

Sample Website Evaluation Executive Summary

The overall design is clean and straightforward (if not particularly engaging). Your name and logo suggest an innovative company but the design of your site does not reflect that quality. There are some navigation issues but the main problems we see pertain to the copywriting and Search Engine optimization.

Home Page

- Clarify your company name/domain name discrepancy
- Include a persuasive tagline
- Revise copy to be more clearly benefits-oriented and with customer-focused language
- Add photo(s) specific to your company (and make it link to some page)
- Make sure there is a clear action step (what should visitors click on?)

Copywriting

- Edit all copy to have short sentences/paragraphs and to be scannable
- All copy should be focused on benefits and the main ideas for that page
- Add content about the people in your company
- Remove outdated content (your job openings date back to 2006!)

Navigation/Structure

- Remove the extra "Home" links
- Include your address and toll-free number on every page
- Add internal links within the page copy
- Modify the left navigation and improve navigation terminology

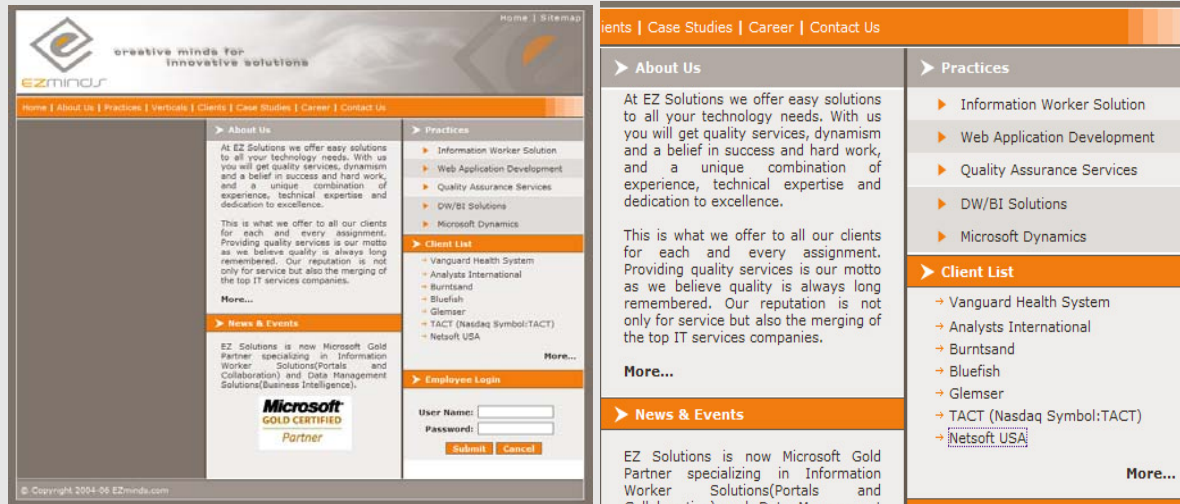
Calls-to-action:

- We didn't see a single call-to-action on your website.
- Make sure you have a compelling call-to-action on every page.

Search Engine Optimization:

- Your site has not been optimized for any of your most important keywords.
- Consider a full site, professional search engine optimization.

Home page <http://www.ezminds.com/>



Our rating system: *** good ** fair * poor

Do visitors understand right away what my company does?

** (fair)

Something about technology. This is really too vague. "Providing quality services is our motto..." is a pretty generic motto. Are there any companies that claim to provide *poor* services?

Your page title only reads "EZSolutions"

Recommendation

Your page title, banner, tagline and headlines should let visitors know at a glance if your site is where they want to be by including important keywords. We also note the disconnection between your company name and your website URL: This is potentially confusing.

Does the tag line capture the essence of my marketing message and tell visitors why we're better than our competitors?

**

Again your tagline is very generic. Can you make it more specific or benefits oriented? Maybe something like: "Innovative Technology Solutions From EZminds" or "Solving Complex IT Problems."

Recommendation

Write a tagline that tells visitors at a glance why they should stay on your site. It should help them to quickly know who you are, what you do and why you're better than your competitors. For your brand, creativity and innovation appear to be key differentiators.

Does the page copy offer clear benefits/solutions to visitors' problems?

* (poor)

Your copy should say to visitors, "Here are your problems and this is what EZSolutions can do for you." Having the Practices and Client List on your home page does begin to explain a bit and suggest your competencies but it isn't nearly enough. Having links to

	<p>your Client List companies' websites is a good way to get people to leave your site, not explore it more deeply!</p> <p>The News & Events section doesn't really have any news or event. The employee login is taking up valuable real estate. It could be just a link.</p> <p>Recommendation</p> <p>Make sure your copy focuses on the benefits of your services. How are you going to make your prospect's life easier or better? Answer the question "Why should I buy from your company" and to differentiate yourself from your competition, be specific: i.e. "We have 15 years of experience streamlining front and back office operations in these industries:</p> <ul style="list-style-type: none"> • Health Care • Financial Services • Telecom <p>For a basic discussion of web copywriting visit: www.resolvedigital.com/browse/if-your-site-could-talk</p>
<p>Is there at least one compelling "call-to-action" that makes it clear what visitors should do next?</p>	
<p>*</p>	<p>There is no good call-to-action on your home page. "More..." is not enough to compel visitors to click.</p> <p>Recommendation</p> <p>Make sure that your home page and every page of your site has an obvious and compelling "Call-to-Action." What is the single most important thing you want visitors to do when they arrive on your home page?</p>
<p>Is the look and feel of the page appropriate to the site's purpose and target audience?</p>	
<p>**</p>	<p>The look and feel of your site is appropriate but the color scheme is a bit odd. The photo on the left is generic. Better to have a real photo of some of your outstanding team.</p>
<p>Is the most important information 'above the fold' (top 420 pixels)?</p>	
<p>*** (good)</p>	<p>Good, no scrolling is required.</p> <p>Recommendation</p> <p>Consider your home page as a commercial for your company and the rest of your site. Keep the important information short with links to more detailed pages.</p>
<p>Does the page offer testimonials to support the claims you make?</p>	
<p>*</p>	<p>It's great to have your client list (we don't really understand the distinction you make between Direct Clients and Other Companies on the Clients page) but does it need to</p>

	take up valuable screen real estate on your home page? A great testimonial would be more useful in building your credibility.
Is there excessive animation or Flash?	
***	There is no excessive animation or flash on your site.
Are there frames?	
***	There are no frames on your site.
Is there easy and obvious access to contact information?	
**	<p>You should have your toll-free phone number in the header on every page to make it easy for people to call you.</p> <p>Recommendation Your primary contact information, a toll-free number and email, should be at the bottom of this and every page in addition to your "contact us" link.</p>
Does the page load quickly?	
***	Yes, this page loads quickly and easily.
Is there copyright information and is it up to date?	
*	<p>The copyright information is not up-to-date (2006).</p> <p>Recommendation This undermines your credibility by suggesting that you're not detail oriented.</p>

Site navigation	
Is site structure clear, logical and easy to follow?	
**	<p>The site structure is, at least for the top level navigation, clear and logical.</p> <p>Recommendation You could simplify the top navigation by eliminating the Home link.</p>
Do visitors know where they are on the navigation menu and where they've come from?	
**	<p>Yes the section header (i.e. Practices) is repeated at the top of the left navigation but is also repeated above the page header.</p> <p>Recommendation Change the button on the main navigation menu to indicate which section you're in. Remove the duplications.</p>
Is it easy to access deeper pages?	
*	<p>There's a problem with the left navigation. Click on Practices and you see it repeated three times. Clicking on "Information Worker" leads to Content Management. It looks like you have two sub-pages for Content Management and Enterprise Portal but it's very difficult to understand. Same for Web Application.</p> <p>Note: this problem is worse in the Firefox browser where formatting is off. This browser now has about 30% market share so your site needs to look right in Firefox, not just IE.</p> <p>Recommendation Visitors shouldn't have to think hard to navigate your site. It suggests the opposite of what you really want to communicate: that you find complex solutions for simple problems!</p>
Is it obvious how visitors get back to the home page?	
**	<p>There is a home button in the navigation menu and a link to home from the logo, which visitors have come to expect, and a link on the top right corner. You don't need all three.</p> <p>Recommendation Remove the link from the beginning of your top navigation.</p>
Is there a self-referential link on home page?	
*	<p>Yes there a self-referential link on home page header.</p> <p>Recommendation Remove this link.</p>
Are the top-level navigational menus consistent on internal pages?	
***	<p>Yes, they are consistent.</p>

Do visited links change to another color?	
*	<p>No, they do not.</p> <p>Recommendation Having links change color helps the visitor know what pages they have been to: Change all visited links to another color.</p>
Are there navigation breadcrumbs where needed?	
**	<p>No there are no navigation breadcrumbs. For a small site like this it is not necessary (but is not a bad idea)</p> <p>Recommendation Use Breadcrumb navigation, also referred to as a 'breadcrumb trail.' It locates the current webpage in the context of a navigation path. Example: home / add-ons / breadcrumb trail / creating a breadcrumb trail.</p>
Is link terminology direct and easy to understand?	
*	<p>The link terminology is not easy to understand on all of the links. "Information Worker Solution" has only a vague meaning. "Content Management Solutions" may mean different things to different people (content manager is a common term for the tool people use to update their sites). By "Practices" do you mean "Services?"</p> <p>Recommendation Use more understandable and persuasive words that suggest benefits for visitors if they click on them.</p>
Are there a reasonable number of links on each page?	
*	<p>There are virtually no internal links within the text areas. This is a missed opportunity to help visitors find their way deeper into the site and to related pages. If you use your keywords it is also beneficial for Search Engine Optimization.</p> <p>Recommendation Rewrite the copy to include a reasonable number of links on each page. Include links that are calls-to-action and that answer the question for visitors, "What am I supposed to click on next?"</p>
Are there broken links anywhere on the site?	
***	<p>Good, we didn't find any broken links.</p>
Is contact information accessible?	
**	<p>While there's a link in your top navigation there's no contact information ON the page (a phone number in the header, your full contact info in the footer).</p> <p>Recommendation Although your contact info is accessible on the top navigation bar it would be better to add a Contact Us graphic on every page that says something like "contact us for a free consultation." At the bottom of each page, include your address and phone number.</p>

Is there an accessible site map?

** Your site map is good but it could be better by offering a minimal amount of descriptive detail to help visitors understand the content of the page before they click.

Is there a custom "File not found" (404) page?

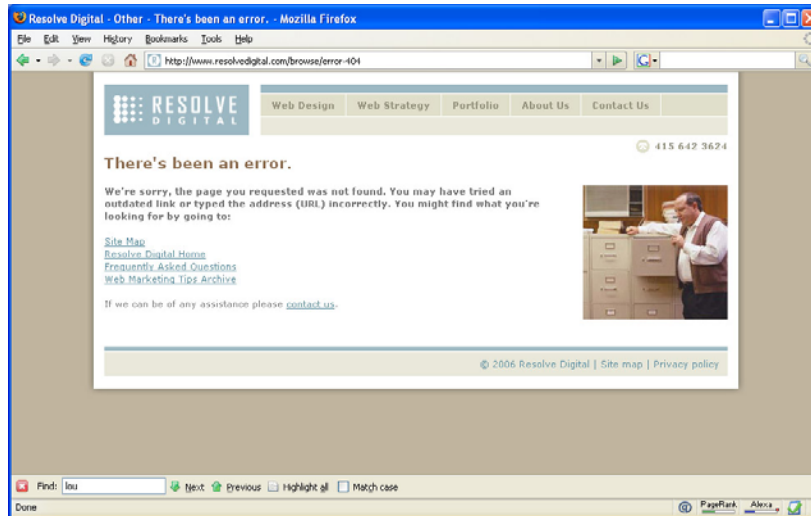
* No there no custom "File not found" page.

Recommendation

Add a custom "Page Not Found" (404 page) which explains why users may not have found the page they were looking for, and suggests alternatives they can try. See images below comparing your file not found page to a custom page.



A Custom 404 Page



Search Engine Optimization	
Are there primary keywords in your home page browser title?	
*	<p>Your browser title contains only your company name.</p> <p>Recommendation In order to rank well, some of your primary keywords should be used.</p>
Have best practices been followed in weaving keywords into the home page copy?	
*	<p>We see no evidence of keywords in the copy.</p> <p>Recommendation Consider a full site, search engine optimization done by a professional SEO copywriter and an external link expert.</p>
How many external links are there to my site?	
*	<p>We see 1 inbound links in Google. Enter this in the Google Search box: link:http://www.ezminds.com</p> <p>Recommendation Consider exchanging links with any related, non-competitive business as a way of building more links to your site. Other methods include book marking sites like del.icio.us, blog trackers like Technorati, and article recommendation sites like digg.</p>