

Persuasiveness

[Linguistics](#), [English](#)



Website Analysis Affiliation Website analysis of Site/Company: American Airlines URL: <http://www.aa.com/homePage.do>

Type of Site: Marketing and Informational

Purpose of Site: to communicate to the target market group of the service delivery patterns as well as conduction of online transactions

Design of Website

(Rank the following elements with 5 being excellent and 1 being a poor ranking.)

Looks official (no spelling mistakes, clear format, good graphics) 1 2 3 4 5

Moves from page to page easily 1 2 3 4 5

Content:

(Rank the following elements with 5 being excellent and 1 being a poor ranking.)

Are there facts on the page that you were looking for? 1 2 3 4 5

Links to other websites are useful 1 2 3 4 5

Technical Elements:

(Rank the following elements with 5 being excellent and 1 being a poor ranking.)

All the links to other sites work 1 2 3 4 5

Page loads quickly 1 2 3 4 5

Credibility:

(Rank the following elements with 5 being excellent and 1 being a poor ranking.)

Author's name and email address are given 1 2 3 4 5

Name of the organization sponsoring the page is given 1 2 3 4 5

Gives a recent date for the last time the page was updated 1 2 3 4 5

Name of Site/Company: United Airlines

URL: <http://www.united.com/web/en-US/default.aspx?root=1>

Type of Site: marketing

Purpose of Site: reach the target people who may have a need to travel or book online for the same. It is also informational of the company's particulars

Design of Website

(Rank the following elements with 5 being excellent and 1 being a poor ranking.)

Looks official (no spelling mistakes, clear format, good graphics) 1 2 3 4 5

Moves from page to page easily 1 2 3 4 5

Content:

(Rank the following elements with 5 being excellent and 1 being a poor ranking.)

Are there facts on the page that you were looking for? 1 2 3 4 5

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Gives a recent date for the last time the page was updated 1 2 3 4 5

Analysis

The two websites have similar functions: to woo the interested parties to seek their services. They are also informational, providing critical information concerning the services on offer. However, the way that information is unleashed out from the two websites is very different. Persuasion and creation of emotions is the core rule of website formation. The homepage of any website create the initial anticipated effect. The ease to navigate in the walls communicates of it all. Different people have different needs when they visit a company's website.

In the above analysis, the American Airlines website is clear and easy to navigate. It is not fully loaded with too much content that may make it lose its purpose, but rather, it is divided into sub-contents. The use of 3 dimension graphics also creates a captivating outlook and effect. It creates a captivating outlook. In contrast, the United Airlines website is filled with so many contents that do confuse the navigator on initial opening. Its images are not well portrayed and captivating. it is hard to check in for important facts. American Airlines website is better and easier to navigate. Its design, technical appearance and content are high and reflective of the goal it supersedes.

References

American Airlines Website, <http://www.aa.com/homePage.do>

United Airlines, <http://www.united.com/web/en-US/default.aspx?root=1>