

## Review A Website

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Saturday, 07 July 2007 09:54 - Last Updated Monday, 21 March 2011 02:45

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### Web Site Review Process / Web Site Critique Procedure

#### 1. Site Purpose

1. Does the site have a distinct, easily recognizable purpose? (educating users, providing news, corporate image branding, supporting existing customers, gathering information, auction site, banking, government, political, social issue promotion, banking, community site for those with similar interest, club/organization, mall, subscription service, e-commerce, investor relations, distribute products or service literature, customer service, host online courses, search engine, bookstore, internet provider, etc.)

2. Is that purpose reinforced throughout the site?

3. Does the site prominently feature the company's Unique Value Position (USP) on the home page and primary entry pages. You only have a few seconds to capture a customer/visitor. You need to rapidly tell them why you are different from other similar companies / sites.

4. If the purpose of the site is to make money, what is their business model (sell subscriptions to the site, sell advertising, sell products, etc)?

5. Is it extremely obvious to viewer why they should do, what the company want them to do? (purchase items, read you site, subscribe, etc.)

6. See if you can find a press release (printed or online) announcing the launching of the site. It should put forth the major goals of the site. Are they being met? Have the goals changed?

7. can you see what this business offer and how to look for it.

8. has the web site used online design trends and data