

red shop

Website review lite
v1.0



www.webcredible.co.uk

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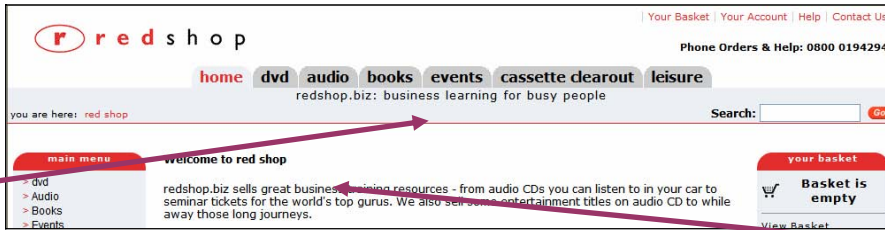
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Homepage guideline 1: The homepage should explain who the site belongs to and who you are.

Site visitors shouldn't have to waste time wondering if they are in the right place.

Guideline met? Partially.



The site has a tagline explaining what the site does. However, this may be missed by site visitors as it is not in the traditional location (under the site's logo in the top left corner). The tagline also disappears after navigating away from the homepage.

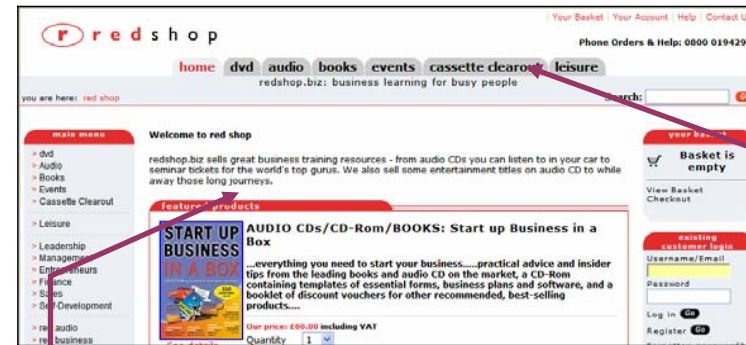
There is a short paragraph explaining what the site is about at the top of the page, which is good.

Recommendations: Provide a short, concise tagline under the logo on every page in the site.

Homepage guideline 2: The homepage should clearly communicate what site visitors can do on the site.

By making site visitors aware of what they can do on the site, they're more likely to enter into the site beyond the homepage.

Guideline met? Yes.



The site offers "featured products" as a way to get further into the site.

The tabs at the top of the page and the left navigation also offer site visitors places to go in the site.

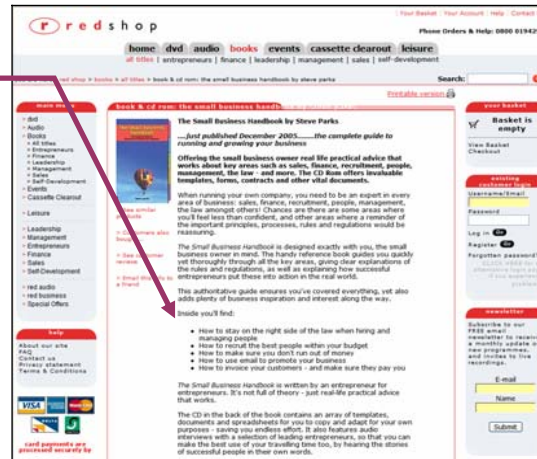
Recommendations: Continue to provide clear access points further into the site. Ensure that the links supplied on the homepage are the most important ones.

Reading guideline 1: Every page, and page section, should have a descriptive heading.

- Sub-headings should be used to separate content and break up long pages
- Headings should accurately describe the content beneath them
- Pages should have clearly defined areas so users can quickly decide which areas to focus on.

Guideline met? No.

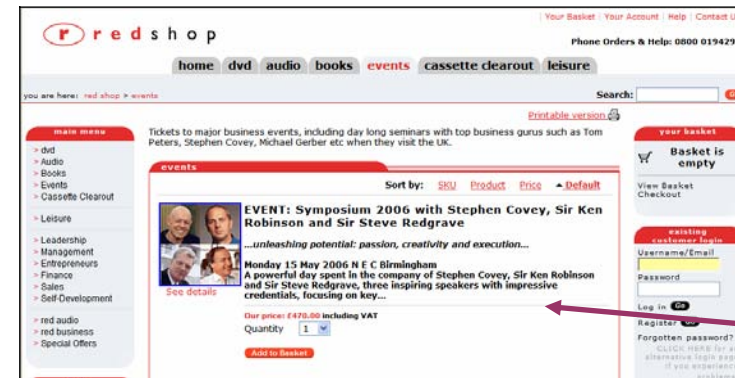
Headings are descriptive, but there are pages with a lot of content that haven't been broken into manageable chunks.



Reading guideline 2: Headings, links and important words should stand out.

Making important features stand out will attract site visitors' attention and help facilitate scanning. It's important that there are not too many features on a page all competing for user's attention.

Guideline met? Partially.



Headings are generally obvious. However, links are sometime displayed in black, making them hard to spot. Bold could also be used more efficiently.

Recommendations: Split pages with long content into more manageable chunks by using sub-headings. For example, the list in the page above could have a heading.

Recommendations: Use bold sparingly by only highlighting the most important words. Make sure all links stand out by using a high contrast colour (e.g. red), not black.

Buying guideline 1: Site visitors should be able to trust your site.

- Assurances should be provided about security and privacy
- Site visitors should only have to enter personal details once they enter the checkout
- Stock levels and delivery costs should be indicated
- Contact details should be provided in case site visitors have any other questions.

Guideline met? Yes.



The logo communicates to the site visitor that the site is secure. Personal details are only asked for once entering the purchasing process and delivery costs are provided.

Recommendations: None!

Buying guideline 2: The process of entering the buying process must be clear and straightforward.

- Each product needs an obvious "add to basket" button
- It must be clear how to view the basket and how to proceed to the checkout
- The ordering process should be clearly broken up into individual steps.

Guideline met? Yes.



It was clear how to reach this stage and the process is broken into steps.

Recommendations: None!



SEO guideline 1: Effective page titles are used.

Search engines place more importance on the title than anything else on the web page. Ensure that the page title is unique on every page and that it contains the keywords for that page.

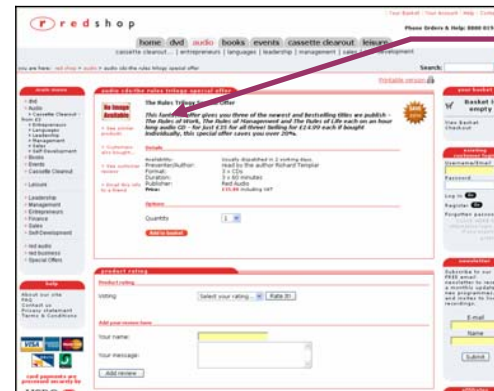
Guideline met? Yes.

Recommendations: None!

SEO guideline 2: Keywords are placed in heading text.

After the page title, headings are the next most important item on the page for search engines. Ensure headings contain your keywords for the page (especially the main heading) and that these headings are labelled as headings in the HTML code (e.g. the main page heading should be labelled as <h1>), so that search engines know they are indeed headings.

Guideline met? No.



The main heading does contain keywords, but subsequent headings don't. None of the headings are labelled as headings in the HTML code.

Recommendations: Label all headings as headings in the HTML code. Consider placing more keywords into sub-headings. For example, change 'Product rating' to 'Product rating for {book name}'.

About Webcredible

Webcredible is a usability and accessibility consultancy providing a range of services:

- Usability
 - Usability testing
 - Usability website evaluation
 - User-centered design
 - User research & focus groups
 - Ongoing usability support
- Accessibility
 - Web accessibility evaluation
 - Accessibility testing
 - Ongoing accessibility & CSS help
- CSS web development
 - CSS web design & build
 - CSS / XHTML coding
- Training
 - Usability testing training
 - Writing for the web training
 - Web usability training
 - Web accessibility training
 - Advanced CSS training

Webcredible is a member in good standing of:

- UK Usability Professionals Association
- Association of Accessibility Professionals (board member)
- Guild of Accessible Web Designers (founding member)

Webcredible is widely regarded as one of the most innovative and respected usability and accessibility consultancies in the UK. Our research articles have been re-published on well over 100 websites and in numerous offline publications.

Clients include BBC, Environment Agency, Norwich Union, T-Mobile, the World Health Organization, Yamaha and Yell.com.

For more information please:

- Telephone 0870 242 6095
- E-mail info@webcredible.co.uk
- Visit www.webcredible.co.uk