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.

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Key words

Web content

Web navigation

Website system

Web usage mining

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