

عنوان مقاله:

Website Performance Analysis: a Case Study

محل انتشار:

چهارمین کنفرانس ملی مهندسی صنایع (سال: 1384)

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نویسندگان:

Babak Abedin - Faculty of management- University of Tehran

Babak Sohrabi - Faculty of management- University of Tehran

خلاصه مقاله:

In recent decades, organizations have increasingly focused on developing ICTs and introducing new e-services to their customers, so they have largely invested in web design and promotional activities. Using web log data, the impacts of promotional and site development activities on online traffic of an organization website in a period of six months is tested and by comparing the results with an online survey, about different web appearances and designs, performance of the web site is analyzed.

کلمات کلیدی:

Web site performance, web mining, testing of hypothesis, log file

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