

**Name : Harshal Santosh Sonawane**

**Subject : Internet Technology Lab 1**

**Task : To Present the research work on 5 different websites and explain what technologies & tools are used by those websites.**



Link: https://www.khanacademy.org/

About KhanAcademy : Khan Academy is a personalosed learning website made for all age of students. Where they can study their subjects online with video tutorials and tests.students can learn math , science , history , computer programming and many more things.

**1.1 Analytics and tracking software**

\* Khan academy uses 3 types of analytics and tracking softwares :

* Mouseflow
* Facebook Domain Insights
* Google Analytics

Lets get to know more about this softwares :

* **Mouseflow** : It’s a tool mainly used for reveleing why your visitors are not converting into customers based on these 5 core components:

\*) Session Replay : It records the activity of each user on your site just like a cctv. Mostly it tracks the users mouse movement , scrolls & forms . This tool is mainly used for monitoring glitches and errors the customers get.

\*) Heatmaps : its covers the scrolls, clicks and the geography,

\*) Funnels : It tracks users navigation from page to page.

\*) Form Analyatics : Its how user interacts with the forms.

\*) User Feedback :They can analyze the experience of their viewers or customers from their feedback and can create interactive surveys according to that.

* **Facebook Domain Insights** : this tool is used to see referral traffic of your website and demographics of visitors
* **Google Analytics** : Google Analytics is a web analytics tool that provides statistics regarding your website’s visitors. It measures things like site visits, page views, bounce rates, traffic, and more.

**1.2 Widgets:**

Widgets are interactive elements, usually from third party developers, that you can add to a site, blog, mobile screen, and other devices.

Khan academy uses 7 tools of widgets:

\*Quarloo

\*Facebook like button

\*Twitter Tweet button

**Quarloo** : It Engage with users intelligently by adapting to what actions they’ve taken on your website or in app.It sees the user how they have got to know about the website for eg : by putting the name dire ctly on the Url, or they got to know about the website by paid campaigns.

**Facebook Like Button:** A like button is clicked when the user like the content on your website or a app.

**Twitter Tweet Button** : Tweet button is clicked when the viewer likes the content and wants to tweet on it by using the social network platform twitter.

**1.3 Content Delivery Network**

A Content Delivery Network(CDN) is a globally assigned network of web servers whose reason for existing is to give speedier conveyance, and exceedingly accessible content.

Khanacademy uses on 1 CDN that is Cloudfront.

**Cloudfront:**   
Amazon CloudFront is a fast content delivery network (CDN) service that securely delivers data, videos, applications, globally with high transfer speeds.

**1.4 Frameworks :**

**PHP** : is a widely-used general-purpose scripting language that is especially suited for Web development and can be embedded into HTML

**1.5 Email Hosting Providers**

Email hosting is service that runs email servers. Put simply, if you own a website name and wish email service domain name, you'd have to be compelled to register for Associated email hosting service. Most web hosting corporations give you with email hosting as well; but, the [Email hosting service provided](https://www.go4hosting.in/services/email-server-hosting)by web hosting corporations for the foremost half solely provides you with POP3 email and also the basics in spam/virus protection and alternative options.

* **Sailthru**: They help their retailers and publishers exceed their marketing goals, especially where highly personalized email, website and mobile experiences are priority.
* **SendGrid**: cloud-based email service to solve the challenges of reliably delivering emails on behalf of growing companies.

**1.6 Payment:**

**Stripe** : it’s a flexible tool for internet commerce. Whether you’re creating a subscription service, an e-commerce store, or a crowdfunding platform, . This tool handles business payments and revenue data

**1.7 Audio / Video Media**

**Youtube :** its online video platform where users can view videos.

**1.8 JavaScript Libraries and Functions**

**Raphael:** Rapahel.js is a javascript library designed specifically for artists and graphic designers. With Raphael.js you are given the power of Scalable Vector Graphics (SVG) to be able to use your web browser to created detailed drawings.Inshort Raphael is a smallscript java library that helps to run vector images.

[**Modernizr**](https://trends.builtwith.com/javascript/Modernizr): This tool is used to detect HTML,CSS,Java script features the browser has to offer.

**1.9 Advertising**

**Facebook Custom Audiences :** Custom Audiences from your website makes it possible to reach people who visit your website and deliver the right message to them on Facebook.

**Doubleclick.net :** DoubleClick enables agencies, marketers and publishers to work together successfully and profit from their digital marketing investments.

**1.10 Syndication Techniques**

[Content syndication](https://www.leadsq.com/content-syndication) is about pushing your content be it full article, snippet or a link on third party sites. This is being done to reach out to a wider audience, to drive traffic toward our own site or blog, thus helping us reach to our prospective clients

**FeedbackBurner:** FeedBurner is the leading provider of media distribution and audience engagement services for blogs and RSS feeds.

**RSS :** or rich site summary is A family of web feed formats used to publish frequently updated content such as blog entries, news headlines or podcasts.

**1.11 CSS Media Queries**

**Min / Max width :** it’s a media query to limit CSS display to devices to minimum or maximum width.



About this website : ets.org  it’s a website which contains advance quality and equity in education by providing fair and valid as assessments, research and related services.

**Analytics and tracking :**

**Web trends**: it improves customer data and improve the digital experience of their customers. Web-Trends is the leader in

enterprise-class web analytics and marketing performance management solutions for marketing professionals worldwide.

**Opinion lab**: Opinion Lab is used to optimize customer experience and drive engagement across multiple channels.

[**Google Analytics**](https://trends.builtwith.com/analytics/Google-Analytics) : Google Analytics is a web analytics tool that provides statistics regarding your website’s visitors. It measures things like site visits, page views, bounce rates, traffic, and more.

**Widgets:**

**Adobe-connect** : web conferencing software offers online meeting functionality,virtual classrooms and large scale webinar

**Type-kit:** Type-kit is the easiest way to use real fonts on the web. It's a subscription-based service for linking to high-quality Open Type fonts from some of the world’s best type foundries.

## **Ecommerce**:

## **Ablecommerce**: provides a shopping system using the latest secure technologies .

## **Frameworks:**

## **Adobe Enterprise cloud:** Emails on this domain can create Adobe Enterprise Cloud accounts.

## [**J2EE**](https://trends.builtwith.com/framework/J2EE): Java Platform, Enterprise Edition (Java EE) is the industry standard for developing portable, robust, scalable and secure server-side Java applications

**Php:** PHP is a widely-used general-purpose scripting language that is especially suited for Web development and can be embedded into HTML.

**JavaScript Libraries and functions:**

**jQuery**: or JavaScript library. jQuery is a fast, concise, JavaScript Library that simplifies how you traverse HTML documents, handle events, perform animations, and add Ajax interactions to your web pages. jQuery is designed to change the way that you write JavaScript.

**jQuery UI**: Query UI provides abstractions for low-level interaction and animation, advanced effects and high-level, theme able widgets, built on top of the jQuery JavaScript Library, that you can use to build highly interactive web applications.

**SFWObject**: SWFObject is a small Javascript file used for embedding Adobe Flash content. The script can detect the Flash plug-in in all major web browsers (on Mac and PC) and is designed to make embedding Flash movies as easy as possible.

**Modernizer:** Modernizer allows you to target specific browser functionality in your stylesheet.

**Advertising:**

**Doubleclick.net**: DoubleClick enables agencies, marketers and publishers to work together successfully and profit from their digital marketing investments.

**Email hosting providers:**

**Amazon ses**: Amazon Simple Email Service (Amazon SES) is a scalable, bulk, transactional email-sending service for businesses and developers.

**Survey gizmo**: Providing survey tools for marketers.

**Microsoft exchange online**: A rich hosted Exchange environment for every user without having to manage a server.

Verified CDN

## [**Akamai Edge**](https://trends.builtwith.com/cdns/Akamai-Edge)**:** Akamai's Edge Platform is one of the world's largest distributed computing platforms.

**TECHCRACKBLOG.COM**

**Analytics and tracking**

## [**Efficient Frontier**](https://trends.builtwith.com/analytics/Efficient-Frontier) **:** Unified performance marketing platform that optimizes across both search and display. Now owned by Adobe and includes Everest Tech.

## [**Rap-leaf**](https://trends.builtwith.com/analytics/Rapleaf)**:**

## Marketing automation tools with the necessary data to help brands keep their customers engaged.

## **Google analytics** : Google Analytics offers a host of compelling features and benefits for everyone from senior executives and advertising and marketing professionals to site owners and content developers.

## **Widgets:**

## **Mail chimp:** MailChimp is a widely used Mailing List delivery and support service.

## [**Font Awesome**](https://trends.builtwith.com/widgets/Font-Awesome)**:** Iconic font and CSS toolkit.

## **Google tag manager:** Tag management that lets you add and update website tags without changes to underlying website code.

**Content delivery network:**

**Bootstrap CDN:** Max CDN's Bootstrap CDN system.

**AJAX library API:** The AJAX Libraries API is a content distribution network and loading architecture for the most popular, open source JavaScript libraries.

**Facebook CDN:** This page has content that links to the Facebook content delivery network.

**Content management system:**

**Blogger:** it’s a google blogger system

**Advertising:**

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**Facebook Custom Audiences :** Custom Audiences from your website makes it possible to reach people who visit your website and deliver the right message to them on Facebook.

**Web Hosting Providers:**

**Google :** site hosted on google infrastructure

**SSL CERTIFICATES:**

**Letsencrypt:** Lets Encrypt is a free open Certificate Authority.

**SSL BY DEFAULT:** The website redirects traffic to an HTTPS/SSL version by default.

**Name Server:**

**Cloudfare DNS:** DNS services provided by Cloudflare.

**Syndication Techniques:**

Atom: Atom Syndication Format is an XML language used for web feeds very similar to RSS.

**Nextlevelinternet.**

<http://nextlevelinternet.in/>

**Domain parking :**

**SEDO PARKING :** Advertisements from SEDO parking, typically found on a parked domain.

## **Mobile:** [**Viewport Meta**](https://trends.builtwith.com/mobile/Viewport-Meta)**:** This page uses the viewport meta tag which means the content may be optimized for mobile content.

## **Iphone / mobile compatible:** : The website contains code that allows the page to support IPhone / Mobile Content.

## **Advertising:**

**Adblock acceptable ads:**   
The website is white listed to shows advertisements to users who have popular extension AdBlock installed.

###### Webservers :

###### Apache: Apache has been the most popular web server on the Internet since April 1996.

###### Citrix netscaler: Citrix NetScaler is a Web application delivery appliance.

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[cvbankas.lt](http://www.stylecraze.com)

**Analytics and Tracking:**

## [**Gemius**](https://trends.builtwith.com/analytics/Gemius)**:** Gemius SA is the largest online research agency in Central and Eastern Europe.

## **Omnisend**: eCommerce Marketing Automation platform.

**Lotame crowd control**: Data driven marketing advertising program provides social media sites with advance targeting

**Google Analytics** : Google Analytics is a web analytics tool that provides statistics regarding your website’s visitors. It measures things like site visits, page views, bounce rates, traffic, and more.

Widgets:

Google font api: The Google Font API helps you add web fonts to any web page.

Facebbok like box: The use of a fan page Like box Facebook page integration.

Frameworks :

**PHP** : is a widely-used general-purpose scripting language that is especially suited for Web development and can be embedded into HTML

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COMPARISONS OF THE SPEED TESTS FOR THE WEBSITES GIVEN ABOVE

test

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Systems | Khanacademy.org | Ets.org | Techcrack.blog | nextlevelinternet | cvbankas |
| Test server region | Vancouver, Canada | Vancouver, Canada | Vancouver, Canada | Vancouver, Canada | Vancouver, Canada |
| Browser type | Chrome (Desktop) | Chrome (Desktop) | Chrome (Desktop) | Chrome (Desktop) | Chrome (Desktop) |
| Page-Speed Grade | C (71%) +3% | D (68%) | F (43%) -25% | A (90%) +22% | B (82%) +14% |
| Y-Slow Grade | B (84%) +8% | C (76%) | F (48%) -28% | B (84%) +8% | D (62%) -14% |
| Fully Loaded time | 2.8s +1.1s | 1.7s | 3.4s +1.7s | 5.4s +3.7s | 8.8s +7.1s |
| Total page size | 942KB -2.39MB | 3.31MB | 2.77MB -554KB | 277KB -3.04MB | 1.44MB -1.87MB |
| Total # of requests | 76 +10 | 66 | 149 +83 | 22 -44 | 163 +97 |

Conclusion:

The best website with the best tools is nextlevelinternet.in because the page speed grade is higher than the other 4 websites.

But if you see websites like khanacademy, ets, cvbankas, techcrack they have a alot of data in them which needs a lot of time to load. Sokeeping nextlevelinternet aside and comparing khanacademy ,ets ,cvbanks and techcrack. The fastest system comparing these four is khanacademy.org, then the second best is ets.org, the third one is cvbankas, the fourth one is techcrack.blog.

**.13 Reference :**

1) https://builtwith.com/

2) khanacademy.org

3) Google scholar

4)gtmetrix.com