Metrics of successful websites and companies

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1 Introduction

An on-line presence of a company was not an important factor of its success until a few years ago. Taking although into account the vast spread of the impact that internet has on consumers regarding their choices this hypothesis is not valid any more. Companies are obliged by the trends to be active on-line and to maintain a website that depicts the image they want their consumers to perceive. The purpose of this paper is to understand the relationship that exists between the website of a company and its success. Trying to comprehend this relationship a comparison will take place between specific metrics of the websites of the Fortune's 500 more successful companies and their financial status. By performing regression models and statistical analysis this paper will try to explore which metrics of a company's website influence its success.

2 Data gathering

To see the other commands in action, suppose at this point of text I type

2.1 Data Source - Fortune 500

From where I took the data.
A few words about the way i gathered the list

2.2 Metrics

What metrics I needed to download

2.3 Python

A few words about the language i used and why

2.4 Scripts

With what codes did I downloaded the metrics I needed

2.4.1 Fortune data

With what codes did I downloaded the metrics I needed

2.4.2 Html download

With what codes did I downloaded the metrics I needed

2.4.3 Social media existence

With what codes did I downloaded the metrics I needed

2.4.4 Readability index

With what codes did I downloaded the metrics I needed

2.4.5 ...

With what codes did I downloaded the metrics I needed

Note Write the sites I needed and see where to put the codes

3 Data Analysis

To see the other commands in action, suppose at this point of text I type

3.1 Data loading

What metrics I needed to download

3.2 R

A few words about the language i used and why

3.3 Scripts

With what codes did I downloaded the metrics I needed

3.3.1 Statistical Analysis

With what codes did I downloaded the metrics I needed

3.3.2 Regression Model

With what codes did I downloaded the metrics I needed

3.3.3 Clustering

With what codes did I downloaded the metrics I needed

4 Conclusions

5 Bibliography

References

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6 Appendix