

Site Evaluation

A **Site Evaluation** is an online, task-based evaluation that measures how well your site is performing across key experience metrics, such as success of task completion, satisfaction, ease of use, and likelihood to purchase and / or recommend. Site Evaluations provide statistically reliable metrics to help inform key business decisions.

Benefits

- **Determine** how well your site is performing along key performance metrics
- **Measure** customer attitudes, thoughts and behaviors in one evaluation
- **Benchmark** site performance and track ROI improvements over time
- **Gain** statistically reliable metrics via a large sample
- **Identify** short-term and long-term recommendations for site improvements

Methodology

A Site Evaluation will provide a baseline for how well your site is performing across key segments, identify problem areas and solutions, and establish a benchmark for improvement moving forward.

eVOC Insights performs Site Evaluations using online technologies that seamlessly collect quantitative, qualitative, and behavioral data while evaluating the user experience. The consultants at eVOC Insights have performed hundreds of Site Evaluations and have created a proven methodology for improving performance to drive higher satisfaction, retention and revenue.

Questions

- How successful are users in completing specific tasks on a Website?
- How satisfied are users with the site?
- How likely are users to return to and / or recommend the site?
- What are common frustrations that users encounter?
- How can the site experience be improved?
- What aspects of the site cause a significant barrier to usage?
- In what areas has the site improved since the last benchmark study?

Insights

Site Evaluations can be conducted at any time during the lifecycle of a Website. They are often most effective as a first assessment of site performance to establish a baseline from which future improvements can be measured. Site Evaluations are very helpful before and after a re-launch of a site to provide ROI on the site redesign.

Site Evaluations are also effective for benchmarking site performance on a semi-annual or quarterly basis to track the impact of site changes, industry trends and new feature enhancements. A Site Evaluation is a reliable way of capturing statistical metrics for customers' thoughts, attitudes, and behaviors online.

SATISFACTION METRICS

