

New websites requirements

- website traffic exceeds 500 UU /month/ avg for lower quality websites and 1000 UU/ month/avg for higher quality websites, for the last 3 months (data from Google Analytics or other reliable source),
- lack of LES (link exchange systems or clear positioning links),
- the page must be visible in the Google search engine,
- the Publisher did not have problems with the implementation of services in the past,
- the Publisher does not breach the WhitePress® regulations for Publishers,
- the minimal **Content related** score by WP editorial office is 4,
- the minimum **Technical related** score of the website is 2.

Portal rating system - Content-related evaluation (0-10 points)

WhitePress is aware that the evaluation of portals should be unambiguous and objective, and at the same time it is difficult to identify guidelines that are universal and fair. To simplify the evaluation process and introduce 100% objectivity, the content-related assessment consists of the following factors:

Evaluation of the number of native content (0-3 points)

Goal

WhitePress verifies whether the website provides mainly promotional (linking) articles, or the Publisher creates its own native content.

Methodology:

The last 10 articles are verified and the number of articles rated as native is checked.

Scoring:

+3 points - minimum 8 native articles,

+2 points - minimum 7 native articles,

+1 points - minimum 5 native articles,

+0 points - the portal contains less than 5 native texts in the last 10 published articles.

Content validity rating (0-3 points)**Goal:**

WP assesses whether the website is frequently updated.

Methodology:

The last 10 articles are verified and the number of articles rated as native is taken into account.

Scoring:

+3 points – the last native article is not older than 1 working day,

+2 points – the last native article is not older than 3 working days,

+1 points – the last native article is not older than 10 working days,

+0 points – the last native article is older than 10 working days,

Users activity - comments (0-2 points)**Goal:**

WP assesses whether the website has active users.

Methodology:

10 random articles are subject to verification and the number of articles that have been commented on is checked.

Scoring:

+2 points – in random 10 articles at least 5 are commented,
+1 point– in random 10 articles at least 1 are commented,
+0 points – in random 10 articles none are commented.

Contact details availability (0-2 points)**Goal:**

WhitePress assesses whether the site is anonymous or has contact details, so we know exactly who is behind the website.

Methodology:

It is checked whether the website has contact details for the editor.

Scoring:

+2 points – on the website you can very easily find the phone **and** the address (physical) of the editorial office,
+1 point – on the site you can somehow easily find a phone **or** the address (physical) of the editorial office,
+0 points – no contact details

Content and technical related assessment is carried out by the WhitePress specialits on the day of verification of a given portal. At the request of the Publisher or any Advertiser, it can be re-made.

Portal rating system – Technical related evaluation (0-10 points)

WhitePress realizes that the evaluation of portals should be unambiguous and objective, while it is difficult to identify guidelines that are universal and fair. Technical rating (even "0") does not exclude the portal from the platform. A low technical rating may be a hint for advertisers, and for publishers should be a signal to modernize the site.

The technical assessment consists of the following factors:

W3C – HTML code validator (0-1) points

Goal:

Verification of the quality of the portal html code through a universal indicator. Achieving a score is easy for a company that cares about its website.

Methodology:

The selected random subpage is checked in the validator W3C (<https://validator.w3.org/>)

Scoring:

+1 point – the page passed the test positively,
+0 points – the page passed the test negatively.

Speed test - time of sending and generating subpages (0-1) points

Goal:

Verification of the speed of sending and generating the

homepage and random 4 subpages by the server. The test is not very demanding, however, it allows you to select portals that have a problem with the speed of the server or website code.

Methodology:

There are 7 measurements of uploading time (including 3 main page and one for 4 random subpages).

Scoring:

+1 point - average time up to 1 second inclusive,
+0 points - the average time exceeds 1 second.

Page Speed Insights – time speed evaluation (on mobile devices) (0-2 points)

Goal:

Verification of the friendliness of the website to the users of mobile devices in terms of the speed of the website.

methodology

A random subpage of the portal or home page is checked in the tool: <https://developers.google.com/speed/pagespeed/insights/>

Scoring:

+2 points – result higher than 80,
+1 point – result higher or equal to 50,
+0 points – result lower than 50.

Page Speed Insights - convenience of users (on mobile phones) (0-2 points)

Goal:

Verifying the adaptation of the website to users of mobile devices in the field of user convenience.

Methodology:

A random subpage of the portal or home page is checked in the tool: <https://developers.google.com/speed/pagespeed/insights/> (lower section).

Scoring:

+2 points – result higher than 80,
+1 point – result higher or equal to 50,
+0 points – result lower than 50.

Page Speed Insights – on desktops (0-2 points)

Goal:

Verification of the adaptation of the website to users of desktops and laptops in terms of the speed of the website and the convenience of users.

Methodology:

A random subpage of the portal or home page is checked in the tool: <https://developers.google.com/speed/pagespeed/insights/> ("Desktop").

Scoring:

+2 points – result higher than 80,
+1 point – result higher or equal to 50,
+0 points – result lower than 50.

Google Test - compatibility with mobile devices (0-2 points)

Goal:

Verification of page readiness to users of mobile devices.

Methodology:

A random subpage of the portal or home page is checked in the tool: <https://www.google.com/webmasters/tools/mobile-friendly/>.

Scoring:

+2 points – site in 100% compatible,

+1 point – the website has a mobile version (or is responsive) but it is not 100% compatible,

+0 points – the site does not have a mobile version and is not responsive.