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Authors:

Satinder Kaur

S. K. Gupta

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Abstract

Nowadays, the growth of e-commerce industry is at peak level. To compete with other e-commerce firms and for enhancing the quality of a commercial website, design and evaluation measures have been becoming the key elements. To improve the services of websites both in terms of quality and usefulness, one needs measurement and models that quantify various attributes of websites. After designing a quality website, one has to improve its quality features regularly to survive in market. So, one needs to monitor website regularly to measure its various aspects. This article begins with a review of the literature on website quality features. Three key factors i. e. accessibility, usability and speed of any e-business strategy are

discussed to evaluate the performance of a website. Web Performance Index Formula is proposed based on the above factors.

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Computer Science

Index Terms

Web Engineering

Keywords

Accessibility Navigability Content Speed Web Assessment Index (wai) Web Performance Index (wpi)

Web Quality Model

