

# **Extract of the numerical report**

## **Competitive Web Benchmark**

Nicolas Bürki

Phone: +33 9 8105 79 78

FAX: +33 4 93 77 79 78

Email: [nbuerki@effbis.com](mailto:nbuerki@effbis.com)

Corporate Web site: [www.effbis.com](http://www.effbis.com)

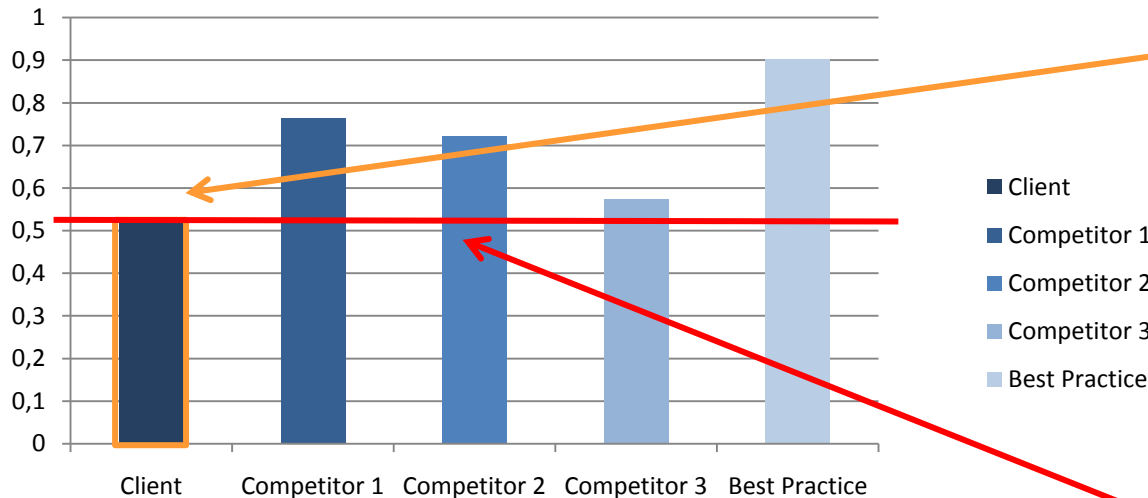
Research Publication Web site: [www.effinfo.com](http://www.effinfo.com)

- This extract aims to provide you more insights about effbis' competitive Web benchmark in particular:
  - Structure / hierarchy of our scoring methodology
  - How corrective actions are prioritized and classified into short-, mid- and long-term recommendations

# Overall Site Effectiveness

The competitive Web benchmark provides the scores of your Web sites on 4 levels:

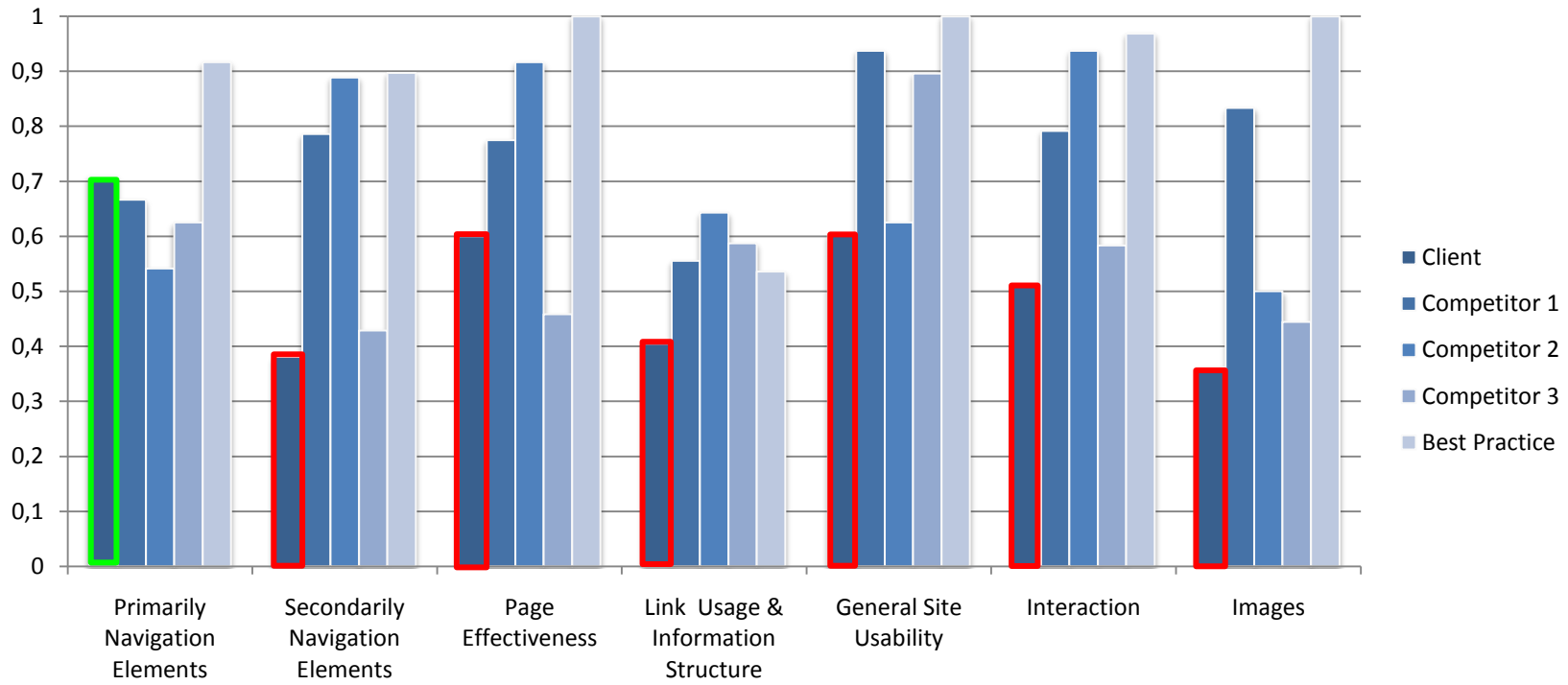
- Overall effectiveness score (see below)
- Level 2: Main Category score (e.g. in this extract: site effectiveness)
- Level 3: Sub-categories par of the main category
- Level 4: Criteria par of the sub-categories



**Overall, client site satisfies more than 50% of usability best practices**

**However, client site has a lower site effectiveness as compared to its competitors**

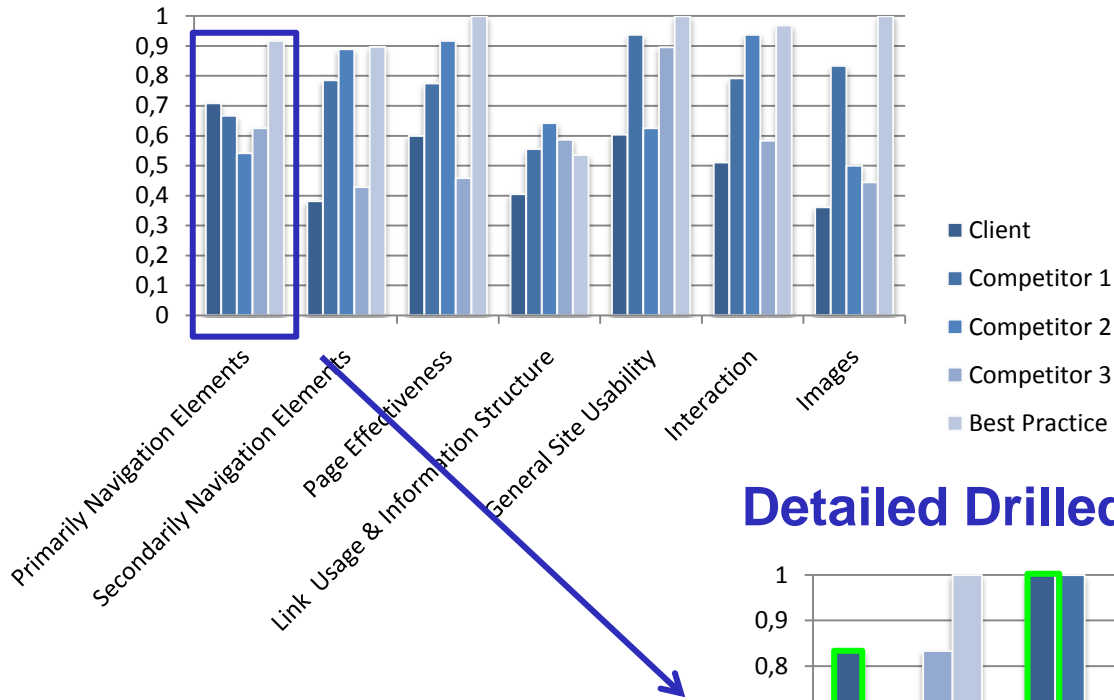
# Site Effectivness – Drill Down to sub-categories (Level 2)



| Site Usability Effectivness        | Client     | Competitor 1 | Competitor 2 | Competitor 3 | Best Practice |
|------------------------------------|------------|--------------|--------------|--------------|---------------|
| Primarily Navigation Elements      | 0.7        | 0.66         | 0.54         | 0.62         | 0.91          |
| Secondary Navigation Elements      | 0.4        | 0.8          | 0.9          | 0.4          | 0.9           |
| Page Effectiveness                 | 0.6        | 0.8          | 0.9          | 0.5          | 1             |
| Link Usage & Information Structure | 0.4        | 0.5          | 0.6          | 0.6          | 0.5           |
| General Site Usability             | 0.6        | 0.9          | 0.6          | 0.9          | 1             |
| Interaction                        | 0.5        | 0.8          | 0.9          | 0.6          | 1             |
| Images                             | 0.4        | 0.8          | 0.5          | 0.4          | 1             |
| <b>Total</b>                       | <b>0.5</b> | <b>0.8</b>   | <b>0.7</b>   | <b>0.6</b>   | <b>0.9</b>    |

Out of the 7 Level-2 categories, **client site performs better in one category but underperforms in 6 categories as compared to its competitors**

# Site Effectivness – Drill Down to sub-sub-categories (Level 3)



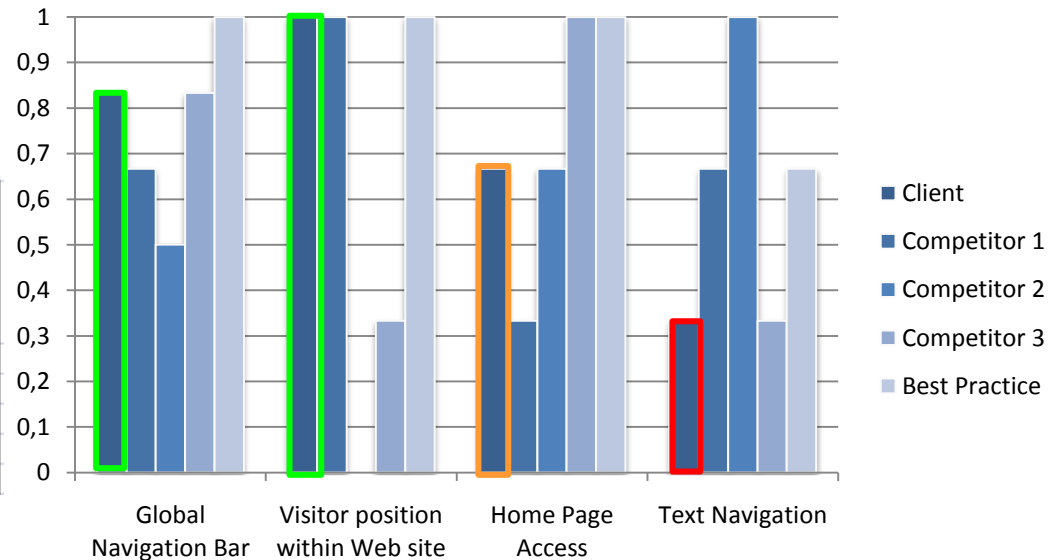
No immediate action required

Action Required

Critical Action Required

## Detailed Drilled Down on Level 3 category

| Primarily Navigation Elements    | Client     | Competitor 1 | Competitor 2 | Competitor 3 | Best Practice |
|----------------------------------|------------|--------------|--------------|--------------|---------------|
| Global Navigation Bar            | 0,8        | 0,7          | 0,5          | 0,8          | 1             |
| Visitor position within Web site | 1          | 1            | 0            | 0,3          | 1             |
| Home Page Access                 | 0,7        | 0,3          | 0,7          | 1            | 1             |
| Text Navigation                  | 0,3        | 0,7          | 1            | 0,3          | 0,7           |
| <b>Total</b>                     | <b>0,7</b> | <b>0,7</b>   | <b>0,5</b>   | <b>0,6</b>   | <b>0,9</b>    |



# Site Effectiveness – Drill Down to final usability best practices (criterion)

## Level 2 category

| Primarily Navigation Elements    | Client     | Competitor 1 | Competitor 2 | Competitor 3 | Best Practice |
|----------------------------------|------------|--------------|--------------|--------------|---------------|
| Global Navigation Bar            | 0,8        | 0,7          | 0,5          | 0,8          | 1             |
| Visitor position within Web site | 1          | 1            | 0            | 0,3          | 1             |
| Home Page Access                 | 0,7        | 0,3          | 0,7          | 1            | 1             |
| Text Navigation                  | 0,3        | 0,7          | 1            | 0,3          | 0,7           |
| <b>Total</b>                     | <b>0,7</b> | <b>0,7</b>   | <b>0,5</b>   | <b>0,6</b>   | <b>0,9</b>    |

Each unsatisfied each usability best practice criterion (e.g. marked with 0) indicates where a corrective action is required.

## Level 3 category

|  |            |            |            |            |            |
|--|------------|------------|------------|------------|------------|
| <b>Global Navigation Bar</b>   | <b>0,8</b> | <b>0,7</b> | <b>0,5</b> | <b>0,8</b> | <b>1</b>   |
| Available on all pages.  | 1          | 1          | 1          | 1          | 1          |
| Formatted consistently throughout the site.  | 1          | 1          | 1          | 1          | 1          |
| Placed consistently throughout the site.   | 1          | 1          | 0          | 1          | 1          |
| Placed horizontally.   | 1          | 1          | 0          | 0          | 1          |
| Navigation bar is used as marketing tool such as navigation entries explicitly named product categories or industries (e.g. not just "products" "services" or "Industry" entries). | 1          | 0          | 1          | 1          | 1          |
| Global navigation bar contains entries for all major site segments.  | 0          | 0          | 0          | 1          | 1          |
| <b>Visitor position within Web site</b>  | <b>1</b>   | <b>1</b>   | <b>0</b>   | <b>0,3</b> | <b>1</b>   |
| visitor's relative position within the site such as inverted colours of navigation bar entries (1st and 2nd level).  | 1          | 1          | 0          | 1          | 1          |
| Textual navigation path.   | 1          | 1          | 0          | 0          | 1          |
| Textual navigation path elements are clickable (except the active level/page)  | 1          | 1          | 0          | 0          | 1          |
| <b>Home Page Access</b>  | <b>0,7</b> | <b>0,3</b> | <b>0,7</b> | <b>1</b>   | <b>1</b>   |
| Corporate logo links to home page (except on home page, on which the link is deactivated).   | 1          | 1          | 0          | 1          | 1          |
| Corporate logo is in the upper left corner.  | 1          | 0          | 1          | 1          | 1          |
| Home page is accessible through global navigation bar entry named "Home".  | 0          | 0          | 1          | 1          | 1          |
| <b>Text Navigation</b>   | <b>0,3</b> | <b>0,7</b> | <b>1</b>   | <b>0,3</b> | <b>0,7</b> |
| Text navigation available at bottom of all interior pages.   | 0          | 1          | 1          | 0          | 1          |
| Text navigation mirrors and complements entries of global navigation bar (such as privacy policy, legal, about us, etc.).  | 0          | 0          | 1          | 0          | 0          |
| Text navigation is text-based (e.g. not image-   | 1          | 1          | 1          | 1          | 1          |

Each unsatisfied criterion is documented with a screenshot and complemented with a real-life best practice example screenshot to provide inspiration of how to fix the issue

Usability Best Practice Criteria: in total over 200 criteria

The priorities for corrective action is determined by the overall level 3 category score and/or level 2 category score. For example:

- Low critical: if categories scores are higher than all or some key competitive sites
- High critical; if categories scores are lower than all or some key competitive sites

Further, our corrective action will be classified into short, mid- and long-term recommendation by considering the added value vs implementation effort.

- Basic set up: **over 200 criterions** that we score
- **Additional categories** for eCommerce sites, customer support, online marketing/SEO, etc.
- Neutral & objective measurement
- Each unsatisfied criterion is documented with screenshot and complemented with a **real-life best practice** example screenshot to provide inspiration of how to fix the issue
- **Benefits**
  - Prioritises, documents and manages change process
  - Tool for agreeing and communicating design/development priorities, future spending and business decisions.
  - Increased site visitor experience
  - Reduced time to find consensus

- Contact us to learn more about the competitive Web Benchmark, such as:
  - real-life best practices,
  - industry experiences,
  - live-demo,
  - pricing
  - etc.

Email: [info@effbis.com](mailto:info@effbis.com)

Phone: +33 9 8105 79 78 (CET)