



WEB CHECK

Website obstacle check

WebCheck is a quick guide to common website obstacles.

For a detailed analysis please contact TECHNOLEDGE .

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How to check your website for obstacles

Some market obstacles are less obvious and not always external.

Your website should be your best in-house sales resource on duty 24/7. If it doesn't convey what sets you apart from competitors in a few images, words and seconds, your website could be losing prospects and business. Your website could be a major obstacle.

- . *Is your website the best resource it can be?*
- . *Does it engage new visitors and generate leads?*
- . *Have you conducted an objective assessment?*

Be objective

Here are 8 easy steps to evaluate the effectiveness of your website* which we call **WebCheck**.

- 1. Impact of the portal screen** - how positive is your first impression?
- 2. Look and feel** - how consistent are they with your core business?
- 3. Messaging** - how engaging are your images, slogans and language?
- 4. Layout of primary web pages** - how easy are they to read?
- 5. Balance of images and words** - is it right?
- 6. Navigation** - how easy is it to move around and find information?
- 7. Access** - how easy is it to download, subscribe or take other action?
- 8. Transactions** - how easy is it to do business with you?

* does not include website design or construction, Search Engine Optimisation, affiliate marketing, Google ads, email marketing etc which would be part of a comprehensive website appraisal.

Use these 8 steps to evaluate your own website. If you need a more detailed appraisal, please contact us.

Technoledge is a specialist in technology marketing. We help our clients to navigate all types of market obstacles, and according to them, we're right on course. Please visit www.technoledge.com.au to read what our clients say.

How useful is WebCheck?

Very useful apparently. This is what **Fred Schebesta**, ADMA's Young Direct Marketer of 2007 and Director of Freestyle Media (Online Marketing Agency) www.freestylemedia.com.au, said about the WebCheck analysis we prepared for Freestyle Media:

"I think this service you are providing is absolutely magnificent! I would highly recommend it to any other company looking to get some insights into their website."
