Internet Website Analysis

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ABSTRACT

In the 21st century, Internet deployment is accelerating. Consumers want high-quality websites with proper information. It is very important that the information reach the user round the clock. Therefore, the company strives to have high quality, easily accessible websites. The article analyze internet website theoretical aspects, type of internet website, internet website advantages and disadvantages, internet website quality evaluation.

KEYWORDS: *internet, internet website, internet esite advantages and disadvantages*

INTRODUCTION

Internet websites are currently very competitive. At the moment, it is not enough to have a website that is needed to introduce and promote a product to a customer. Advertising will attract visitors to the site for the first time and only the design or content of the site will determine whether they return and become regular customers. The best websites are those where the customer can easily find the information they need, the customer can easily browse and find the products they need.

1. Internet website

A website, page and many other names are available online. It is a combination of graphic design, software code and IT solutions that allow a person or company to have their place on the internet. Consumers live in the age of the internet, so the internet is usually their first decision-maker. Speed, practicality and functionality are the features of an optimized Internet that influence successful business development. A website - a collection of web pages that contain visual, audio and text information. A website is a modern business card where companies or people present their work, achievements, people's feedback, their contacts, and so on. This tool is important for anyone who wants to properly represent themselves before others. Website - the gateway to your business. Website design, structure, seamless image communicate how you are, how you view your business, your clients, partners and more. The neat and aesthetic design of the website keeps the visitor's attention and motivates to seek information. It is important that every visitor to your website comes back, because without a website the gate is closed.

Main features of a good website are [15]:
functional website architecture (layout);
appropriate illustrations that are relevant to the content of the site;
easy access to information;
orderliness;
color synthesis;
design integrity across all pages of your site, and so on.

Table 1 show different website definitions. Ruzevičius, J., Guseva, N. (2006) state that Website - is a system product that combines the concept, tools, methods, techniques, people, network, interface and services provided by a systematic set of web pages. While Diffily, S. (2006) state that website is a catalog or shop with unlimited pages. Gonzalez, M. E., Quesada, G., Davis, J., & Mora-Monge, C. (2015) state that website can serve as the main platform through which companies trade with customers, while Gateau E., Sloïm E. (2001) said A website is a set of links-related page and mentions a virtual server essential.

Table 1 Internet website definition

Author	Definition
Ruzevičius, J., Guseva, N. (2006)	Website - is a system product that combines the concept, tools, methods, techniques, people, network, interface and services provided by a systematic set of web pages.
Diffily, S. (2006).	Website - a catalog or shop with unlimited pages, details about the company, a detailed description of the services provided, projects already implemented and other information which encourages you to order company products.
Silva, M. A. L., & Wijayaratne, I. D. A. L. (2015).	Website is a collection of web pages, which provides visual, auditory and textual information, which is a business visit a card presenting the organization or services or products
Gonzalez, M. E., Quesada, G., Davis, J., & Mora-Monge, C. (2015)	Website can serve as the main platform through which companies trade with customers.
Chu, S.C. (2007)	A website is a collection of information systems and tools for interaction with specific segments of the target audience.
Baležentis, A. (2008)	The website performs important organizational and human resource management functions: image creation, communication, marketing, advertising and more. Therefore, the accepted concept of site evaluation is that the quality of the site should be evaluated as follows as well as the relevant capabilities of the employee in the organization.
Gateau E., Sloïm E. (2001).	A website is a set of links-related page and mentions a virtual server essential

2. Types of internet website

Types of internet website are [16]:

Landing Page: This is a one-page site that most content management systems do not have. It provides information about one or more products or services for your business. Modern, concise and designed according to all marketing rules.

Website – Business: A website is a business, analogue of a landing page with one striking exception - information is not about a service or product, but is focused on the presentation of the company. She suitable for companies that do not have the ability to invest in a representative site but who want to be visible and accessible online.

Blog: Blog needs a content management system. Its main goal is to share experiences, thoughts, and problem solving with your clients or peers.

Representative website: A representative website presents the details of online business. Site structure: company information, year of foundation, achievements, list of employees; a list of services with a detailed description; price list; works performed; contact information.

Gallery of works (Portfolio): Portfolios are a great way to share your work. The main highlight of the site is a gallery of works with beautiful animation. In most cases, only minimal information and contact details are listed here.

Catalog: The product catalog is useful for companies that are engaged in regular sales but want to have a convenient way to present their products on the Internet.

E-shop: An online store is also a product catalog, but here you can buy the product / service online. The Internet is a great medium to start trading.

Online – services: It is difficult to precisely define this type of site because it has many different forms. If you can't categorize a site but the site offers a solution to some problem, it is usually called an online service.

News portals and other email the media: A news portal is a newspaper or magazine on the Internet. This can be a multi-topic portal or a single theme.

Social network: The best known social network, of course, is Facebook. But besides this or other widespread social networks (Google +, LinkedIn, etc.)

3. Internet website advantages and disadavantages

Websites have their advantages. One of the most important benefits is free advertising on websites and close communication with consumers. Organizations, realizing the advantage of a website, create their own websites, which are mostly in the form of a virtual leaflet, i.e. provides only the most important information about your business, products, and contacts. Also, it is very important that the website meets certain quality standards. Most programmers create websites using various free articles, textual information, and video or audio content as content to attract potential users. Theoretically, this use of many pages is intended to develop a relationship with the user. But it doesn't always work out. Often the user will look around the site and go elsewhere, forgetting everything about you and the products / services you offer. Most often this occurs when the user no longer knows what to do next. Although the content is good enough, there is no clear choice as to how to use the services it offers. Visitors who are offered a call-only option are more likely to opt out of your site than to call you in person.

Table 1. Internet website advanatages and disadvantages

Advantages	Disadvantages
The internet website is clear and focused on the user's next steps	Poor content. The text on the site leads to sales
Easier to advertise on search engines, pay-per-click campaigns	Some users may turn away from your site because of the nature of a too sales-oriented page
The result is a sale for which you make money by offering a single product	You cannot physically test the items you buy while shopping online
The business is open 24 hours a day. Your customers can access information about your product anytime, even when you are asleep. This means your business is accessible to everyone at all times.	Information trash. When you visit a website, information and knowledge are mixed with advertising. It is important to select only what is most important, which can be helped by special programs that stop the ads from running. In this case, the user will be able to focus on the information that is useful to him.
Online advertising is cheap and reaches a large audience. This is probably the most effective way to market and attract new customers. Website is your catalog of goods on computers of people all over the world.	When it comes to the drawbacks of an e-shop for the seller, this is usually referred to as the lack of ability to influence the buyer. However, today's advertising capabilities and technologies allow for many psychological influencing techniques that successfully help sellers.
Business development beyond geographical boundaries. The Internet has no international borders. This is a great opportunity to reach a customer from anywhere in the world	This takes time - content must be created, edited, approved and released; comments must be answered and the site must be regularly maintained and updated.
Informativeness. You have a great opportunity to inform your customers about the services or goods you offer. Constant updating of information on the website - uninterrupted communication with the customer.	Older people may lack computer literacy, so they can choose leaflets to read at leisure. Think again about your segment.

4. Internet website quality evaluation

Ruzevičius, J., Guseva, N. (2006) argue that when analyzing the concept of website quality, first and foremost, the end user needs to be considered (website visitor) ratings and expectations because it is for him that this product is being developed. In order to ensure the high quality of the website, it is first of all necessary to ensure the mutual understanding of the three parties - the client, the website developer and its visitor, and the balancing of the interests and expectations. According to Baležentis (2008), the system of website evaluation criteria is analyzed according to managerial (innovative) and functional principles.

According to Baležentis (2008), key management innovative valuation principles:

A – Strategic:
Is the mission of the organization stated?
Are the key features of the organization's stability indicated?
Has the management been specified: photos and short biographies?
Do you have contacts (contact details) and addresses, reference to contacts page

B – innovativeness:
Are all major innovations communicated?
Is there details about each news item?
Remove outdated, outdated information?

C – Update (by date of last update):

D - Image Design.
Is there a common and catchy organization name, emblem and website design?

Are there links to other pages and informative abstracts?
Is information available in foreign languages?
Basic functional evaluation principles:
E - communication (based on the Contacts page of your site);
F – advertising (under the Services, Goods page of the site);
G – Marketing (based on the "Provision, purchase" page of the site):;
H - Search Design (according to expert or visitor survey).

A questionnaire was developed to evaluate the quality of the content of the website the site evaluation criteria formulated above.

Lukošius, V., Sabaitytė, J. (2019) state that "The quality of websites consists of: website communication features (information quality, website organization, purchasing process, website convenience, product selection, product availability, quotes, online website personalization, etc.), quality dimensions (website design, execution, service, security), overall evaluation (overall quality evaluation of electronic service) and results, which can be defined as consumer impact (customer satisfaction, re-purchase intentions, lip service) to lip effect)".

When analyzing the quality of a website, first of all important to consider the evaluations and expectations of the visitor of the websit), because it is for him that this product is being developed. In order to ensure the high quality of the website, it is first of all necessary to ensure the mutual understanding of the three parties - the customer, the developer of the website and its visitor, and the balancing of interests and expectations. Thus, the two aspects - perceived quality of the website and quality of website development - are highly interdependent and depend on the website traffic, technical

functioning, quality of content and accompanying services. The visitor's perception of the quality of the website is based on their experience, and the perception of the quality of the work done by the developers is also based on their experience. When evaluating their product, developers use certain quantitative indicators. However, quantitative evaluations in the area of online products are not sufficient and cannot solve quality problems by focusing on results, regardless of the determinants [10].

Davidavičienė, V., Tolvaišas, J.(2011) state, that site quality evaluation elements suitable for e. trading to rate websites. These criteria include: ease of use, site navigation, security features, real-time assistance, content, design, search simplicity, reliability, loading time, image creation, site innovation, detailed contact information, language selection, refresh rate, site discoverability, address memorability.

5. Conclusions
A website helps a company to promote goods and services. When you enter keywords in the Google search engine, companies' websites are found. Websites have a dual purpose: first, the web site promotes goods and services <secondly, the web site can act as an e-commerce store and sell goods and services. The website is used to find customers. Scientific literature provides models for evaluating the quality of a website. Quality evaluation of a company's website helps companies not to rest on their laurels. Evaluation is needed to determine how the website affects users and what quality they experience when using the website. The high quality of websites promotes good ones company reviews. Website rating helps to remove outdated information from the website.

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