ASSESSEMENT OF THE COMPANY WEBSITE
16 May 2012

This assessment is commercial in confidence and is for the employees of Company and their representatives.

Introduction

Most of the concepts relating to effective website design are based on common sense. All however require that you consider the needs of the visitor. It doesn't matter how great the products or how good the deal, if your visitor's needs are not met the chances of conversion reduce.

General Observations

Every page needs to grab the attention of the visitor. They need a page that meets their needs and assurance you can deliver the service or product on offer.

Everything they need to know needs to be on that one page along with calls to action, contact details and trust marks. These are all covered in the body of the report.

The prime driver is the main content. The logo and navigation will get skipped over as this is the route to other pages - the visitors wants their answers on this page. The content therefore needs to be clear and simple with an obvious focus and call to action.

Suggestions

- You only get two seconds to make an impression - you need to engage with the potential customer as soon as they land on the page.

Header

The header is oft missed when people land on a website because of the way people's eyes track down the left hand side of a web page. They may however return to the header to look for contact or other information.

The logo is fine but then you have the rest of the header information over on the right. This is in the website dead zone: the part of the page that is usually overlooked.

Your page header has nothing in it to tell your visitors what you do. Unless I knew who Company were I would be in the dark

It is important to remember that people can land on any page of the site. Everything in the top third is general info, it's not until I read the third paragraph that I get something useful.

You would be much better off with a good navigation system directly below the logo and use the area up on the right for contact details.

The search box is in the wrong place. People start top left and go down until they see something useful. This scan takes a few seconds at most. If you had the search box in a more prominent position then there is a better chance they will use it. However, on a site like this, the navigation is far more important (see below).

Suggestions

● Add a tagline to the page header so people know what you do.

● Move the navigation over to the left.

● Put your contact details on the right.

● Put the search box in the main content (see below)

Navigation

The navigation system you use should allow people to get to the main areas of the site from every page. People expect to see 'home' and 'contact' links in the primary navigation along with the main services on offer.

If you include the business divisions you would see an increase in clicks. For example:

Home | Access & Safety | Ducting | Heating | Tanks | Insulation | Fire prevention | Contact

All the other links (such as 'about us') should go in the footer.

Move the navigation to the left and below the logo, This is where people expect it to be. Add some hover styles and highlight the page I'm on. This can all be done with a bit of CSS.

Suggestions

● Add the main services to the navigation bar.

● Move the navigation to left below the logo

● Put all the non-service related links in the footer

Search

The site search needs to be integrated into the main body. Put it at the top of the main content and again below the main content. This will give visitors easy access to the feature.

Some people use the search as a primary navigation method so providing accurate and relevant results is essential. I searched for 'valves' and the top result was 'pumps'. The second result lead to an error page.

Poor search results reflect badly on the company.

Suggestions

● Put the search box at the top and bottom of the main content.

● Ensure relevant results with no 404 errors.

Homepage

The homepage is your shop front, advert for your products, the face of the company and probably the most important marketing page on the site.

It should create buzz as soon you land on the page, it needs to be clear straight away as to the purpose of the site and what the visitor needs to do next.

The images below the header serve no purpose. The slider has some text on the right but the colour contrast makes it very difficult to read.

The group of images below have captions but these only describe the image, not the service on offer. Even when you hover over the image the revealed text is just descriptive, it doesn't tell your visitors that what services you offer.

The one box that does suggest there is a list of services doesn't look like a link - there isn't a 'pointer' to indicate I can click on anything.

Replacing the images with a list of your services and thumbnail images would be much more useful to your potential clients. They would land on the homepage and immediately see if you can meet their needs, they could then click and go directly to the service they require. Less clicks means more conversions.

Suggestions

● Change the images to smaller thumbnails and add descriptive text.

The Main Business Pages

These pages will be the entry point to your services for many of your visitors. It follows therefore that you need to have clear leads to those services.

Visitors can land on a category page from a referral, organic search or advertisement. They already know what the want so make it as easy as possible for them to get what they need.

At the moment you have a single page listing all your services. You don't describe what you do, the lists don't look like links and generally you are relying on the visitor to click things to find out more.

The category pages (ductwork and fans, pipeworks and valves etc) are more like information pages rather than lead generators.

You have a list problems on some pages. Each of these should link to a service or solution page. Some pages have case studies listed in the content. None of these are linked to the relevant pages. This should be where you create leads: interest the potential client and lead them to the information they seek.

So the main focus of these squeeze pages should be to lead the visitor to the converting content. You need snippets of information and imagery the focus the eyes.

Suggestions

● Add visible descriptions to the main business pages for each service.

● Ensure consistency in layout and content on all pages.

Product Pages

These are the most important pages on the site and as such need to have the most attention spent on them. They are the money makers; everything else is just a feeder page. Ideally the potential customer will land on these pages from the search engine so they should have 100% converting content.

Because your visitors can't see the product and services in real life you are relying on the images and descriptions to do your selling for you.

People visiting these pages already know what they want (barriers, fire protection and so on) so you don't need to provide reasons for using a particular product or service. Introduce the range and then describe each product. The page can be as long as you like, In fact some studies have shown that longer pages have better conversion rates.

The description needs to include examples of the type of work you do and images of past projects. You need to link directly to the case study rather than put them on the right. If you include quotes then link to the referring site.

On some pages you have a list of materials. These could link to other pages detailing the benefits of each for specific installations. Such as non-slip in oil storage areas or stainless for food production.

You also need to add a call to action to every page. At the moment if there is a service I want there is nothing in the main content for me to do, There is no 'call 12345 to speak with an engineer' or a enquiry form or even an email address. See section on 'contact details'.

So for each product or service you need to offer solutions - tell your visitor what you are offering and most importantly how to get it.

Suggestions

● Build up the content on the product pages.

● Sell your services, don't just describe them.

● Add a call to action and contact details to the content.

This is just the first part of a much longer review.

If you want an assessment of your own website visit: website-assessments.co.uk or send an email to mail@website-assessments.co.uk or just telephone me (Tamsen) on 07789 776454.