

1. First Impressions (1 - 9 score)

Assessed according to:
Graphic quality, general appearance,
speed of load

6

2. Ease of use (1 - 9 score)

Assessed according to:
Structure, menu / navigation,
accessibility

3

3. User experience (1 -9 score)

Assessed according to:
Interactive features, functionality,
general engagement

4

4. Credibility (1 - 9 score)

Assessed according to:
Access to contact info, grammar,
typos

6

5. Marketing tool (1 - 9 score)

Assessed according to :
calls to action, customer focused, up
to date, impact of key messages

2

6. Conversion (1 - 9 score)

Assessed according to:
Original, innovative content / ideas /
features that may have a positive
effect on visitor conversion

2

Search engine friendly (5 tests)

Search engine friendly 1 / 5
(1 - 9 score)

2

Page title tags

Search engine friendly 2 / 5
(1 - 9 score)

4

Meta tags

Search engine friendly 3 / 5
(1 - 9 score)

3

Links

Search engine friendly 4 / 5
(1 - 9 score)

6

Copy

Search engine friendly 5 / 5
(1 - 9 score)

4

Architecture

Conclusion

A credible site with a professional look and feel, and relatively easy to navigate. Lacking in interactive features and has a rather introverted perspective, focusing on products and services rather than client / visitor needs. If search engine traffic is important to the success of the site, more work could be undertaken to achieve better rankings.