

## ABSTRACT

This thesis involves around the generation of a set of recommendations for web page design that could be possibly used by authorities or auditing firms to audit and approve commercial web pages that comply to the standards. The recommendations shall cover what information consumers would like to see on commercial web pages. The contents of a web page are critically important in Electronic Commerce as it is the only interface between consumers and the merchant.

Web Page Approval shall be a preferred way of identifying a web page to do on line business by potential consumers. Consumer shall have increased confidence to make on line payments on web pages that have been internationally recognized.