



Web Site Development Part 4 - Evaluating the Project:

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Developing a company web site is an important business decision.

In this final part of a four-part Fact Sheet, our E-Business Advisers discuss how to make your web site work for your business:

The development, testing and launch phase of your new web site is finally over, the web site is now complete and you have started promoting it to the world....but it is always useful to evaluate how your web site is performing.

1. Consider these key elements against your overall plan and objectives

- Have you achieved your outline objectives for building the site?
- Has the project been delivered within financial budget and timescale?
- Do you need to plan in any additional elements or areas of development?
- Is your web site easy to navigate, clear, concise and straightforward to use?
- Are your most important messages and unique selling points (USPs) being communicated clearly and effectively?
- Does your site address the needs of your Most Important Visitors and can they successfully find what they're looking for?
- Does your web site enable them to do what you need them to do ? e.g. Most Important

Action (e.g. enquiry, download information, make a purchase, etc)

- Do your visitors keep coming back to your site?
- What is it that keeps them coming back?
- Can you provide more on your site to make them come back more often?
- Does it add value to the user? Look at it from your customer or business associates perspective

2. Web site Trends and Statistics

In addition to evaluating the success of the overall development of your web site, it is really useful to know the bigger picture and take an even closer insight into detailed web traffic and visitor activity.

See the "Web Site Analysis and Statistics" Fact Sheet in this series for more information on how to find out how your web site is performing, where your web site visitors are coming from and what they are most interested in.

Finally, if you need assistance to project manage the processes detailed in this four-part Fact Sheet - contact 360e, our web site address is below.