Foreword

The book Design Solutions for Improving Website Quality and Effectiveness is really a good attempt in present scenario by the author, since it presents innovatively new ideas and literature in the field of web engineering especially concerning the Quality aspect of web designing. The book consists of novel ideas and design solution in this direction. The book provides some of the most interesting metrics and web analytics towards the effort of improving Quality of web design and assist in the process of improving the Quality of web design in general. The book Extends helping hand for web designers and also provides concepts and tools for researchers in the field of Web mining and Engineering to contribute and enhance the theoretical foundations in the area of web engineering and web Quality assurance. By and large the effort of the author is quite appreciable to channelize the recent ideas in the field of Web mining and Web Engineering together in a single window in this book. I sincerely congratulate the effort of the author for bring this book to suit the present day need of the IT for its growth.

A. A. Chari
Rayalseema University, India

A. A. Chari is Emeritus Professor (UGC), Department of Operations Research & SQC, Rayalaseema University, Kurnool, India.