INTERMEDIATE WRITING

CHECKING OUT A WEBSITE

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Understanding Webpages and Websites

PQ rating requires an in-depth understanding of websites. We'll start with the basics. Along the way, we'll share

important information about Page Quality rating, so please read through this section even if you are a website expert!

2.1 Important Definitions

Here are some important definitions:

A **webpage** is connected to the World Wide Web and can be viewed or "visited" using a web browser (e.g., Chrome), a

browser on your phone, or a search app. In the 1990s, webpage content was mostly text and links. Today, webpage

content includes many forms of media (such as images, videos, etc.) and functionality (such as online shopping features,

email, calculator functionality, online games, etc.).

A **URL** is a character string that your web browser uses to "find" and display a webpage. Page Quality rating doesn't

require you to have in-depth understanding of the structure of URLs, i.e., you don't need to know the difference between

host, domain, etc. But if you are interested, see here to read more.

A **website** or **site** is a group of World Wide Web pages usually containing hyperlinks to each other and made available

online by an individual, company, educational institution, government, or organization. Popular websites include

Facebook, Wikipedia, Yahoo, YouTube, etc.

Note: In these guidelines, we will use the word "website" to refer to a collection of pages owned and controlled by a single

entity (individual, business, etc.). But we will also use "website" to refer to major "independent" sections (or hosts) of

some websites that were created to achieve separate purposes. For example, the Yahoo website is organized into

different sections (or hosts), such as Yahoo Finance (finance.yahoo.com), Yahoo Mail (mail.yahoo.com), Yahoo Sports

(sports.yahoo.com), etc. Each of these has its own purpose. It's OK to refer

to each of these sections as a website; for

example, the Yahoo Finance website and the Yahoo Sports website. You

may also refer to pages on Yahoo Finance or

Yahoo Sports as belonging to the Yahoo website.

A **homepage** of a website is the main page of the site. It is usually the first

page that users see when the site loads. For

example, http://www.apple.com is the homepage of the Apple site,

http://www.yahoo.com is the homepage of the Yahoo

company site, and http://finance.yahoo.com is the homepage of Yahoo

Finance. You can usually find the homepage of a

website by clicking on a "home" link or logo link on subpages of a website.

A **subpage** on a website is any page on the site other than the homepage.

For example, http://www.apple.com/iphone is

a subpage on the Apple website, and http://finance.yahoo.com/options is a

subpage on the Yahoo Finance website.

A **webmaster** is the person who is responsible for maintaining a website.

Important: You must be very comfortable exploring websites, both by

clicking links and modifying URLs in the address

bar of your web browser. Become a website detective and explorer!

2.2 What is the Purpose of a Webpage?

The purpose of a page is the reason or reasons why the page was created.

Every page on the Internet is created for a

purpose, or for multiple purposes. Most pages are created to be helpful for

users, thus having a beneficial purpose.

Some pages are created merely to make money, with little or no effort to

help users. Some pages are even created to

cause harm to users. The first step in understanding a page is figuring out its

purpose.

Why is it important to determine the purpose of the page for PQ rating?

● The goal of PQ rating is to determine how well a page achieves its

purpose. In order to assign a rating, you must

understand the purpose of the page and sometimes the website.

● By understanding the purpose of the page, you'll better understand what criteria are important to consider when
evaluating that particular page.

● Websites and pages should be created to help users. Websites and pages that are created with intent to harm
users, deceive users, or make money with no attempt to help users, should receive the **Lowest** PQ rating. More
on this later.

As long as the page is created to help users, we will not consider any particular page purpose or type to be higher quality
than another. For example, encyclopedia pages are not necessarily higher quality than humor pages.

Important: There are highest quality and lowest quality webpages of all different types and purposes: shopping pages,
news pages, forum pages, video pages, pages with error messages, PDFs, images, gossip pages, humor pages,
homepages, and all other types of pages. The type of page does not determine the PQ rating—you have to understand
the purpose of the page to determine the rating.

Common helpful or beneficial page purposes include (but are not limited to):

● To share information about a topic.

● To share personal or social information.

● To share pictures, videos, or other forms of media.

● To express an opinion or point of view.

● To entertain.

● To sell products or services.

● To allow users to post questions for other users to answer.

● To allow users to share files or to download software.

Here are a few examples where it is easy to understand the purpose of the page:

Type of Page	Purpose of the Page
News website homepage	To inform users about recent or important events.
Shopping page	To sell or give information about the product.
Video page	To share a cute video of a cat.
Currency converter page	To calculate equivalent amounts in different currencies

Understanding Webpage Content

All of the content on a webpage can be classified as one of the following: Main Content (MC), Supplementary Content

(SC), or Advertisements/Monetization (Ads). In order to understand the purpose of a webpage and do PQ rating, you will

need to be able to distinguish among these different parts of the page. Webpage design can be complicated, so make sure to click around and explore the page. See what kind of content is

behind the tabs and test out the interactive page features. Content behind the tabs may be considered part of the MC,

SC, or Ads, depending on what the content is.

2.4.1 Identifying the Main Content (MC)

Main Content is any part of the page that directly helps the page achieve its purpose. Webmasters directly control the MC

of the page (except for user-generated content). MC can be text, images, videos, page features (e.g., calculators,

games), or it can be user-generated content such as videos, reviews, articles, etc. that users have added or uploaded to

the page. Note that tabs on some pages lead to even more information (e.g., customer reviews) and can sometimes be

considered part of the MC of the page.

The MC also includes the title at the top of the page (example). Descriptive MC titles allow users to make informed

decisions about what pages to visit. Helpful titles summarize the MC on the page.

Type of Page and Purpose	MC Highlighted in Yellow
News website homepage: the purpose is to inform users about recent or important events.	MC - News Homepage
News article page: the purpose is to communicate information about an event or news topic.	MC - News Article
Store product page: the purpose is to sell or give information about the product. ● Content behind the Reviews, Shipping, and Safety Information tabs are considered to be part of the MC.	MC - Shopping Page

Checking out websites

Nowadays, students often use the internet for school work or homework. If we need information for an essay or project, we can find it online quickly and easily.

However, there are millions of websites. Some of them have accurate information, but some do not. This is why we should evaluate a website before we accept what it is telling us.

Imagine you have found an article that seems useful. Here are some tips to help you evaluate it.

- First, check the URL. It may tell you something about the website, its creator, its purpose and its country of origin.

- Then, think about the purpose of the writing. Is it to inform you or to teach you, or is it to promote something to you? For example, if the article is telling you all about a famous politician and how important and amazing they are, be careful. Its real purpose may be to make you vote for them, so the information in it may not be objective.

- Next, check the writer's credentials. Look for a link to their 'About me' page so you can read more about their education and experience. Is he or she a professional in this area? Do you think this person is qualified to write about the subject?

- After that, check to see whether any information has been taken from another website. If it has, go to the original source to check that the information hasn't been changed.

- Also, look at the date of publication. Old articles can be unreliable because they miss out the latest evidence, or because the situation has recently changed.

- Finally, weigh everything up and decide if you trust the information.

Unfortunately, there is no way to be 100% sure that a site is trustworthy, so you need to consider all these factors and then decide whether you trust it. If you publish your own writing on a blog or website, some of these tips may help improve your own writing too. Give links and references to your information sources, and mention your own credentials and experience.

Top Tips for writing

1. Use a catchy title to get people interested.
2. Start by introducing the topic. Give some background information.
3. Then, explain the possible problem.

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1. Use a catchy title to get people interested.
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3. Then, explain the possible problem.
4. Use link words to give information step by step. Use bullet points to present the steps clearly or, alternatively, write them in a paragraph.