

IMPROVING USER NAVIGATION THROUGH WEBSITE LINK STRUCTURE IMPROVEMENT

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ABSTRACT

Locating a useful information in website has been a problem and designing well-structured websites to facilitate effective user navigation has long been a big challenge. This paper provides suggestions to improve user navigation by performing minimum changes to website link structures. Since the users view could be disoriented due to complete restructure and radical changes in the website. The proposed approach consists of two steps viz. preprocessing and website reorganization, which is based on mathematical programming model. User access pattern and website link structure were considered to enhance the link structure which resulted effective user navigation in a website.

KEYWORDS: Website Design, User Navigation, Web Mining and Mathematical Programming