

Website Health Check

An evaluation of your website to help deliver more traffic, leads and revenue to your business



What is a Website Health Check?


Homepage: recommendations for improvement

Animation on the home page is quite distracting due to its large size and the zooming animation. Consider a more subtle animation of rotating or fading images and reducing the height of the animation so that copy content appears further up the page, and the user isn't distracted from viewing other areas of the page.

Consider whether all images communicate the company proposition clearly.

Is all the text about Intervel really necessary? Perhaps the key points could be summarised and the detail moved to the Company Overview section. Consider using the home page to showcase articles of general interest e.g. The importance of Vaccinations.

Links are not distinct, so unless the cursor hovers over them, the user cannot tell what is clickable. Consider underlining links.



Colour scheme reflects company colours and provides appropriate level of contrast between text and background.

The report is written in an easy-to-understand style using a traffic light system

What is 'user experience' and why is it important?

This section reviews the site on the following user experience aspects:

- Initial impressions of homepage – what does the site convey at first glance? What stands out and what is lost? Is it clear who the site is aimed at? Creating a good first impression is crucial as users will often leave a site in a matter of seconds if it does not meet their expectations
- Detailed analysis of homepage elements - includes content, branding, links, images etc. If a user has decided your site is worth exploring, are there any areas on your homepage which might confuse or irritate them? Is it clear where they should go to answer a specific information query? If clear entry points to the content are not provided, a user is unlikely to explore the site much further.
- Navigation and labelling – how the content is described and how a user is able to access it. A user should be able to navigate around your site with ease so that they can find what they are looking for.

A user experience checklist allows us to highlight the areas you performed well on and where you should target improvements

Summary - User experience checklist

Navigation			Presentation		
Navigation labels (tabs, buttons, links) are simple, clear and easy to understand.			Page titles are used to identify and organise content.	✓	
Site implements appropriate trade-off between page length and multiple navigation.	✓		Colour and shading are used to draw attention to, or emphasise important content.		
Hyperlinks are self-evident and are underlined. Users do not have to 'hover' over text to discover hyperlinks.			Text sizes and typfaces (fonts) are easy to read.		
The site includes a search feature. It is easy to use and produces relevant results.			Logic, navigation systems, search and help features are consistent in their layout, locations on all pages.	✓	
Navigation aids (top bar, screen overlays) are used to help users with decision making assistance.			Effective content grouping principles and techniques are used throughout the site to minimize clutter.		
Content			Accessibility		
The site content is free of misspelled words and grammatical errors.	✓		The site can be navigated using both the keyboard and the mouse.		
Important information on content pages is located at the top and in the centre of the page layout.	✓		Link names are descriptive, meaningful and succinct.		
Content includes meaningful headings and subheadings.			Good contrast is used to distinguish between the foreground and the background.		
Bullets and numbering lists are used wherever possible to facilitate scanning.			Text equivalents are supplied for identifying text in hot text (images, buttons, icons etc.).	✓	
Use of technical jargon is limited, or is supported by links to technical term definitions.			Font sizes are presented in relative (percentage) rather than absolute (fixed) sizing.		

Overall score: 6 / 20

What does the report contain?

Our 30 page report provides expert recommendations to support your strategy for the commercial success of your website:

- **User experience** feedback on navigation, functionality, site structure, ease of use & labelling
- **SEO** feedback to help you improve your website's search engine ranking
- **Design** recommendations to give your site better visual appeal & user interaction with your content

Who is the Website Health Check for?

The Website Health Check report is aimed at Marketing and Web Professionals who need to measure how effectively their website is performing against their business objectives. The report is an ideal first step if you want to review how healthy your website is or if you are about to make changes to the design of your website.

The report takes 3 weeks to produce and when it's ready we will take you through the findings giving you the opportunity to ask questions so you can make the most out of the recommendations.

"It's very easy for a website to become a 'store' for all the information you have on your company and brands, rather than being customer focused and designed to meet our customer needs.

The Website Health Check is a valuable service that provides insight into how well our website is performing and the simple steps that we can take to improve it. The traffic light approach offers the non 'e – technical' marketer an excellent summary of which elements of the website work, and those that don't! Coupled with the user experience checklist and the results consultation, an action plan to fine tune our website was developed in very little time.

This is a very useful tool to review our website and determine how to make it more customer effective."

**Stewart Hall, Corporate Marketing & Business Development Manager
Intervet/Schering-Plough Animal Health**

What is the investment?

Your Website Health Check report will be prepared by a team of digital marketing and user design specialists working at Reed Business Insight.

Investment in this report will give your company the following returns:

- ↑ Increase traffic and encourage return visitors
- ↑ Maximise sales opportunities and leads
- ↑ Improve conversion rates

Website Health Check report:
£3,000 + VAT

The full amount will be invoiced on commission of the report.
Invoices are payable within 28 days from the date of invoice.

Who are Reed Business Insight?

Reed Business Insight is the independent research & marketing services division of [Reed Business Information](#). We provide an integrated B2B digital media service to customers to help them improve their web sites.

We are last year's winners of the AOP Business Online Business Publisher Of The Year. Our websites consistently deliver double-digit traffic growth, generating leads and revenues for our brands.



Contact us

To discuss the Website Health Check report in detail, or to find out more about our website development and email marketing services, please contact:

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