

<p>Strictly Private and Confidential</p> <p style="text-align: center;">Website Evaluation of 'Sanitised Example Limited'  dd.mm.yyyy</p> <p style="text-align: right;">Page</p> <p>1. Introduction ..... 1</p> <p>2. Marketing Effectiveness..... 2</p> <p>3. Technical Construction ..... 5</p> <p>4. Visual Presentation..... 12</p> <p>5. Competitor Websites ..... 13</p> <p>6. Developer's Website ..... 14</p> <p>7. Other Websites ..... 15</p>	<p style="text-align: right;">Page 1</p> <p>1. Introduction</p> <p>This website evaluation of <a href="http://www.xxxxxxxx.co.uk">www.xxxxxxxx.co.uk</a> has been produced for Aaaa Aaaaaaaa, Managing Director of Sanitised Example Limited.</p> <p>It has been reviewed from three perspectives:-</p> <p>a) <u>Marketing Effectiveness</u> - using market-leading software from the US; which has been used to automatically evaluate over 1,000,000 websites worldwide</p> <p>b) <u>Technical Construction</u> - using the UK's most sophisticated computer program (SiteRay) for testing, monitoring and helping organisations to improve the performance of their websites</p> <p>c) <u>Visual Presentation</u> - against the top 30 benchmarked attributes of a world-class website.</p> <p>In summary:-</p> <p>a) Marketing Effectiveness <b>72%</b></p> <p>b) Technical Construction <b>52%</b></p> <p>c) Visual Presentation <b>87%</b></p> <p>Six Sigma Limited helps organisations to create step-change business improvement. It does not develop websites and is therefore able to provide a totally unbiased website evaluation.</p> <p>continued.....</p>																																																						
<p>2. Marketing Effectiveness <span style="float: right;">Page 2</span></p> <p>The measure of Marketing Effectiveness is based on an algorithm covering 50 different variables, including search engine data, website structure, approximate traffic, etc.</p> <p>Marketing Effectiveness overall is computed at <b>72%</b> - which puts the site in position 282 of the 1,369 UK websites evaluated to date.</p> <p>Analysis:-</p> <table border="1"> <thead> <tr> <th></th> <th></th> <th>Comments - (see paragraphs below for explanations)</th> </tr> </thead> <tbody> <tr> <td>1. Home Page Meta Description</td> <td>Very Poor</td> <td>No meta description detected</td> </tr> <tr> <td>2. Home Page Meta Keywords</td> <td>Very Poor</td> <td>No meta keywords detected</td> </tr> <tr> <td>3. Other Pages - Descriptions</td> <td>Very Poor</td> <td>Sample of 3 pages - no pages have descriptions</td> </tr> <tr> <td>4. Other Pages - Keywords</td> <td>Very Poor</td> <td>Sample of 3 pages - no pages have keywords</td> </tr> <tr> <td>5. Images with 'alt' text</td> <td>Very Poor</td> <td>The one image detected does not have 'alt' text</td> </tr> </tbody> </table> <p>continued.....</p> <p>1. <u>Home Page Meta Description</u></p> <p>This is an abstract or summary of the webpage. Search Engine Optimisation experts advise that important words and terms about a website should be crafted into the description. The description (or part of it) is frequently displayed by search engines for websites that are found as the result of a 'search'.</p> <p>It is recommended that the home page description be restricted to 150 characters.</p> <p>continued.....</p>			Comments - (see paragraphs below for explanations)	1. Home Page Meta Description	Very Poor	No meta description detected	2. Home Page Meta Keywords	Very Poor	No meta keywords detected	3. Other Pages - Descriptions	Very Poor	Sample of 3 pages - no pages have descriptions	4. Other Pages - Keywords	Very Poor	Sample of 3 pages - no pages have keywords	5. Images with 'alt' text	Very Poor	The one image detected does not have 'alt' text	<p>3. Technical Construction <span style="float: right;">Page 5</span></p> <p>The measure of Technical Construction is based on an algorithm that covers over 30 separate tests.</p> <p>Technical Construction overall is computed at 52%.</p> <p>Analysis:-</p> <table border="1"> <thead> <tr> <th></th> <th>% Score</th> <th>Rating</th> <th>Description - (see Analysis for details)</th> </tr> </thead> <tbody> <tr> <td>1. Alternative Text</td> <td>0</td> <td>Very Poor</td> <td>Alternative text for users with visual disabilities</td> </tr> <tr> <td>2. Printability</td> <td>0</td> <td>Very Poor</td> <td>Pages optimised for printing</td> </tr> <tr> <td>3. Feeds</td> <td>0</td> <td>Very Poor</td> <td>Website feeds and their validity</td> </tr> <tr> <td>4. W3C Compliance</td> <td>0</td> <td>Very Poor</td> <td>Website compliance with W3C standards</td> </tr> <tr> <td>5. Meta Tags</td> <td>39</td> <td>Very Poor</td> <td>Correct use of metadata- including meta tags</td> </tr> <tr> <td>6. Incoming Links</td> <td>39</td> <td>Poor</td> <td>Check on other websites that link to this one</td> </tr> </tbody> </table> <p>continued.....</p> <p>1. <u>Alternative Text</u></p> <p>No images have alternative text specified for users with visual disabilities. The website may be harder or impossible for some disabled users to read, and therefore in violation of website standards in many countries (e.g. UK, US and Australia). 3 images are used as links but do not have 'alternative text'. Any images which are used as links should always have meaningful 'alt text'.</p> <p><u>Recommendations</u></p> <p>Add alternative text to all images.</p> <p>continued.....</p>		% Score	Rating	Description - (see Analysis for details)	1. Alternative Text	0	Very Poor	Alternative text for users with visual disabilities	2. Printability	0	Very Poor	Pages optimised for printing	3. Feeds	0	Very Poor	Website feeds and their validity	4. W3C Compliance	0	Very Poor	Website compliance with W3C standards	5. Meta Tags	39	Very Poor	Correct use of metadata- including meta tags	6. Incoming Links	39	Poor	Check on other websites that link to this one								
		Comments - (see paragraphs below for explanations)																																																					
1. Home Page Meta Description	Very Poor	No meta description detected																																																					
2. Home Page Meta Keywords	Very Poor	No meta keywords detected																																																					
3. Other Pages - Descriptions	Very Poor	Sample of 3 pages - no pages have descriptions																																																					
4. Other Pages - Keywords	Very Poor	Sample of 3 pages - no pages have keywords																																																					
5. Images with 'alt' text	Very Poor	The one image detected does not have 'alt' text																																																					
	% Score	Rating	Description - (see Analysis for details)																																																				
1. Alternative Text	0	Very Poor	Alternative text for users with visual disabilities																																																				
2. Printability	0	Very Poor	Pages optimised for printing																																																				
3. Feeds	0	Very Poor	Website feeds and their validity																																																				
4. W3C Compliance	0	Very Poor	Website compliance with W3C standards																																																				
5. Meta Tags	39	Very Poor	Correct use of metadata- including meta tags																																																				
6. Incoming Links	39	Poor	Check on other websites that link to this one																																																				
<p>4. Visual Presentation <span style="float: right;">Page 12</span></p> <p>This evaluation has been carried out against the benchmarked top 30 visual attributes for a website.</p> <p>Against these attributes, the site has an overall visual rating of <b>87%</b>, which puts the site in the top 88% of all UK websites reviewed to date for visual presentation.</p> <p>It meets the visual benchmarks in all 30 areas with the exception of the following:-</p> <p>4.1. <u>Initial Impression</u>. An extremely cluttered and visually challenging home page - with no clear sense of direction for a visitor to follow.</p> <p>4.2. <u>Access Routes</u>. These are most confusing - e.g. with the home page having access routes from the top, left, middle, right and bottom of the page.</p> <p>continued.....</p>	<p>5. Competitor Websites <span style="float: right;">Page 13</span></p> <p>5.1. Overall Marketing Effectiveness</p> <table border="1"> <thead> <tr> <th></th> <th>Sanitised</th> <th>P</th> <th>JCP</th> <th>DBM</th> <th>F</th> </tr> </thead> <tbody> <tr> <td>Overall Effectiveness</td> <td>72%</td> <td>90%</td> <td>89%</td> <td>73%</td> <td>57%</td> </tr> <tr> <td>Google Page Rank</td> <td>4</td> <td>5</td> <td>7</td> <td>4</td> <td>3</td> </tr> </tbody> </table> <p>Analysis</p> <table border="1"> <thead> <tr> <th></th> <th>Sanitised</th> <th>P</th> <th>JCP</th> <th>DBM</th> <th>F</th> </tr> </thead> <tbody> <tr> <td>1. Home Page Meta Description</td> <td>No</td> <td>220 chs</td> <td>31 chs</td> <td>No</td> <td>9 chs</td> </tr> <tr> <td>2. Home Page Meta Keywords</td> <td>No</td> <td>13 words</td> <td>47 words</td> <td>No</td> <td>1 word</td> </tr> <tr> <td>3. Other Pages - Descriptions</td> <td>No</td> <td>Yes</td> <td>Yes</td> <td>No</td> <td>Some pages</td> </tr> <tr> <td>4. Other Pages - Keywords</td> <td>No</td> <td>Yes</td> <td>Yes</td> <td>No</td> <td>Some pages</td> </tr> <tr> <td>5. Images with 'alt' text</td> <td>1</td> <td>9</td> <td>10</td> <td>0</td> <td>2</td> </tr> </tbody> </table> <p>continued.....</p>		Sanitised	P	JCP	DBM	F	Overall Effectiveness	72%	90%	89%	73%	57%	Google Page Rank	4	5	7	4	3		Sanitised	P	JCP	DBM	F	1. Home Page Meta Description	No	220 chs	31 chs	No	9 chs	2. Home Page Meta Keywords	No	13 words	47 words	No	1 word	3. Other Pages - Descriptions	No	Yes	Yes	No	Some pages	4. Other Pages - Keywords	No	Yes	Yes	No	Some pages	5. Images with 'alt' text	1	9	10	0	2
	Sanitised	P	JCP	DBM	F																																																		
Overall Effectiveness	72%	90%	89%	73%	57%																																																		
Google Page Rank	4	5	7	4	3																																																		
	Sanitised	P	JCP	DBM	F																																																		
1. Home Page Meta Description	No	220 chs	31 chs	No	9 chs																																																		
2. Home Page Meta Keywords	No	13 words	47 words	No	1 word																																																		
3. Other Pages - Descriptions	No	Yes	Yes	No	Some pages																																																		
4. Other Pages - Keywords	No	Yes	Yes	No	Some pages																																																		
5. Images with 'alt' text	1	9	10	0	2																																																		
<p>6. Developer's Website <span style="float: right;">Page 14</span></p> <p>5.1 The Marketing Effectiveness of the developer's website is 38% and it has a Google PageRank of 2.</p> <p>5.2. The current UK benchmark for a website developer is a Marketing Effectiveness of 98.7% and a Google PageRank of 5.</p> <p>continued.....</p>	<p>7. Other Websites <span style="float: right;">Page 15</span></p> <p>This section is an evaluation and comparison with any other websites as required.</p> <p>It can include (for example) strategic partners, customers / clients, suppliers, marketing agencies, distributors, UK &amp; overseas agents, trade associations, business advisors, etc.</p>																																																						