

## Technical Checks

All the tests we perform in this section are to make sure that the underlying code in your website is correct and doing the job it is supposed to do to allow your web pages to function correctly.

### 1. Web Standards Test (Checking for HTML or CSS code errors)

### 2. Keywords and Meta-tags

(These tags are used by search engines and displayed by the web browser)

The title for all the pages (displayed in the title bar of the browser) is the same, using specific titles will help the SEO for the site pages. Making the titles more descriptive will benefit first-time visitors to the website who may not know what service is being offered.

### 3. Functionality Tests (Testing for Broken links and browser compatibility)

The site appears to work perfectly in the Firefox browser.

## Design

The design should always help the visitor to your site to read your text and to navigate your pages with ease. Helping your website visitors in this way makes it much easier to get your message across clearly and increases the chances of visitors deciding to become customers.

### 1. Overall Site Design (Professional image, ease of use, consistency of page layout)

A simple site design has all the basic elements (logo, navigation buttons and space for text) although it lacks excitement.

The navigation buttons feature small size text that is difficult to read, making this larger and easier to read would help not just visually impaired visitors but also those browsing on a handheld device with a small screen.

The website design has been sized to fit a 800 x 600 screen and could do with being updated to reflect the larger screen resolution now in use on laptops and desktop PC's (1024 x 768 or better). This will allow more content to be placed on each page.

## **2. Use of Images and Photography (Professional photography and site imagery)**

There are no photographs on the site. As the services mentioned deal with personal development it would enhance the site pages to have some images reflecting the theme of working with people. This imagery will also give site visitors a visual clue that the services offered revolve around people.

## **3. Highly Visible Contact Details**

There are no contact details on any page except the contact us page. Adapting the header banner of the website to contain contact details such as phone/email and Twitter/LinkedIn would ensure visitors can make contact no matter what page they land on from search engines.

## **Text and Content**

Your website is available 24/7 at home and increasingly, on the move using smartphones. Visitors will be able to read the information you place on your website about your products or services even when you aren't around to explain them personally. It makes sense to lead your visitors through who you are, what you do and to explain how they can buy from you on your web pages.

### **1. Overall Use of Text (Describing the organisation and products/services, amount of text used)**

The homepage has minimal text to introduce the new visitor into the website and the services it offers. Adding testimonials to the homepage would help to describe not only what it does but the value of the unique services offered to clients. Case studies would help to explain the main features of each service to new visitors.

The service pages feature bulleted text that succinctly describes the benefits of each service.

Although Peter is mentioned in the text his role in mentoring or personal development is not explained to the visitor. The style of the site page design is impersonal and it is difficult to guess what size organisation Executive Help is from the design of the site or the text on the pages.

### **2. Calls to Action (Telling the visitor what to do next and where to go for more information)**

There are no calls to action on any of the pages. Combined with the lack of contact details on the main service pages site visitors don't have the next step of the buying process signposted to them. Drawing their attention to the phone number or email as sources of more information would tell interested visitors what to do next.

### **3. Contact Details (Address, telephone, email and map, so customers know you are 'real'.)**

All details are visible on the contact us page, navigated easily off the main menu.

None of the main pages features contact details to show where the company operates, or how to contact the company for more information. Including this on each page could help provide a call to action, reassure visitors the company is 'real' and operational and could also filter away those geographically too far away to use the services.

## Usability

How easy is it to use your current web pages? If your visitors cannot find what they want quickly there is a risk they will go elsewhere. Also, consider the type of customers you have, do they have plenty of time to browse or are they on the move and looking for a quick solution?

### **1. Navigation (easy to use, easy to find information on each page)**

Easy to find and use, text size on the buttons could be larger and easier to read for mobile users and those with visual impairments.

### **2. Details of Products/Services (Enough information for customers to place an order.)**

There is minimal text on the homepage but the text on each of the services pages has plenty of detail and clearly explains the benefits of each service to site visitors.

It is difficult to tell how large or small an organisation EHL is from the text and although Peter is mentioned his role in the mentoring and personal development is not obvious from the text. The page that lists Peter's achievements helps to demonstrate his ability and experience to the site visitor but does not spell out how this will be to their benefit if they use EHL's services.

## In Conclusion

**Our thoughts on the overall layout, content, impact and effectiveness of your website.**

This website has effective text that emphasises the benefits of the services offered but this is let down by an unexciting site design that does not feature contact details or images to enliven the text and reinforce the people-orientated nature of the services being offered.

The website is impersonal in nature and it would help visitors to relate to the services being offered if testimonials and case studies were included to demonstrate the value of the service to existing customers. This would also emphasise to site visitors the themes of personal development and one-to-one mentoring mentioned in the text.

Improving the visibility of contact details by placing them on every page, as well as including calls to action in the text, will help to show site visitors what to do next. This should help to point interested visitors in the direction of making personal contact via phone, email or social networking.

Displaying links to social networking on Twitter, Facebook, LinkedIn and Ecademy will allow those that would like more information to find Peter online and 'get to know' him before they call or email.

## Our Recommendations

What we can do to improve your website and the potential costs involved.

- Redesign web site header with contact details and new navigation to fit larger screens
- Source stock photography to compliment website text
- Add links to social networking and business networking websites for visitors to use
- Include 'calls to action' on all service pages