

EVALUATION OF WEB SITE PERFORMANCE BASED ON GENERAL STANDARDS: CASE STUDY FACULTIES OF UNIVERSITY OF TIRANA

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Abstract

Building a website has always presented a challenge. Web site design might be very difficult based on some criteria as it would be in the same time useful, satisfactory, and full of information, with a good functionality and a coherent appearance. There are hundreds of rules and guidelines about website availability and performance and how to make it successful. Analytics tools have been part of the Web world for years, but many site owners haven't fully explored them out of fear that they're too difficult to use. First, this paper aim to present the key elements of an effective website based on literature review. We look at the five general components involved in making a website successful. It's important to understand the characteristics that can make or break the effectiveness of a web site. A site must be visually appealing, polished and professional. Along with style, the site must have substance. Every component of the site should work quickly and correctly. A critical, but often overlooked component of a successful website is its degree of usability and effective search engine optimization. Second, ongoing we will analyze the sites of the faculties of the University of Tirana according of these five components. Each site will be evaluated with point and ranked in a comparable table. In the end the paper gives some conclusions and suggestions for improvement.

Keywords: *website, SEO, appearance, content, functionality.*