

Web Site Scorecard

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This test is an attempt to gauge the effectiveness of a web site for marketing purposes and is targeted towards companies that provide consulting services. An objective person who resembles a potential client should fill out the 1st test while someone from within your firm should fill out the 2nd test.

TEST #1

[to be filled out by a potential customer]

Branding + Content

How well does the site explain the firm’s services and how effective are examples being used to illustrate these services?

- very well 10 pts
- pretty good 5 pts
- not well 0 pts

points _____

How well does the firm’s value proposition address specific client needs?

- very clear 10 points
- pretty clear 5 points
- not clear 10 points

points _____

How easy is it to understand the value the firm has contributed to their client’s success?

- very easy 10 pts
- pretty easy 5 pts
- hard 0 pts

points _____

Is it easy to find out who the firm’s clients are and what they have done for these clients?

- very easy 10 pts
- pretty easy 5 pts
- hard 0 pts

points _____

How well does the site differentiate the firm from it’s competitors?

- very well 10 pts
- pretty good 5 pts
- not well 0 pts

points _____

How easy is it to find contact information?

- very easy 10 points
- pretty easy 5 points
- difficult 0 points

points _____

Functionality

How easy was it to search and find information?

- very easy 10 pts
- pretty easy 5 pts
- difficult 0 pts

points _____

How long does it take to download a page?

- less than 10 sec. 10 points
- between 10 + 20 sec. 5 points
- more than 20 sec. 0 points

points _____

Were there any errors, message alerts or requests to download plug-ins when viewing a page?

- no 10 points
- yes 0 points

points _____

How well did each page work on different browsers [e.g. Netscape 4.7/6/7 and Internet Explorer 4/5/6/7 on Windows 95/98/2000/XP and Mac OS 9/10]?

- very well 10 points
- pretty good 5 points
- not well 10 points

points _____

Total Points _____

[out of a possible 100 points]

TEST #2

[To be filled out by someone from within your firm]

How well has the site been optimized to increase search engine rankings?

- very well 10 points
- pretty good 5 points
- not well 0 points

points _____

Are methods being effectively used to generate traffic to the site?

- yes 10 points
- no 0 points

points _____

Is a traffic analysis program being used to understand site activity such as who is going to the site and what pages are most popular?

- yes 10 points
- no 0 points

points _____

Is the web site being used during a project to collaborate or communicate with existing clients?

- yes 10 points
- no 0 points

points _____

How difficult is it to revise content on the site?

- very easy 10 points
- pretty easy 5 points
- difficult 0 points

points _____

Total Points _____

[out of a possible 50 points]