Abstract

The link structure of website allows us to spread the link power of home page to the individual pages of the site. In this paper we define the content and web pages as two important and prominent factors in website navigation and restate the enhancement in the website navigation as making some useful changes in the link structure of the website based on the aforementioned factors. Then we suggest a new method for proposing the changes using fuzzy approach to optimize the website architecture. Applying the proposed method to a real case of Azad Institute of Engineering & Technology (AIET) Lucknow website, we discuss the results of the novel approach at the final section.

Reference

[1] Tiwari Raj Gaurang, Singh Hemant Kumar “Significance of State Cloning Concept in

[2] Tiwari Raj Gaurang, Singh Hemant Kumar "Mining Interesting Knowledge and Pattern Discovery from Weblogs" in National Seminar Held at IIET, Bareilly, August 2007


[16] M. Husain, Q. Abbas, R. Gaurang Tiwari, "An Analysis Of Smart Data Fusion and Retrieval Strategies" accepted in proceedings of International Conference of Education, Research and Innovation (ICERI 2009) to be held in Madrid (Spain) on November 16-18,

**Index Terms**

Computer Science         Database

Management
Key words

Web content
Web navigation
Website system
Web usage mining
Website Link Structure