

Internet marketing research

The features

Our portfolio of **Internet marketing research** services gives you vital web intelligence to measure and analyse your online positioning, performance and potential - and highlight new opportunities.

The **Visibility Analysis** will assess your site's online positioning and identify new opportunities to attract more qualified traffic.

The **Functionality Assessment** will assess your site's accessibility and usability, from the visitor's perspective and identify areas of improvement .

The **Loyalty Survey** looks at your site's interactions with visitors and communications with customers.

The **Economy Study** measures your costs against your revenues and highlights new revenue opportunities.

The **Net Integrity Search** identifies and monitors competitors, malicious activity and other risks to your brand to help devise an anti-competitive action plan.

We use a variety of information-gathering methods, from search engine and traffic data to our own measurement and assessment systems to create individual, actionable reports. Every report is bespoke and based on the latest information.

The next step

For more information about Weboptimiser's Internet marketing research services, either email nicholine@weboptimiser.com, call us on 0207 953 7150 or visit www.weboptimiser.com.

The benefits

Internet marketing research isn't simply research for its own sake, it provides the information you need to make your optimisation strategy a success.

For example, with a Functionality Assessment we can find ways to improve your site's visitor experience. With a Visibility Analysis we can identify opportunities to attract new qualified traffic and with a Loyalty Survey we can highlight new ways to interact and engage with your visitors and customers.