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**ADDIS ABABA INSTITUTE OF TECHNOLOGY**

**CENTER OF INFORMATION TECHNOLOGY AND SCIENTFIC**

**COMPUTING**

**DEPARTMENT OF SOFTWARE ENGINEERING**

**THE INTERNET AND WEB**

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# The evolution of Internet

The Internet is a global network of computers providing a variety of information and communication facilities, consisting of interconnected networks using standardized communication protocols. It is the wider network that allows computer networks around the world run by companies, governments, universities and other organizations to talk to one another. The result is a mass of cables, computers, data centers, routers, servers, repeaters, satellites and wifi towers that allows digital information to travel around the world.

Approximately 15 years after the first computers became operational, researchers began to realize that an interconnected network of computers could provide services that transcended the capabilities of a single system. At this time, computers were becoming increasingly powerful, and a number of scientists were beginning to consider applications that went far beyond simple numerical calculation.

## Early steps: 1960 - 1970

At earlier times, the credit for the initial concept that developed into the World Wide Web is typically given to Leonard Kleinrock. In 1961, he wrote about ARPANET, the predecessor of the Internet, in a paper entitled "Information Flow in Large Communication Nets." Kleinrock, along with other innovators provided the backbone for the ubiquitous stream of internet services.

The precursor to the Internet was jumpstarted in the early days of computing history:

**1965:** Two computers at MIT Lincoln Lab communicate with one another using packet-switching technology.

**1968:** Beranek and Newman, Inc. (BBN) unveils the final version of the Interface Message Processor (IMP) specifications. BBN wins ARPANET contract.

**1969**: On Oct. 29, UCLA’s Network Measurement Center, Stanford Research Institute (SRI), University of California-Santa Barbara and University of Utah install nodes. The [first message](https://www.livescience.com/5839-40-years-message-conceived-internet.html) is "LO," which was an attempt by student Charles Kline to "LOGIN" to the SRI computer from the university. However, the message was unable to be completed because the SRI system crashed.

## Expansion of Aprent: 1970-1980

Initially conceived as a means of sharing expensive computing resources among ARPA research contractors, the ARPANET evolved in a number of unanticipated directions during the 1970s. Although a few experiments in resource sharing were carried out, and the Telnet protocol was developed to allow a user on one machine to log onto another machine over the network, other applications became more popular.

**1971 Email**: Email was first developed in 1971 by [Ray Tomlinson](http://en.wikipedia.org/wiki/Ray_Tomlinson), who also made the decision to use the “@” symbol to separate the user name from the computer name.

**1971 Project Gutenberg and eBooks:** Project Gutenberg, is a global effort to make books and documents in the public domain available electronically–for free–in a variety of eBook and electronic formats for those unfamiliar with the site.

**1973 The first trans-Atlantic connection and the popularity of emailing:** Arpanet made its first **trans-Atlantic connection** in 1973, with the University College of London. During the same year, **email accounted for 75%** of all Arpanet network activity.

1974: The beginning of TCP/IP: A [**proposal**](http://www.ietf.org/rfc/rfc0675.txt) was published to link Arpa-like networks together into a so-called “inter-network”, which would have no central control and would work around a transmission control protocol, which eventually became [**TCP/IP**](http://en.wikipedia.org/wiki/Internet_Protocol_Suite).

1975: The email client: The first **modern email program** was developed by [**John Vittal**](http://en.wikipedia.org/wiki/E-mail#US_Government). The biggest technological advance this program (called MSG) made was the addition of **“Reply”** and **“Forward”** functionality.

1977: The PC modem: The first [**PC modem**](http://en.wikipedia.org/wiki/Hayes_Communications), developed by [**Dennis Hayes**](http://en.wikipedia.org/wiki/Dennis_Hayes) and [**Dale Heatherington**](http://www.wa4dsy.net/robot/home/about), was introduced and initially **sold to computer hobbyists**.

1978: The Bulletin Board System (BBS): The first [**bulletin board system**](http://en.wikipedia.org/wiki/Bulletin_Board_System) (BBS) was developed during a blizzard in Chicago in 1978.

1978: Spam is born: 1978 is also the year that brought the first **unsolicited commercial email message** (later known as **spam**), sent out to 600 California Arpanet users by Gary Thuerk.

1979: MUD – The earliest form of multiplayer games: The precursor to [**World of Warcraft**](http://www.worldofwarcraft.com/) and [**Second Life**](http://secondlife.com/?u) was developed in 1979, and was called [**MUD**](http://en.wikipedia.org/wiki/Multi-User_Dungeon) (short for MultiUser Dungeon). MUDs were entirely **text-based virtual worlds**, combining elements of role-playing games, interactive, fiction, and **online chat**.

During this period, ARPA pursued high-risk research with the potential for high payoffs. Its work was largely ignored by AT&T, and the major computer companies, notably IBM and DEC, began to offer proprietary networking solutions that competed with, rather than applied, the ARPA-developed technologies.

By the end of the decade, the ARPANET had matured sufficiently to provide services. It remained in operation until 1989, when it was superseded by subsequent networks.

## The NSFNET Years 1980-1990

The NSF began supporting network infrastructure with the establishmentBottom of Form of CSNET, which was intended to link university computer science departments with the ARPANET.

The CSNET was used throughout the 1980s, but as it and other regional networks began to demonstrate their usefulness, the NSF launched a much more ambitious effort, the NSFNET. The NSFNET was designed to be a network of networks; an ''internet'' with a high-speed backbone connecting NSF's five supercomputer centers and the National Center for Atmospheric Research.

Because the NSFNET was to be an internet, specialized computers called routers were needed to pass traffic between networks at the points where the networks met.

1980 ENQUIRE software: **The European Organization for Nuclear Research launched**[**ENQUIRE**](http://en.wikipedia.org/wiki/Enquire)**, a hypertext program that allowed scientists at the particle physics lab to keep track of people, software, and projects using hypertext (hyperlinks).**

1982: The first emoticon: **Kevin MacKenzie invented the** [**emoticon**](http://en.wikipedia.org/wiki/Emoticon) **“: -)” in 1979.  Scott Fahlman in 1982 proposed using a laughing emoticon after a joke. Then modern emoticon was born.**

1983 Arpanet computers switch over to TCP/IP**: January 1, 1983 was the deadline for Arpanet computers to switch over to the TCP/IP protocols developed by Vinton Cerf. A few hundred computers were affected by the switch.**

1984 Domain Name System (DNS): **The**[**domain name system**](http://en.wikipedia.org/wiki/Domain_Name_System)**was created in 1984 along with the first Domain Name Servers (DNS). The domain name system was important in that it made addresses on the Internet more human-friendly compared to its numerical IP address counterparts.**

**1986 Protocol wars:** The so-called Protocol wars began in 1986 was European countries pursuing the **Open Systems Interconnection** (OSI), while the United States was using the **Internet/Arpanet protocol.**

1987 The Internet growth: There were nearly **30,000 hosts on the Internet**. The adoption of the TCP/IP standard made larger numbers of hosts possible.

1988 IRC (Internet Relay Chat): IRC was first deployed, paving the way for **real-time chat** and the instant messaging programs that are used in present times.

1988 First major malicious internet-based attack: The first major Internet worm referred to as “The Morris Worm” was released. It was written by Robert Tappan Morris and caused **major interruptions** across large parts of the Internet.

## Emergence of the Web: 1990-present

By the early 1990s, the Internet was international in scope, and its operation had largely been transferred from the NSF to commercial providers. Public access to the Internet expanded rapidly thanks to the ubiquitous nature of the analog telephone network and the availability of modems for connecting computers to this network. Digital transmission became possible throughout the telephone network with the deployment of optical fiber, and the telephone companies leased their broadband digital facilities for connecting routers and regional networks to the developers of the computer network.

**1990** World Wide Web protocols finished: [**Tim Berners-Lee**](http://www.technewsdaily.com/2057-the-man-who-invented-the-world-wide-web-.html)**, a scientist at CERN, the European Organization for Nuclear Research, develops Hypertext Markup Language (HTML). This technology continues to have a large impact on how we navigate and view the Internet today.**

**1991** World Wide Web protocols finished: **CERN introduces the**[**World Wide Web**](http://www.technewsdaily.com/3010-the-world-wide-web-turns-20-years-old.html)**to the public.**

**1992** MP3 and MP4 become standards: **The first audio and video are distributed over the Internet. The phrase "surfing the Internet" is popularized.**

**1994** Netscape Navigator: **Netscape Communications is born. Microsoft creates a Web browser for Windows 95.**

**1994 Yahoo!:** Yahoo! is created by Jerry Yang and David Filo, two electrical engineering graduate students at Stanford University.

**1995** Commercialization of the internet: **CompuServe, America Online and Prodigy begin to provide Internet access. Amazon.com, Craigslist and eBay go live. The original NSFNET backbone is decommissioned as the Internet’s transformation to a commercial enterprise is largely completed.**

1995 Geocities, the Vatican goes online, and JavaScript**: Other major developments that year included the launch of**[**Geocities**](http://en.wikipedia.org/wiki/Geocities)**,** [**Vatican**](http://www.vatican.va/)**, Java and JavaScript, and the Netscape Navigator browser was first introduced to the public in 1995.**

1997: The term “weblog” is coined: **While the first blogs had been around for a few years in one form or another, 1997 was the first year the term “**[**weblog**](http://en.wikipedia.org/wiki/Weblog)**” was used.**

1998 First new story to be broken online instead of traditional media: **The first major news story to be broken online was the**[**Bill Clinton/Monica Lewinsky scandal**](http://en.wikipedia.org/wiki/Lewinsky_scandal#Denial_and_subsequent_admission)**.**

1998 Google:[**Google**](http://google.com/)**went live in 1998, revolutionizing the way in which people find information online.**

**2000 The dot-com bubble breakout:** Web sites such as Yahoo! and eBay are hit by a large-scale [denial of service attack](http://www.technewsdaily.com/6931-domain-name-giant-slowed-by-denial-of-service-attacks.html), highlighting the vulnerability of the Internet

**2001Copyright:**A federal judge shuts down Napster, ruling that it must find a way to stop users from sharing copyrighted material before it can go back online.

**2004Face Book:** Face book goes online and the era of social networking begins. Mozilla unveils the Mozilla Firefox browser.

**2005 YouTube:** YouTube.com launches. The social news site Reddit is also founded. .

**2006 Twitter:** Twitter launches. The company's founder, Jack Dorsey, sends out the very first tweet.

**2010 More Social Medias:**The social media sites Pinterest and Instagram are launched.

**2013 Edward Snowden:**Edward Snowden, a former CIA employee and National Security Agency (NSA) contractor, reveals that the NSA had in place a monitoring program capable of tapping the communications of thousands of people, including U.S. citizens.

**2016:**Google unveils Google Assistant, a voice-activated personal assistant program, marking the entry of the Internet giant into the "smart" computerized assistant marketplace. Google joins Amazon's Alexa, Siri from Apple, and Cortana from Microsoft.

# Observation of Website

## YouTube:

Started by Jawed Karim, Steve Chen, and Chad Hurley, YouTube first launched in 2005 and has now become one of the most visited websites in the history of the internet. The first ever video was uploaded by Karim named 'Me at the Zoo'. After a Beta testing period, the site launched in December 2005 and a Nike commercial became the first video to receive one million views.

After extremely quick growth, Google acquired the company less than a year later for around $1.65 billion. After more growth, HD videos were introduced in December 2008 and there were more people now finding different uses for the site.

In 2009, big events occurred for YouTube including the full launch of HD (now up to 1080p rather than just 720p. There were also people finding different uses for the site and it was around this time when gaming and vlogging channels started to gain interest.

In 2010, new types of ads were introduced and the site soon hit three billion daily views mid-way through 2011. As audiences start to realize what can be found on the site, many gamers and bloggers now had an opportunity to earn a living simply by posting videos onto YouTube and receiving revenue from ads and support. At the end of 2011, the whole site received a huge overhaul.

Since 2012, the site has added live streaming, around 5 billion videos are watched each day, over 1.3 billion people use the site, and 300 hours of video are uploaded each and every minute. In the years ahead, the support for YouTube is only going to get stronger and it has been predicted that around half of all under-30s will not pay for a TV subscription because of YouTube!

# Examples of the 12 categorized websites

## Portals:

Addis Ababa University: <https://portal.aait.edu.et/Home>

It is a website where students of Addis Ababa University specifically students of AAIT can access information regarding the schools, registration, their grades, etc….

FDRE office of the Prime Minster: <https://pmo.gov.et/>

It is a website of the prime minster office of FDRE. News and information about the Prime Minster and his current works are posted.

Ethio Telecom: <https://www.ethiotelecom.et/>

It is a website of Ethiopian major telecommunication company.

Britam: <https://www.liferay.com/resource?title=britam>

It is a customer service portal and a partner service portal on a single platform.

COACH INC: <https://www.liferay.com/resource?title=coach-case-study>

## Social Networks

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

It is the largest social networking site in the world and one of the most widely used. FaceBook was the first that surpassed the landmark of 1 billion user accounts.

WhatsApp: <https://www.whatsapp.com/>

this instant messaging platform exists as an independent entity.

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

Instagram was launched as a unique social networking platform that was completely based on sharing photos and videos. This photo sharing social networking app thus enables you to capture the best moments of your life, with your phone’s camera or any other camera, and convert them into works of art.

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

It is a social networking site that enables users to post short text messages (called tweets), containing a limited number of characters (up to 280).

Skype: <https://www.skype.com/en/>

Skype, owned by Microsoft, is one of the most popular communication-based social networking platforms. It allows you to connect with people through voice calls, video calls (using a webcam) and text messaging.

## News

Yahoo news: <https://news.yahoo.com/>

Yahoo! News is a news website that originated as an internet-based news aggregator by Yahoo!.

Google news: [https://news.google.com/](https://news.google.com/?hl=en-ET&gl=ET&ceid=ET:en)

Google News is a news aggregator app developed by Google. It presents a continuous, customizable flow of articles organized from thousands of publishers and magazines.

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

It is the website of television in England.

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

It is the website of the old and known New York Times Magazine.

The Guardian: <https://www.theguardian.com/international>

It is the website of The Guardian Magazine.

## Educational

EdX: <https://www.edx.org/>

 EdX is an online learning destination and MOOC provider, offering high-quality courses from the world's best universities and institutions to learners everywhere.

**Academic Earth: https://academicearth.org/**

This website gives huge array of academic options to student from traditional to contemporary studies.

**Internet Archive: https://archive.org**

Internet archive is an authentic website storing the originals from various big websites.

**Khan Academy: https://khanacademy.org**

Khan Academy is an online coaching website. Students who cannot afford a coaching can refer to this website.

**Brightstorm: https://brightstorm.com**

It is used as an interactive reference. The website is makes the textbooks easier for students.

## Business

HTML Burger: <https://htmlburger.com/>

It is a website of Web Design Agency. It creates webs and apps for every type of organization.

Native Union: [https://www.nativeunion.com/](https://www.nativeunion.com/?ref=ecommdesign)

**It is a website for design & quality products, It is a website of E-Commerce Business which creates considered solutions fit for the modern lifestyle.**

Haus: <https://madeinhaus.com/>

It is a website of L.A.-based brand development agency which highly engaging and entertaining fashion.

Le Garage: <https://www.legaragebistrosausalito.com/>

 Le Garage’s is a website for a Restaurant Business. It provides a well-presented menu, offers gift card purchasing and reservations directly on its website.

Bergmeyer: <https://www.bergmeyer.com/>

Bergmeyer is Architecture or a design firm committed to enhancing people’s everyday lives.  The website is very informative and offers helpful instructional videos as well as information on the various aspects of their design and build process.

## Wiki

Wiki Travel: [https://wikitravel.org/](https://wikitravel.org/en/Main_Page)

It is a much better source of information since 2003 and is overseen by a team of administrators that roll back unwanted edits, delete pages, lock pages, and generally keep the information on the site accurate and free of spam.

Wiki How: [https://www.wikihow.com/](https://www.wikihow.com/Main-Page)

It is a popular wiki for anyone who wants to [learn how to do something](https://www.makeuseof.com/tag/best-how-to-sites/). The content on offer is extremely varied. The site’s categories include topics such as **Sports and Fitness**,**Pets and Animals**, **Relationships**, and **Philosophy and Religion**.

Wiki Books: [https://en.wikibooks.org/](https://en.wikibooks.org/wiki/Main_Page)

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

Wikitionary: [https://en.wiktionary.org/](https://en.wiktionary.org/wiki/Wiktionary:Main_Page)

It is a website of 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.

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

Gamepedia is an umbrella brand that covers hundreds of wikis about games. Some of the most popular wikis in the catalog include Wowpedia, Dota 2 Wiki, No Man’s Sky Wiki, and Zelda Wiki. Each wiki is packed with game-specific guides, plotlines, facts, trivia, in-game images, and stores.

## Personal

[**Nia Shanks**](https://www.niashanks.com/)**:** <https://www.niashanks.com/>

The design is nice and clean and favors a more minimal style (which we’re a fan of). The headline on the homepage is direct, conveys value quickly, and doesn’t beat around the bush.

[**Simon Sinek**](https://startwithwhy.com/)**:** <https://simonsinek.com/>

There’s great use of whitespace, the typography is clean and readable, and the colors draw in the eye. The button on the top right is a fantastic example of a call to action that doesn’t take things too far.

[**Ellen Skye Riley**](http://ellensriley.com/)**:** <http://ellensriley.com/>

The site is informative and extremely fun to parouse. When users enjoy browsing through a site, it is know that the site is on the right track to securing some more clients.

[**Hope Reagan**](http://hopereagan.com/)**:** <https://hoperegan.com/>

Reagan’s website has a wonderfully structured a great looking homepage that links out to her work, while keeping it plain, simple, and stylish.

[**Ximena N. Larkin**](https://www.ximenalarkin.com/)**:** <https://www.ximenalarkin.com/>

It is a best websites around in terms of accomplishing Larkin’s goal of promoting her work and getting connected with prospective clients. She also has a nice pop up that appears when you enter the site that does a great job at engaging the viewer and getting them connected to the work of Larkin.

## Blog

CAPTURE BY LUCY: [https://www.capturebylucy.com/](https://www.capturebylucy.com/blog)

Lucy is a photographer, a mom and creator of backdrops for photography usage. All of her backdrops are photos that she herself has taken and then had printed.

**THE GOOD TRADE:** [**https://www.thegoodtrade.com/**](https://www.thegoodtrade.com/)

The Good Trade is a lifestyle brand born in Los Angeles in 2014. Users can read a ton of their articles on the site that all revolve and echo living an intentional lifestyle.

**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. You can subscribe to his newsletter for weekly updates and notes on his recent posts.

**HOPPING HEELS:** [**http://hoppingheels.com/**](http://hoppingheels.com/travel.html)

It is a website for peoples who like to travel around the world. It have the tendency to inspire for trip.

**CREATE + CULTIVATE:** [**https://www.createcultivate.com/**](https://www.createcultivate.com/blogfeatures)

An online platform specifically for career focused women. Any topic one may want to read about from growing your company to branding ideas is in it.

## Content aggregator

Alltop: <https://alltop.com/>

Alltop pulls in the latest posts from websites on a variety of topics. One can search for specific topics and then view aggregated content from some of the top blogs for that specific topic.

Popurls: <http://popurls.com/>

Popurls pulls in content from a variety of social networks, blogs, and news organizations. It’s quite eclectic in its content. For example BuzzFeed and The New York Times sitting side-by-side.

The web list: <https://theweblist.net/>

It’s highly customizable and uses some technology. It only aggregates content from a pre-made set of sources.

Blog engage: <http://www.blogengage.com/>

It’s a good example of how one can create a generalized aggregator website and make it successful.

WP news desk: <http://wpnewsdesk.com/>

[It](http://wpnewsdesk.com/) is a content aggregator website that focuses specifically on WordPress. It automatically pulls in content from a variety of WordPress blogs and companies and displays posts on the front page.

## Entertainment

Aardman\_Animations:https://[www.aardman.com](http://www.aardman.com/)/

The official site of the studio that created Wallace, the hapless yet well-meaning, cheese-loving inventor, and Gromit, his faithful canine companion, is a treasure trove of video clips and links to character sites , where you can get a behind-the-scenes look at the making of Wallace & Gromit's first feature-length movie.

Opus\_Classical:https://[opus1classical.com](http://www.opus1classical.com/)

A rich, expansive resource for music fans more into Handel than hip-hop, Opus 1 provides information on classical music concerts, festivals and opera in dozens of cities across the globe

The\_Complete\_Review**:**https://www.complete-review.com

This well-organized, easy-to-search compendium of book reviews picks. The site links to dozens of literary weblogs, from Bookninja to Mobylives to its own Literary Saloon.

The\_Museum\_of\_Online\_Museums: https://[www.coudal.com/moom.php](http://www.coudal.com/moom.php)

This elegantly-designed portal links to established museum and gallery site. It will also introduce you to countless other online collections, from Van Gogh's letters to Chinese postage stamps to Manhole Covers of the World.

**Mercora** https://[www.mercora.com](http://www.mercora.com/)

This website got a fabulous digital music collection. It stream music on their computers that is webcast over the Internet by other members. Premier members can also download the IMDJ application and create up to five different channels.

## Advocacy

Advocates for Children in Therapy: [**http://www.childrenintherapy.org/**](http://www.childrenintherapy.org/)

**Advocates for Children in Therapy is an educational and public advocacy organization dedicated to halting the dangerous cruelty done to children by**[Attachment Therapy](http://www.childrenintherapy.org/essays/index.html)**. It’s associated “**[therapeutic parenting](http://www.childrenintherapy.org/page148/ATparenting.html)**” practices.**

[Building Opportunities for Self-Sufficiency (BOSS)](https://self-sufficiency.org/): <https://self-sufficiency.org/>

BOSS is dedicated to helping homeless, poor, and disabled people achieve health and self-sufficiency, and to fighting against the root causes of poverty and homelessness.

[Women of Color Network](https://wocninc.org/): <https://wocninc.org/>

The mission of the WOCN, Inc. is to eliminate violence against ALL women and their communities by centralizing the voices and promoting the leadership of women of color across the Sovereign Nations, the United States and U.S. Territories.

[Speak Out](https://www.speakoutnow.org/): <https://www.speakoutnow.org/>

Speak Out’s mission is to encourage critical and imaginative thinking to address the major inequities of our day and transform a fractured world

[TASH](https://tash.org/): <https://tash.org/>

TASH is an international leader in disability advocacy. TASH advocates for human rights and inclusion for people with significant disabilities and support needs: those most vulnerable to segregation, abuse, neglect and institutionalization.

## Informational

**Hopmonk Tavern Informational**: **https://zdca.com/**

It is a site that unites 3 distinct locations, lots of interactive elements and custom graphics. These include self-sufficient navigation menus for each location with the huge galleries, menus, and information imported from the ticketing service to show info on the site.

**FreshBooks Informational Website Design**: **https://www.freshbooks.com**

The testimonials showed on the [website’s homepage](https://weblium.com/blog/website-homepage-design-examples-2019-20-of-the-best-homepages/) tell you the real stories, explaining the reasons why you should buy the product. In addition, you will find a cool sub-headline that says: “Join over ten million business owners using FreshBooks”. This automatically gives a few plus points to the business’s credibility.

**Airbnb**: **https://airbnb.com**

The website includes the date and destination in a smart search form, which is the first info that visitors will see. The primary CTA (search) visually contrasts with the background; the second one is for hosts: it offers excursions that you can book on the same website.

**William Mcdonough:** **http://www.mcdonough.com**

On the whole, the website is a good multifunctional solution that meets all the requirements of a quality personal informational website.

**Mint:** **https://www.mint.com**

The website gives secure and relaxing vibes, which is crucial for the financial firm. It also contains direct and simple CTA: “Sign up free.” The design of this call-to-action button is good the secured lock icon enhances the concise copy.

# Guidelines to evaluate a website

**Functional:** For a website to maintain its functionality it has to be designed in a way to serve a purpose, usually to solve a problem.

**Easiness:** A website should be easy to use and navigate. Users should find the information they are looking for without struggling while visiting a website. A website should provide easy navigation to jump from one page to another and go back.  
**Relevant Content:** a website should not contain contents that are not relevant to the users. **Modern:** One has to make sure once website is using current trends and technologies. For example, creating fixed page layouts for a website that doesn’t support mobile readability has a modernity problem.  
**Optimization:** A website and its content should be optimized for different devices, browsers, data speed, search engines, and users. If a website is not optimized for mobile data users and their download speed, popular smart phones and their sizes, does not support common modern browsers, users may leave the website.

**Responsive:** Responsive web design is a modern need. A responsive website changes its layout and options to fit the device and browser size.   
  
**Performance and Speed:** A website should load fast enough to show visitors what they are looking for. A website can’t be slow when presenting content to its visitors. If a website shouldn’t take more than two seconds to load, else it is slow.  
**Reliable:** A website should send a on-time notifications and messages to keep the user posted with the updates. A website must be accessible whenever and wherever. A website must be up and running every day.  
**Scalable:** 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:** A website must follow industry standards and guidelines. A website must be secured and uses SSL encrypted. It must not provide a reset password feature without asking the security questions to the user, if the user forgets his/hers password.

## The Good Trade( evaluated website)

**Functional:** This website has its own purpose for sustainable living covering conscious fashion, beauty, food, wellness and lifestyle. It tries to offer a product that makes once life more natural and elegant.

**Easiness:** This website is easy enough to to scroll wherever the user wants. Its because everything the website has is posted on the front.

**Performance and Speed:** This website doesn’t meet this quality. It is because most of the contents of the page have a lot of photos which makes it slower to load than any other website. But It cannot be changed.

**Relevant Content: this website meets is goal of relevance as all parts of its contents are related to its purpose.**

**Modern:**

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