | Facebook allows users easy navigation. Infact it allows users to navigate through different pages while staying in the same page. Eg you can look at your notification or friend request or even chat with friends while traversing through the stories. |
| Relevant Content |  | Facebook as it is a social media only has content that are relevant to the user. This is it has everything users need to connect with friends and nothing more starting from the navigation pane upto the contents in the footer. |
| Modern |  | Facebook is a modern website. At least it has been following trends and updating from time to time to be as modern as possible. It is responsive and its fluid web design makes it qualify to be a modern website. |
| Optimized |  | Facebook’s optimization is also one trait that makes it one of the best websites in the world. It is optimized so much that you can use facebook on any kind of platform. From PC to mobile phones including tablets phablets smartphones and on browsers and on android apps as well as IOS apps. |
| Responsive |  | It is very responsive. It can load different versions of itself depending on if its mobile phone or computer or if your data is slow or fast and so on. |
| High performance and speed |  | It is Fast. |
| Reliable |  | It is very reliable. It is online 24/7. |
| Scalable |  | Facebook has enough resource and infrastructure to resist changes of any kind. It has headquartes almost on every relevant continent. |
| Secure |  | Facebook Is also secure. |

Table 1 Facebook Evaluation

Depending on the guidelines I evaluated the website, Facebook qualifies for a an excellent website.

### **LINGsCAR**

LingsCar is a small car-leasing company in England.

URL: <https://www.lingscars.com/>

|  |  |  |
| --- | --- | --- |
| Guidelines |  | Reason |
| Functional |  | LingsCar’s purpose or function is to serve as a Leasing company. It do serve it’s purpose. |
| Easy | X | LingsCar is not easy at all. Users have difficult time understanding the whole website. The website had to be as simple and brief as possible with navigations that can help users find what they are looking for. |
| Relevant Content | X | lingsCar has too many Irrelevant content’s. That makes it irritating for the users to use and makes the website slow too. It contains too many animations and unnecessary decorations that makes it look bad. |
| Modern | X | Lingscar is not a modern website. It is not responsive and has no fluid designing in it. If you try to resize the window or is using other devices it doesnot update its layout or any thing as a response to that making it a bad website. |
| Optimized | X | It is not optimized. You see the very same website serving on mobile devices and browsers. |
| Responsive | X | It is not responsive |
| High performance and speed | X | It is Slow. Specially if your data is not fast, it takes way more than 2 seconds to load. |
| Reliable | X | It is not reliable. Because it is vulnerable to crashing if say more than the expected users visit at once and so on. |
| Scalable | X | It does not have infrastructure to resist changes. |
| Secure | X | LingsCar is not Secure. |

Table 2 LingsCar Evaluation

Lingscar according to the guidelines above does not qualify to be a good website.

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