

## **Eighth lecture**

### **Effectiveness of the website organizing**

- A. Index**
- B. Site map**
- C. Consistency**
- D. Links**
- E. Slogan**

### - Effectiveness of the organizing:

- This indicator is concerned with the structure of the site and the way of dividing the services it provides to provide an easy way to browse the site, and this is in order to help the user to access the required information quickly so that he feels comfortable during his visit to the site.

- Many researchers have touched on the dimensions of the organizing indicator when evaluating websites, and they have thoroughly studied this element and provided a model that covers most of the dimensions of this indicator, explaining its importance in evaluating websites.

- Other researchers considered the dimensions of this indicator as part of the website ease of use indicator.

**This indicator can be expressed through the following list:**

#### **A. Index**

The website should contain an index or links to all the pages of the website through the home page, and this dimension can be measured using the following phrase: **To what extent the website contains an index or links that help the user to move to all the pages of the site from the home page.**

## B. Site map

A suitable site map and links must be provided on every page for easy navigation. **This dimension can be measured using the following checklist:**

- There is a suitable site map or links on every page so that the user can move to any other page within the site.
- The user can know the current page he is browsing by showing its full address.

## C. Consistency

It means the compatibility and harmony of all pages in the view. This dimension can be measured using the following phrase: **The consistency and compatibility of all pages in their view.**

## D. Links

The links must work properly with the necessity of having help links on every page, so that the desired destination is moved with a correct path. **This dimension can be measured using the following checklist:**

- The links are working properly so that the destination is properly and smoothly moved.
- There are help links on every page to facilitate the user to move to the home page through any other page on the site.

- When browsing long pages, there should be help tools on the page to facilitate the user to move to the top of the page.
- When using a link from the original site to an external site, the user should be able to return to the original site.
- There are links to useful sites related to the current site.
- The color of the links that have been used should change.

#### E. Slogan

The slogan of the organization should be in a clear place on every page of the website. This dimension can be measured using the following phrase: **How clear is the slogan of the organization and whether it appears on every page of the website?**

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