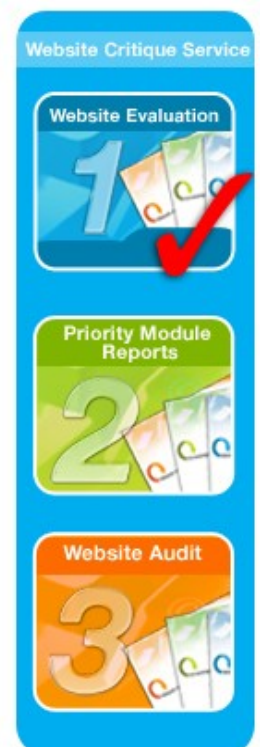


# Stage 1

## Website Evaluation

---

**Date:**  
**Client:**  
**URL:**  
**Contact Name:**  
**Xyone Contact:** Avis Pennington



## Overview of the Stage 1 process

A **Xyone Website Evaluation** involves a thorough and comprehensive assessment of your website against 45 carefully selected criteria.

The purpose of the Stage 1 Website Evaluation is to provide you with a measurement of your website's performance when compared to an accepted Benchmark, and consequently its performance in line with your original strategy. It is also an effective tool in assisting you to highlight the strengths and weaknesses of your website.

If your site is not performing as you would wish, further stages of the evaluation process will make recommendations on how you can get your website strategy back 'online'. See Page 10 for more details.

## Website Evaluation – Xyone

### Summary

Below is a brief summary of the key areas on Xyone website which we have highlighted as either performing well or underachieving in line with a Basic Benchmark.

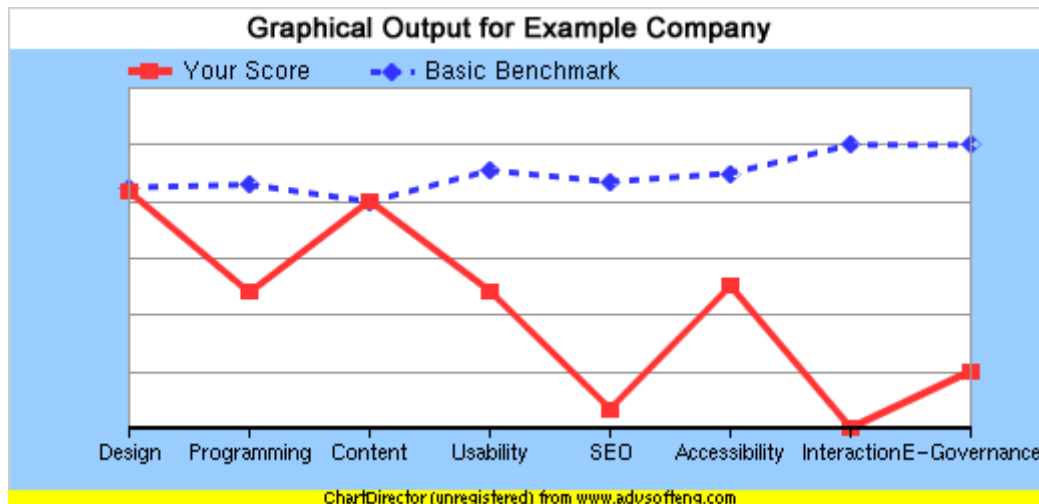
- Design

Basic colours used, but consistent and acceptable for users. Company name and logo are present on every page and incorporated into the site design.

- Programming

Coding is acceptable.

**Each individual criteria is given its own brief summary.**



Company Name:  
Address:

Website:  
Telephone:  
Email:



## **The Benchmark**

The Benchmark has been developed as the result of intensive research and collaboration and has taken two and a half years to formulate. Consequently it is not an arbitrary graph based on some "wish list" of desired criteria but a real comparison of any individual website against the national average.

The Benchmark was developed in collaboration with both private sector organisations and various public bodies including Business Links, Digital Development Agencies and localised Funding Agencies.

Six thousand five hundred web sites were examined and evaluated over the four and a half year period, the results of which were combined with a consensus of "best practice" developed by all concerned to produce a Benchmark against which any website owner can compare their own site.

Once established, the Benchmark is not immovable but is dynamic and constantly reviewed and refined in order that it will remain the measure of excellence that all web developers wish to attain.

## **Website Evaluation Criteria**

### **1.0 Design**

- 1.1 Colour Scheme
- 1.2 Identification of Company
- 1.3 Format of Text
- 1.4 Page Layout
- 1.5 Design Originality and Longevity
- 1.6 Image Quality
- 1.7 Design Appeal

### **2.0 Programming**

- 2.1 General Coding Standard
- 2.2 Ease of Maintenance
- 2.3 JavaScript
- 2.4 Frames
- 2.5 Error Pages
- 2.6 Style Sheets
- 2.7 Use of Meta Tags
- 2.8 Database Connectivity

### **3.0 Site Content**

- 3.1 Keywords in Text
- 3.2 Content Relevancy
- 3.3 Spelling and Grammar

### **4.0 Usability**

- 4.1 Consistency of Navigation
- 4.2 Intuitiveness of Navigation
- 4.3 Clarity of Navigation
- 4.4 Sitemap
- 4.5 Site Search
- 4.6 Dead Links and Dead Ends
- 4.7 Alternative to Main Navigation
- 4.8 Resolutions
- 4.9 Browsers
- 4.10 Site Speed

## **5.0 Search Engine Optimisation**

- 5.1 File and Folder Names Optimised
- 5.2 Content Well Written and Optimised
- 5.3 Page Titles Optimised
- 5.4 Meta Keywords Optimised
- 5.5 Meta Description Optimised

## **6.0 Accessibility**

- 6.1 Doctype
- 6.2 CSS
- 6.3 Alt Tags
- 6.4 Text Alternative
- 6.5 HTML Attributes
- 6.6 Accessibility (Level A)

## **7.0 Data Capture and Interaction**

- 7.1 Contact Form
- 7.2 Email Capture
- 7.3 Viral Marketing
- 7.4 Other Methods

## **8.0 E-Governance**

- 8.1 Privacy Statement
- 8.2 Terms and Conditions

## **Glossary Of Terms**

### **ALT Tags**

ALT Tags, or alternative text tags, are used to provide alternative text content for images used in a website. Users who can not see images in a website will make use of ALT tags to help them understand what an image represents. ALT tags are very important for images that convey important information such as phone numbers or contact details. ALT tags can also be used for search engine optimisation by placing keywords within the tags in order to increase the relevancy of the content on the website.

### **Browser**

A browser is a piece of software used to view a website and surf the internet. Various browsers are available for free, such as Internet Explorer, Mozilla and Opera. Some users may also make use of text browsers or screen readers to view websites which have been designed specifically for users with visual impairments.

### **CSS (Cascading Style Sheets)**

CSS are used by web designers to control how documents are displayed in web browsers. CSS is really a basic programming language which allows a developer to alter how aspects of a webpage are displayed to a user. Elements such as fonts, colours, layout and links can all be controlled by CSS.

### **Dead Link/Dead End**

Dead links on websites refer to when a user clicks a navigation link in a page which either takes them to a page which does not exist, which then results in an error page being presented, or does not perform any operation at all. A dead end in a website occurs when a user follows a link to a page, which when loaded, provides no way back to the previous page or to any other pages on the website, hence the user has reached a 'dead end'.

### **Doctype**

Doctype stands for Document Type Declaration and defines what document type definition a web page complies to. In simple terms the Doctype specifies what version of HTML has been used to construct a particular web page. The code in this webpage should therefore meet the standards defined by this Doctype and contain no attributes or programming elements from other versions of HTML.

## Flash

Flash is a design technique, developed by Macromedia, which is commonly used in the implementation of websites. It is a highly graphical technique and often makes use of animation to display objects on a screen. Websites designed entirely in flash can look very attractive but present compatibility issues with the search engine spiders, which find it difficult to examine the text content contained in a flash page.

## Frames

Use of frames was, and still is, a common technique used in the design and layout of websites. Instead of a single page being displayed in a browser window multiple pages can be on display at once. When frames are used there are usually three separate pages, one for the page banner, one for the navigation and also a central frame which displays the main content.

## JavaScript

JavaScript is a programming language which is used frequently in web design to generate more complex effects which can not be achieved using HTML. JavaScript can be used for a variety of applications, but one of the most common uses is in the creation of navigation buttons which change colour or appearance when the user moves the cursor over the button.

## Meta Tags

Meta tags are part of the HTML code which are used to provide useful information to both search engine spiders and also web developers. The tags are located within the first few lines of code but do not display on the webpage, as they are of no relevance to an ordinary user. The information they contain varies from a description of what is contained in a page to who created that page originally.

- **WHAT TO DO NEXT**

- You can log-on @[www.website-evaluations.co.uk](http://www.website-evaluations.co.uk) using your unique Username and Password as provided with your Evaluation Report and you can purchase 4 Priority Modules. The Priority Module Reports are designed to give you a greater insight into the strengths and weaknesses of a specific area, preferably an area where the website is underperforming. From this detailed information we will formulate an Action Plan to improve its performance over a short, medium and long term basis. Each Priority Module is priced at £59.99.
- Alternatively, you may decide that you require a full audit to highlight all the strengths and weaknesses specific to your website, then please feel free to skip the Priority Module Reports and ask for a full Company specific audit. Once you have requested this service a 15 minute consultation with one of the consultants will be arranged to allow us to fully understand your online objectives. This will allow the Auditor to put together a specific Action Plan during the audit process. The Audit stage is priced at £399.99 (including the consultation).
- Should you feel confident with your website performance and you are happy to make any suggested amendments yourself then you are under no obligation to proceed further in the Website Critique Service process. We hope that our assistance with the initial evaluation has proved useful to you and we would like to wish you every success for the future.
- For more information regarding the next stages of the Website Critique process you can contact Avis Pennington, Website Evaluations Manager, who will be happy to assist you. Avis can be reached on 0870 950 4400, or [avis.pennington@xyone.co.uk](mailto:avis.pennington@xyone.co.uk).

We hope that the service we have provided for you has been of benefit, and would like to wish you every success for the future. Should you wish to leave feedback on our performance then please log on to [www.website-evaluations.co.uk](http://www.website-evaluations.co.uk) and click on the Feedback page. We look forward to doing business with you again!