

WEBSITE EVALUATION

WEBSITE: www.abc.co.nz

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About This Evaluation

Value Websites regularly receives enquiries asking us for comment about what we think of their web presence.

This brief evaluation examines your website as objectively as we can. We have considered your site from 11 perspectives. On the basis of what we have observed we offer 7 recommendations for improvement. It might be that you will decide to incorporate some or all of these in an edit of your existing website. Alternatively, you may consider that it is time to develop a new website.

This evaluation is provided gratis and there is no requirement that Value Websites will be engaged to do any more work for you, beyond the compiling of this report. You are free to use this report as you will. We trust that it will be in some small way a catalyst for improving the quality and effectiveness of your web presence.

Design

The ABC Limited website is a 5 page brochure website. There is no indication of when it was published on the web - the footer has no copyright info. The site presents as dated and contains minimal info. like many brochure websites. It is typical of, albeit a little more presentable, than many 1st generation websites. The visitor will find very general info about the company's services, staff members and contact email addresses. A staff photo is promised in a placeholder. The website is controlled by a separate cascading style sheet (CSS) file with background image css code also in the page headers.

Graphical design is consistent across all five pages. The header depicts the company's business and incorporates a professionally designed logo that I observe to be consistent with the General Manager's business card. The imagery depicting lightning flashes or equivalent against a dark sky is appropriately descriptive. The page footer contains general company contact info. and is a .gif image rather than text. The image has dark blue text on light blue background.

Menu/s

The horizontal content menu is very basic and quite dated in style. The text is Times Roman Bold 12 pt. black on the same light blue as the footer. There is no image change upon mouse over or after visiting. All links work as designed. There are no drop-down links. This is usual for a small site.

Imagery

The imagery, including the header image and the background image are clear and well optimised so as not to hinder site loading. As noting above, the staff image promised on the page linked from the 'About Us' page is missing. This detracts from the overall look and feel of the site. All page images except the 'About Us' image depict staff people at work which gives the impression, reinforced in the text, that this is a family business who care about staff. More similar images would helpfully populate any upgrading of this site.



Text

Text is minimal and provides only basic info about the company and its services. All texts is Arial 12 point with headings distinguished by being the same text in bold. There seems to be no use of Highlighted (H) headings which some Search Engines look for in determining keyword position.

Copywriting

As above there is very minimal text. One key paragraph is repeated on both the Home and Services pages - "ABC Limited place a high priority on customer service and are committed to providing a quality service while maintaining competitive prices." Unfortunately, this key text contains a spelling error (the only one I noticed) in the word 'competitive' on the home page.

Credibility

Does this website credibly promote this business? The 'About Us' or equivalent page is crucial in persuading potential clients to use you over the competition. To be credible this site would need a more detailed and robust page which might include more info. about key personnel, their qualifications and experience, sincere client testimonials, company credentials and performance records, good imagery and the like.

Products/Services

Your company services the xyz industry. You indicate on the website that you provide many services. On the 'Services' page you indicate some of your services in a very general way. Do people leave this page wondering what it is you really provide, in detail? I suspect there is great scope for you to provide much more 'Services' info. on your website - perhaps devoting a webpage to each service you undertake. I suspect you are experts in your field - it would impress your potential target markets if you shared some of that expertise on your website.

Conversion Pathway/s

Do you have a clear conception of what you want your website to do for you? I suspect you do to the extent that you want people to call you. Your website has the potential to do far more than that. With some careful planning and design your website could be the means by which people call you knowing exactly what they want and why they want it. Your ultimate goal might be, I suggest, that you convert many visitors to become clients along the pathway: Home >> About Us >> Main Services Page >> Registration/Enquiry Page. A redeveloped website that is optimised for this to be the conversion pathway and with all other pages pointing to and reinforcing this as 'the way to go' could become a key marketing resource for ABC.

Usability

Usability for this website is OK given it is a five page site. The content is brief and the presentation is relatively pleasant. Optimising for usability is usually more of an issue once a site gets beyond 15-20 pages.

Speed Test/s

Your site performed satisfactorily when tested for download time.

Search Engine Optimisation

You service a specialist industry. Several of the key words/phrases identified in your keyword metatags are currently on the first two pages of Google NZ notably: k., l., m., n., o., p...

Recommendations

1. It would be an inexpensive exercise to incorporate into an upgraded website many of the key observations for improvement mentioned in this report.
2. A major need for this website is to provide much more information in a coherent and logical way to promote informed sales enquiries.
3. The construction of a robust 'About Us' page is essential.
4. Use of web forms is nowadays the industry standard - the use of raw email addresses to invite enquiries is obsolete. As well they invite spambots to send you unsolicited email.
5. Using your website to position yourselves as experts in your field by providing good industry information might be considered.
6. If you were to consider a new website I recommend that you attach it to a database which allows for membership registration linked to a Client Relationship Management (CRM) system. The capturing of at least basic enquirer demographics is one of the great pluses of modern website technology allowing you to easily continue contact with them.
7. A closely associated issue is then ensuring that you have a robust group email system so that you can regularly communicate with clients about issues of mutual interest including news, specials, etc. An allied issue here is to have a Content Management System (CMS) with staff trained to use it.

Report compiled by: Terry Alve