

Website Assessment Guide

Customer Support Series

Product Website: www.eeWebSolutions.com

Website Usability - is your site user-friendly?

Randomly surf the Web, and you will find many amusements and perhaps some interesting facts. But try to find the hard information pertinent to your job and chances are you will end up frustrated. The fact is, most Web sites stink when it comes to gathering useful information. In a recent usability study of nine highly regarded Web sites, most of some 70 test users could not find specific information they were instructed to find a majority of the time. More often than not, companies design Web sites with their marketing and business objectives in mind, rather than their customers' needs.

Ignoring the needs of your customers is one of the worst ways to build your site. Do you have mystery navigation, confusing text, techno-jargon, non-descriptive hyperlinks, or a bad color layout? All of these aspects can quickly add up to a web site that users will not or cannot use. They will quickly leave your site and head to your competitor. Your web site plays a very important role in your company's credibility; don't blow it just to save a few hundred dollars. It's just not worth it in the long run. Web users are notoriously impatient and fickle - if they are frustrated on a site they will quickly go somewhere else and likely not return. For commercial sites this is critical. A site that is confusing or difficult to use may result in the loss of clients or reduced revenues due to unsuccessful transactions.

Thousands of new websites are springing up every week. The owners of these sites are full of optimism that their venture into e-commerce will transform their business by bringing in new customers and boosting their sales. But the reality is that most websites fail abysmally as sales tools. Why? Because the owners of these sites have spent a lot of money creating fancy graphics but have paid little attention to the words on the site. And it's the words on websites that sell. Your fancy graphics might entertain your potential customers but they won't make the sale. Compelling text is 1000 percent more important than fancy design.

Most users will only wait for ten seconds for your web page to load. They shun animated, blinking, or obnoxious graphics. They dislike moving targets, and want plain, clear layouts. Think about the best of breed web sites for a second and you will realize their design helps their success. Sites like www.Google.com and www.Amazon.com have exceptionally easy to use sites - by design - and they are rewarded for their efforts.

The key areas of web design that are assessed in a web site review are:

1. **Navigation:** Your websites navigation should be concise, quick, clean and easy for your users to understand. Make your navigation structure uniform throughout your site and always let your users know which part of your site they are in and how to move on to other parts of your site. The key element to any navigation structure is simplicity - keep it simple.
2. **Layout:** In the design of websites, layout is often overlooked. Layout is very important and is another means of navigation. Layout should also be kept the same throughout your site. Don't make different sections of your site look like totally different sites altogether. This will only confuse your visitors and make your navigation pretty useless. Never cram your page with too much information, always make good use of space in and around the page. Try and keep scrolling to a minimum, no one likes to scroll along way to get to certain information. If you have lots of information, break it up and place it on a separate page, but make sure that the user can alternate between pages with the traditional use of next and back links.

3. **Color:** There is no rules as to which colors you can use for your website and nor should there be. However, make the color of your site reflect the theme of your site.
4. **Load time:** Load time is very very important. The longer it takes for your site to load the quicker the visitor will leave so therefore try to keep load times as low as possible.
5. **Browser/screen resolution compatibility:** Try to make your site friendly to all browsers and all screen resolutions. Remember that some people use different browsers/different screen resolutions and different platforms to other people so never assume that they will never visit your site; always assume that they will because one size does not fit all.
6. **Easy to contact you:** Your phone, email address, and physical address should be easy to find.

Conclusion

We can help you design an effective site that is functional for your users, easy to maintain, and attractive. It allows you to update your own content, add products, add images, add downloadable documents and control your members' area without losing control of the look and feel of the site. For more information, please have look on our portfolio:

<http://eewebsolutions.com/projects.htm>

eeWebSolutions is an ideal next step for those businesses that recognize that their existing custom-built website has become too inflexible, too time-consuming and too expensive to maintain, or who simply find that their website is never as up-to-date as they would like it to be.

Website Assessment

Do you have an existing website and want to have it assessed? Please fill in the form below and send us back to get detailed feedback and suggestions on the same.

Short & Long Term goals for the website?

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Are you a local, regional, national or international business? What areas do you want to specifically target?

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Is this a new market you are trying to create for your product/service or is there already an existing market?

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Do you have website design in mind?

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How many pages would be in your website? (Estimated)

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Who are your current customers?

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Domain name registered? Y / N

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Would you like your site visitors send email, order a product or request information?

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Do you want to sell your products / service using payment gateway (s)?

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Other Products

eEntrepreneurs.biz (www.eEntrepreneurs.biz)

Our corporate website is serving as hub for all family of websites.

eEMailMarketingPro (www.eEMailMarketingPro.com)

eeMailMarketingPro is a complete email Management tool for any website with advanced features.

eEAutoMaid (www.eEAutoMaid.com)

eeAutoMaid is an easy to install web content management solution used for showcasing Vehicle Listings.

eWebEditPro (www.eeWebEditPro.com)

eeWebEditPro is a simple and affordable web editing solution to update your website from the comfort and familiarity of your web browser without any technical know how.

eWebMembershipPro (www.eeWebMemeberShipPro.com)

eeWebMembershipPro gives your website an excellent platform to register and manage members and secure your ASP pages. It can be easily installed and then managed from its browser based administration section to give you complete control over the registered members.

eWebAccountant (www.eeWebAccountant.com)

eeWebAccountant features customer database management, flexible billing schedules, online credit cards and e-checks processing, shopping cart and open ended architecture for seamless integration with existing and future software.

eEAffiliateTrack (www.eeAffiliateTrack.com)

eeAffiliateTrack is affiliate tracking solution for managing an affiliate marketing program. This solution will help increase your website traffic volume by raising sales.

eEPropertyRental (www.eePropertyRental.com)

Best solution to manage your unlimited property listing online with easy to use login interface.

eECatalogue (www.eeCatalogue.com)

This solution enables you to create your online store and sell products all around the world round the clock.

UAEdiscount (www.UAEdiscount.net)

UAEdiscount.net provides consumers an easy to use, organized, one-stop-shop for discount coupons and much more..

Products Families

eEMultimedia (www.eeMultimedia.com)

This site specializes in the design, development, production, duplication & replication of first class multi-shape CD-ROM and Cd business cards.

eERegister (www.eeRegister.com)

Providing feature rich and inexpensive Domain Registration, Email, WebSite and web hosting services with unmatched quality of service.

eEHosting (www.eeHosting.com)

Providing feature rich and inexpensive web hosting plans with unmatched quality of service.

eEBizGuides (www.eeBizGuides.com)

eeBizGuides offer business ideas to help starting a new business or to better manage existing business and grow the bottom line.

eEOutSource (www.eeOutsource.com)

Our services save all the overhead expenses typically incurred on hiring employees, office space, office furniture, supplies, telephone lines, and other such equipment.

ReachGulfBusiness (www.ReachGulfBusiness.com)

This site offers Business Contact Lists of potential companies all around the Middle East.

Loan Portal (www.uaeFinance.biz)

uaefinance.biz is an online financial portal and provides free loan processing services.

Contact Detail

Sharjah (Official Sales and marketing)

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