



Make Your Web Site Perform

Highlights

- Multi-point review of 5 pages in your Web site.
- Usability review.
- Site layout evaluation.
- Review and offer suggestions for wording and placement of content.
- Competitor site analysis to find out what your competitors are doing.

WebDex's Web Site Evaluation provides insight to improve conversion rates and sales. We review your Web site from a consumer perspective, pointing out any pitfalls that may hinder the user experience. WebDex will then provide a detailed report offering recommendations for practical improvements to your site.



Reasons to Invest:

- Increase site conversion.
- Determine how users are actually using your site.
- An inexpensive alternative to rebuilding your site from the ground up.
- Get an unbiased review of your site.

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Web Site Evaluation Process

Step 1: Initial Consultation

Complete your Strategic Internet Integration Assessment (SIIA) questionnaire. Assesses your Web site's objectives, intended audience, and the overall impact the Web can have for your business.

Step 2: SIIA Conference Call

Attend a conference call with WebDex to review your answers and gain more of an understanding of your online marketing objectives.

Step 3: Usability Review

A usability expert will review your site, as well as those of leading competitors in your space and produce an in-depth report on opportunities for improvement.

Step 4: Evaluation Delivery

The finished report will be delivered to your office and WebDex will review the findings with you during a scheduled conference call.