

Measuring the value of your website

Is your website causing you to miss opportunities? When was the last time you and your staff visited your website? Do you know whether it's still valuable to your audience?

With the vast amount of information now available online, visitors are quick to move on if your website does not tell them that you offer what they're after.

They also give up if the user interface is difficult to use, cluttered, confusing and poorly designed. After all, what they see forms their first impression of your brand.

An outdated website frustrates visitors. That's not the user experience a brand wants to offer upon first contact. A brand aiming to convert visitors into leads or collaborators must have a customer-centric website.

This means designing it for existing and prospective contacts to easily navigate, find what they came for and be informed enough to make even such a simple decision as to request a quote.

Even if you have the tools to measure and analyse user interaction on your website, it's good practice to test the usefulness of your website yourself and see what your visitors experience.

A guide to testing your website

Below is a quick list to help guide you through a basic exploration of what your site offers. If you find that more than half of your answers are in the negative, then it's a strong indication that you may want to consider giving your website - and the information it offers - a facelift.

Imagine you're a consumer seeing your site for the very first time - get inside their head. What are they looking for? What questions do they have? - and how easy is it to find the answer. Better still, ask an outsider to review your website from a consumer's point of view.



- Does your site look appealing and compelling?
- Were you able to find the navigation right away? Does the menu make sense - check the primary and secondary levels.
- Are you able to easily find information considered most useful, including; products/services, the benefits of your business, the team, location and who to contact?
- On a mobile device, can you read the site content without zooming in?
- Is each page current? Ignore blog posts for now.
- Submit an enquiry if there's a contact form. Did the form work? Was the enquiry received?
- If you have a lot of content, do you have a search form and site map? Test the search function - are the results relevant?
- Did it take a long time to download important documents (e.g. annual report or brochure)?
- Are all links and videos correctly labelled? Are they functioning?
- Are all advertisements, images, banners and videos current?
- Can you easily access the blog or various categories without searching?
- Is the text professionally written and the message simple?
- Is there anything stopping you from getting what you need?
- Does what you see and read inspire you to make a transaction - whether that's a purchase, contact, registration, etc.?
- If products are available, is it easy to place an order? Are there at least two ways to pay (e.g. card and purchase order)?
- If you have access to your site's analytics, are you satisfied with the statistics?
- Are you receiving any queries via the website from your prospects?
- Overall, does the website and its design send a clear, accurate and current message about what you do?

This is a first step in ensuring you are delivering a relevant website experience. Having a well-designed and well-branded website as an part of the marketing plan is essential to build incredible value for business and personal growth for brands of all sizes.

At ABC Communications, we understand the benefits of good website usability. Our talented team will work closely with you to achieve a relevant website that not only provide accurate and useful information, but also solidifies your brand. Talk to us today to discuss your website needs.