

<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. Visual Presentation..... 2</p> <p>3. Marketing Effectiveness..... 5</p> <p>4. Technical Construction ..... 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 <b>www.xxxxxxxx.co.uk</b> has been produced for nnnnnn nnnnnn, Managing Director of Sanitised Example Limited.</p> <p>It has been reviewed from three perspectives:-</p> <p>a) <u>Visual Presentation</u> - against the most important attributes of a world-class website.</p> <p>b) <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>c) <u>Technical Construction</u> - using the UK's most sophisticated computer program for testing, monitoring and helping organisations to improve the performance of their websites.</p> <p>A fourth perspective (Market Relevance), which entails a detailed understanding of the target audience and competitive environment is available as an optional extra.</p> <p>Six Sigma Limited does not develop websites and so is able to provide totally unbiased evaluations. Its core business is helping organisations to create step-change business improvement through a process of skills transfer.</p> <p>continued.....</p>																																																																						
<p>2. Visual Presentation <span style="float: right;">Page 2</span></p> <p>This evaluation has been carried out against the benchmarked top 60 visual attributes for a website.</p> <p>These attributes include:-</p> <ul style="list-style-type: none"> <li>The home page and all others open quickly</li> <li>Navigation should be self-evident and 'clickable' items obvious</li> <li>The design should use recognised conventions</li> <li>Content should be error free and comply with the law</li> <li>Wording should be concise</li> </ul> <p>Against these attributes, the site has an overall visual rating of <b>80%</b>, which puts the site in the top 41% of all UK websites reviewed to date.</p> <p>It meets the visual benchmarks in all 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>3. Marketing Effectiveness <span style="float: right;">Page 5</span></p> <p>The measure of Marketing Effectiveness has been calculated automatically by computer program, using an algorithm that covers in excess of 20 key variables.</p> <p>The overall Marketing Effectiveness rating is <b>72%</b> - which puts the site in position 282 of the 1,369 UK websites evaluated to date.</p> <p>It has a Google PageRank of 3 and a SEO rating of 63%.</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> </tbody> </table> <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>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																																																							
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<p>4. Technical Construction <span style="float: right;">Page 12</span></p> <p>The measure of Technical Construction has been calculated automatically by computer program, using 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. WC3 Compliance</td> <td>0</td> <td>Very Poor</td> <td>Website compliance with W3C standards</td> </tr> <tr> <td>5. Meta Tags</td> <td>20</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)</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. WC3 Compliance	0	Very Poor	Website compliance with W3C standards	5. Meta Tags	20	Very Poor	Correct use of metadata - including meta tags	6. Incoming Links	39	Poor	Check on other websites that link to this one	<p>5. Competitor Websites <span style="float: right;">Page 13</span></p> <p>5.1. Visual Presentation Comparison with the toughest competitors:- .....</p> <p>5.2. 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><b>Overall Effectiveness</b></td> <td>72%</td> <td>90%</td> <td>89%</td> <td>73%</td> <td>57%</td> </tr> <tr> <td><b>Google Page Rank</b></td> <td>4</td> <td>5</td> <td>7</td> <td>4</td> <td>3</td> </tr> <tr> <td colspan="6">Analysis</td> </tr> <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> </tbody> </table> <p>5.3. Technical Construction</p>		Sanitised	P	JCP	DBM	F	<b>Overall Effectiveness</b>	72%	90%	89%	73%	57%	<b>Google Page Rank</b>	4	5	7	4	3	Analysis						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
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<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>																																																																						