

Webcredible offers small firms insight into their sites' usability

Web usability and accessibility consultancy Webcredible has launched Website Review Lite, a site review service tailored specifically to small businesses and start-ups.

Website Review Lite costs £795 and comprises of a 25-30-page PDF report highlighting where the site succeeds and fails on usability and how to improve its search engine optimisation.

"There was a gap in the market for a product like this," said Trenton Moss, director of Webcredible. "The programmes and offerings in the market are often far too expensive and therefore out of reach for small companies

keen to get advice on what they may already have online or the direction they should be taking.

"While it may not go into the same depth as a full site review – for example, it doesn't look at accessibility issues – Website Review Lite provides a surface-level analysis that looks at the most common mistakes and how they can be rectified," Moss added.

The set fee means that businesses pay for the service upfront, and evaluation can be completed in as little as 24 hours.

webcredible.co.uk/services/website-review.shtml