

A SET OF QUALITATIVE MEASURES TO IMPROVE QUALITY OF WEBSITE CONTENT

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ABSTRACT

Over the last few years there has been a remarkable increase in use of the World Wide Web (WWW) for a wide and variety of purposes. There was also a fast growth in its applications. This led the Internet users to realize the importance and the benefits gained from a globally interconnected hypermedia system. The quality model must be able to assess the quality of each and every aspect of the website and it should cover the process of all web engineering activities. A set of guidelines are considered to establish the procedure for Quality Assessment Process (QAP). A set of guidelines are considered to establish the procedure for Quality Assessment Process (QAP). The qualitative measures are identified in in QAP are divided into *Text* Formatting Measures (TFM), Graphics Element Measures (GEM), Page Formatting Measures (PFM), Link Formatting Measures (LFM), Page Performance Measures (PPM)

KEYWORDS: Website Content, QAP, TFM, PFM, GEM, LFM, PPM