World Wide Web or better known as WWW, is usually used to publish a web page in an html document ( HyperText Markup Language). A good webpage accommodate unique information to specific audience in a page format that is functional with every browser. Usually a good text information is written in valid web page format, thus making it more achievable while making any web page a valuable resource. Graphics are common in very common in web pages. A graphic is pictures or images that are designed to represent objects or facts, especially in a computer program. Sometimes people use graphics abundantly in order to make the page attractive. Graphics should be used sparingly and only provide long description of a graphic when necessary. Correct combination of colours can create wonders, while poor combination could be disastrous. So, in order to have a good impression in the visitors, choose the web page colors carefully. Most people is likely to create flash pages, specifically a flash intro page. It would best to avoid these choices as high quality web pages load quickly and contain high quality current information. Another criteria of a good website is these web pages are updated regularly and also informs the visitors know when the information was last updated. Work-in-progress is synonym with good web pages, thus making sure that the best web page continues to get the best search result. Another criteria of good web pages is the web accessibility. Web accessibility refers to the inclusive practice of making websites usable by people of all abilities and disabilities. When sites are correctly designed, developed and edited, all users can have equal access to information and functionality.

An example of a good web site that full fills the given criteria outline is the Air Asia web site, <http://www.airasia.com/my/ms/home.html>. This web page excels in the terms of the content arrangements. This page gives the user to choose the language that they are at ease and to choose their respective nations. All the intended contents required by the users appear on the page. The headlines used in this site is also short and easy for communicative. This site also has an easy domain name and its page title is also helpful in identifying the content. The supplement content also secures the user’s trust as privacy statements, security notices, real-world context, contact info, and so on. Other than that, this information also secures the owner’s and the client’s protection, by providing copyright notices, disclaimers, and so on. This site uses the san serif font and the sizes vary from 8.5- 10.5, which is suitable for online reading. White background with dark fonts which is used in this site also enhances the online reading. This site also has a visible and a constant structure.

The next criteria that was used to evaluate The Air Asia web page is the Information Architecture. All the information needed by the users is placed according to their domains such as bookings, my flights, flight info, hotels and tours, and so on. Other than that, the information are organised in a consistent manner throughout the site. The site map of the page also reflects correctly the structure of the site. It gives the users a collective view of a aspect. The content label used in this site uses short, sweet and very convenient for the users as it enables the users to have a overview of the content. Other than that, this site also enables the users to find important information within one or two clicks only. This is very convenient for the users as they would not have to wait for long for their information.

The next criteria that was used to evaluate The Air Asia web page is the Navigation Check. The Air Asia web page does include the principal of graphic design, motion and interactivity design. The screen design which was used by Air Asia is appropriate both for the users and the content as the layout is very simple. It uses white background and dark fonts, which is very appropriate for reading. The screen design also uses 1280 x 800 viewing panel, which enables the content to be properly distributed without congestions. The navigation is also constant throughout the site thus ensuring that the users are aware of what they are currently doing. This also provides the user with options of navigation from their current position to anywhere else. Moreover, the aesthetic navigation design is very simple thus enabling it to fully support its functionality.

The final criteria that was used to evaluate The Air Asia web page is the Screen Design. Air Asia’s web page has a consistent screen design throughout the site. This creates a stability of design and it eases the users’ navigation at the site. This site also downloads fairly quick and the site also suggest browser to achieve optimum viewing. All the information needed are concisely grouped so the users does not have to scroll down to view information. Other than that, Air Asia also uses simple colour palette, white, red and black in their site. This colour scheme is readily available in every Operating System. Besides that, this site also has printable versions available for their customers, in order to fulfill the end users need.

A bad website simply provides no important information to anyone. Some website designers will publish multiple copies of the same bad design, in the mistaken belief that this will improve their search engine ranking. These duplicate websites only serve the financial interests of the website designer. If a quality website provides unique information to visitors, a bad web site provides nothing but outdated or duplicate website information. Bad websites usually have bad use of graphics, poor navigation, bad links and bad menus. Bad websites won't validate, are not accessible, but they're often websites that look good.

An example of a bad web site that fails to full fills the given criteria outline is the web site of The Security Department of USM or bitterly known as Jabatan Keselamatan USM, <http://web.usm.my/jkeselamatan/>. This web page fails to perform in the content arrangements. First of all, almost all of the intended content failed to appear on the site. It does not provide many of the information needed by the end user except for some forms for downloading. The URL’s that were given fails to find the appropriate content although the given page title in identifying content and it is easy memories, and spell. Furthermore, the supplement content provided is not adequate enough to secure users trust, as there was only contact information available. However, this site has some supplement content that secure the owner and the client’s protection as this site provides a copyright emblem of Universiti Sains Malaysia. This site also lacks in incorporating user’s language into the site. The one and only language that is made available is ‘Bahasa Malaysia’. Although the language in the site is grammatical but as it is the only language, this shows the downside of this page; less user friendly. Other than the above factors, this site also has done some good things in terms of content arrangements. In this site, the headlines that were used is sweet, short and communicative as it gives the insight view on intended materials. This site uses San Serif fonts with font size 10 which is suitable for online reading. There was no usage of graphic or multimedia elements in this site.

The next criteria that was used to evaluate The ‘ Jabatan Keselamatan USM’ web page is the Information Architecture. It can be said that this site also fails to rise to the expectations on this criteria. The information in this site is organised in the user’s point of view and the content label also uses short, sweet and communicative words to describe the content. However, most of the content were not placed where it is supposed to be. This is because most of the links bring the user to nowhere or indicates that the page is no longer available or the URL is probably wrong. Inclining with that, it is hard to evaluate whether the information is organized in consistent manner throughout the site. It is impossible to find information within three clicks from the home page as again the site lacks of information and links. This site also has no site map to ease the users, thus does not clearly reflect the information architecture of the web site.

The next criteria that was used to evaluate The ‘Jabatan Keselamatan USM’ web page is the Navigation Check. Once again, this site also fails to excel in this criteria. The screen design for this site is appropriate both for the content and the users. Apart from that, , the aesthetic navigation design is very simple but it fails to support its functionality as all the navigation fails to channel for the pages. The navigation design is only can be evaluated at the first page as other pages are not available. Apart all the odds, this site did use graphics design sparingly. This site uses the basic multimedia design principal which is text, graphics, and navigation. This site also fails to provide the site wide context which refers to the current position of the user, but at each of the page, the Home page link is available for the users to return.

The final criteria that was used to evaluate The ‘Jabatan Keselamatan USM’ web page is the Screen Design. The ‘Jabatan Keselamatan USM’ web page does not have a consistent screen design throughout the site. This creates a hitch in the design and it burdens the users to navigate at the site. This site does not offer printable screen but offers downloadable documents. Other than that, this web page does download quickly and the vital information is visible without scrolling down the page.

As a conclusion, it is vital to ensure that all the web sites that was created and will be created serve its true mission, which is to give the needed and precise information to the customers.