Web Page Design Optimisation Based on Segment Analytics

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Abstract : In the web analytics the information delivery and the web usage is optimized and the analysis of data is done. The analytics is the measurement, collection and analysis of webpage data. Page statistics and user metrics are the important factor in most of the web analytics tool. This is the limitation of the existing tools. It does not provide design inputs for the optimization of information. This paper aims at providing an extension for the scope of web analytics to provide analysis and statistics of each segment of a webpage. The number of click count is calculated and the concentration of links in a web page is obtained. Its user metrics are used to help in proper design of the displayed content in a webpage by Vision Based Page Segmentation (VIPS) algorithm. When the algorithm is applied on the web page it divides the entire web page into the visual block tree. The visual block tree generated will further divide the web page into visual blocks or segments which help us to understand the usage of each segment in a page and its content. The dynamic web pages and deep web pages are used to extend the scope of web page segment analytics. Space optimization concept is used with the help of the output obtained from the Vision Based Page Segmentation (VIPS) algorithm. This technique provides us the visibility of the user interaction with the WebPages and helps us to place the important links in the appropriate segments of the webpage and effectively manage space in a page and the concentration of links.

Keywords : analytics, design optimization, visual block trees, vision based technology
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