

Web site usability

The features

Web site usability is about making your site more visitor friendly, and a **typical Weboptimiser usability project** is designed to address every aspect of the visitor experience, from the welcome to the checkout – at any stage of your web site’s development, from the drawing board onwards. It involves a combination of **research** and **analysis**, **design** and **coding** and **validation** and **testing**, depending on the project, but will always start with testing and analysis and finish with whatever training and support are appropriate. Projects can vary from sophisticated lab-based testing and analysis involving groups of typical users, through to a simple re-design of your home page.

First, we analyse the **design and structure** of the site, in terms of its basic purpose and message. We make sure it’s clear what you do and what you’ve got to offer in terms of interaction and information and place on-site in the most productive locations, according to the latest usability research.

Next, we assess the **workings** of the site itself. We can optimise the on-site processes, such as subscriptions and registrations and remove superfluous code to speed up download times. We can help implement search engine and visitor friendly log-in and registration systems or deploy **Web Analytics tracking** to monitor visitors’ behavioural patterns. Thirdly, we can **recode the site** in Cascading Style sheets which makes a site easier to maintain, easier to use and more search engine friendly.

Lastly, we’ll implement an ongoing programme of **monitoring and maintenance**. We’ll track traffic and transactions to give you accurate ROI data. We’ll help you make sure any changes to your site don’t impact its visitor friendliness and help you plan your Internet marketing strategy to complement and maximise it your web site usability.

The next step

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

The benefits

Usability is a key part of any optimisation campaign because a fast, smart, visitor-friendly web site is vital to your online success. In fact, usability has been proved to have a significant impact on profitability, both in terms of reducing costs and increasing revenues.