

r i c h m o n d m e d i a

Website Analysis - Example

1. **Appearance** – The home page is unbalanced, with an obsolete color scheme. Site looks to have been designed in 2000 to 2002, judging by the use of vignette used on the pictures in the upper right and the color of the main buttons. Text link colors are default Windows blue, also indicating an obsolete design. Although relatively functional and conducive to navigation, the page layout is not attractive, and not especially viewer-friendly. The unevenness of the 2 tables titled “Patients Who Have:” and “Also, Patients Who Have Had A:” is visually unappealing and somewhat amateurish. Lastly, all of the pages cling to the left side of the window when opened. There are so many screen resolutions used these days that even a 1024x768 screen makes the site look unbalanced and old.
2. **Search Engine Friendliness** - The site is very unattractive to Google and other search engines. Google examines the page title, which now reads “Welcome to Home Care Connections, Inc.”. This is a big problem, as modern sites pack the title bar with keywords, which is why modern titles tend to run off of the title bar. Also the word “Welcome” is used in title bars by over **80 MILLION websites**. There are also no Meta tags or keywords, which are important to search engines. The use of the text “Serving Richmond, Virginia and surrounding counties...” is good, and the text on the home page uses good keywords. Your Google ranking is very poor for a site that’s been up for this long
3. **Other technical issues** – Your free brochure section of the home page has a phone number and mailing address to contact to get the brochure. This demonstrates poor interactivity. The brochure should be converted to PDF format and be downloadable, as should all documents on the site. PDF is the standard for documents. The Joint Commission on Accreditation of Healthcare Organizations (JCAHO).” Link should open in a new window. Why would you want someone to make your own web page disappear when a viewer clicks on a link?
4. **Services page** – People do not like to scroll way down the page. This page is way too long, although the site designer attempted to provide access to the page by providing anchor links to the subjects (the “Services” link at the top of the page). I would suggest the use of submenus, so when the viewer holds the mouse over the “Services” button, a dropdown menu appears with the subjects as separate pages.
5. **Service Area page** – Not bad, but still too long. Viewers will not scroll to the bottom, where the individual office is listed. I suggest a better map, with thumbnails of the offices that open DIV tags when clicked on. Also, The text of the cities with offices might be email links to those offices.

6. **Payment Plans page** – Good
7. **Testimonials page** – OK, but the content does not go down as far as the table on the left (which is too long...)
8. **Patient Rights page** – Same problem with page length. 2 of the 3 links do not work, and again, they should open on a separate page.
9. **About Us page** – OK, but the PDF documents should open on a separate page.
10. **Contact Us page** – OK. The email link should be much closer to the top of the page, and with a business this size you should have more than one email link.
11. **Employment page** – Again, links open on the page itself. Unless your current job openings are permanent and never change, consider a PDF download link. This way the openings can be changes easily.
12. **Resources page** – Again, links open on the same page.
13. **For Physicians page** – See Services page.

Summary

A large site with an obsolete design. Navigation is friendly, but the site lacks search engine compatibility. The links are inefficient, causing viewers to leave the site. Interactivity is limited, and general navigation within the pages is awkward.

Suggestions

1. Add search engine tools
2. Balance the basic page design and colors to be modern and appealing
3. Incorporate text link colors into the design scheme
4. Make links open on new pages
5. Convert brochure and other documents to PDF format for digital downloading
6. Use submenus to split up large pages
7. Consolidate Service Area page, and add contact info for the individual offices
8. Submit site to Google and find other sites to link to yours