



In the following examples, we have included the URL of the page to be evaluated in the rating task, as well as the URL of its associated homepage. We have also included an image that shows where to click on the landing page to navigate to the homepage. In the image, you will see a red box around the link or logo you would click to navigate to the homepage.

URL of the Task Page	Homepage of the Website	Where to click to get to the Homepage
http://www.williams-sonoma.com/products/shun-premier-7-piece-knife-block-set	http://www.williams-sonoma.com	Williams-Sonoma Homepage  This "WILLIAMS-SONOMA" logo shown in the upper center of the page is clickable and takes users to the homepage of the website.
http://hms.harvard.edu/about-hms/facts-figures	http://hms.harvard.edu In this case, we will consider the Harvard Medical School page at http://hms.harvard.edu to be the homepage, rather than http://www.harvard.edu (which is the homepage of Harvard University). Clicking the logo at the top of http://hms.harvard.edu/about-hms/facts-figures takes users to http://hms.harvard.edu , not to http://www.harvard.edu .	Harvard Medical School Facts and Figures Page  This "Harvard Medical School" logo in the upper left part of the page is clickable and takes users to the homepage of the Harvard Medical School website.

2.5.2 Finding Who is Responsible for the Website and Who Created the Content on the Page

Every page belongs to a website, and it should be clear:

- Who (what individuals, company, business, organization, government agency, etc.) is responsible for the website.
- Who (what individuals, company, business, organization, government agency, etc.) created the content on the page you are evaluating. Note that for pages on websites such as forums and social media platforms, people may post content using an alias or username in order to avoid sharing personally identifiable information online. In these cases, the alias or username is an acceptable way to identify the content creator.

Websites are usually very clear about who is responsible for the website and who created the content on the page. There are many reasons for this:

- People may want to showcase their own personal talent, experiences, and perspectives.
- Artists, authors, musicians, and other original content creators may want to be known and appreciated.
- Commercial websites may have copyrighted material they want to protect.
- Businesses and organizations may want people to know who they are and what they do.
- Stores want customers to feel comfortable buying their products online.

Most websites have "contact us" or "about us" or "about" pages that provide information about who owns the site. Many companies have an entire website or blog devoted to who they are and what they are doing, what jobs are available, etc. Here are some examples:

- [Google Official Blog](#)
- [Marriott Blog](#)
- [Southwest Airlines Blog](#)
- [Netflix Tech Blog](#)