Abstract

No doubt that there is a great demand on digital era. Reaching millions of customers using internet encourages all companies regardless of their types to build their own websites and market their products, services and information through internet. In this paper, an enhanced framework is developed which can be used from different types of informative companies to build a successful website. The established framework is specified for informative and news sites such as CNN, BBC, Wikipedia, and Aljazeera and can be adapted and customized to fit companies’ needs. Additionally, detailed analysis of all factors that affect building successful websites from different perspectives has been conducted. Further, all successful factors which must be embedded in any informative site and how each one can affect the overall process of delivering information to customers have been demonstrated.

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