WEB SITE REPORT CARD

9am Solutions introduces the Web Site Report Card, a highly cost-effective and efficient way to measure the health of your web site's *Usability*, *Content*, and *Branding*. The biggest advantage to this new service from 9am Solutions is that your Web Site Report Card is compiled using feedback and ratings from the only experts that matter: **actual visitors to your web site**.

Using leading technologies and our proprietary methodology for online research, 9am Solutions can help clients establish internal benchmarks that can be used to measure web site effectiveness and improvements over time. For clients who maintain multiple brands and web sites, the Web Site Report Card can be conducted for each site so that results can be compared to establish corporate-wide benchmarks. Site owners can quickly identify the strengths and weaknesses of their site and take appropriate action to ensure consistent levels of quality across all company sites.

Report Card Objectives

As clients expand their commitment to the online channel for sales, marketing, education, and customer service, companies continue to spend millions of dollars in web site development and enhancements. The need to measure site success has become more essential than ever.

Today, clients have many options to assess the Customer Experience. However, most of these options are expensive and resource intensive. The objective of the Web Site Report Card is to give site owners a fast, reliable tool to:

- Consistently gauge site effectiveness and quantify value over time
- Easily measure impact of site improvements and new development efforts
- Quickly identify problem areas of a web site
- Provide an effective means for internal benchmarking across multiple brand sites

Report Card Methodology

The Web Site Report Card is a synopsis of direct feedback from your actual site visitors. Data collection takes place as users are leaving a web site. The short survey asked at site exit takes just a few minutes to complete. Visitors are asked to rate their experience on key aspects of their visit including:

- Their primary reason for visiting the site and their success in meeting their visit objective
- Ratings of usability, content, branding
- Future intent to revisit, recommend, or further interact with site / company

For sites with multiple target audiences, demographic questions can be added to the basic survey so that responses can be analyzed by market segments and included in the Web Site Report Card.

Unlike lab-based usability testing, results are based on *real people performing real tasks* on a web site.

Report Card Options

The Web Site Report Card is a series of Index Surveys that can be conducted individually, or in tandem. Depending on how often a site changes, these Index Surveys can be conducted quarterly, bi-annually, or yearly to measure the impact of your site's changes and improvements.

Each Index is a collection of carefully chosen questions compiled by 9am Solutions that have been proven over time to effectively gauge specific aspects of site performance. The responses and ratings of these metrics are used to calculate scores that will be included in the Web Site Report Card.

Clients can choose to conduct one, two, or all three of the Index Surveys that have been predefined by 9am Solutions. The three Index Surveys include:

Usability Index
- Measure overall ease-of-use of the site
- Rate intuitiveness of the web site's Information Architecture
- Assess site navigation

Content Index
- Measure the understandability of site content
- Learn how useful / relevant site content is for meeting visitor needs
- Measure comprehensiveness of site information from the user perspective

Brand Index
- Quantify levels of brand awareness and company or site loyalty
- Measure user perceptions of competitive sites and companies
- Rate effectiveness of corporate marketing and value proposition messages

Results from each Index Survey conducted are used to create the Web Site Report Card. 9am Solutions can also create a Custom Index for any client who would like to incorporate specific requirements within the Web Site Report Card.

What Clients Will Learn

By obtaining site visitor input on strategic usability, content, and branding questions, site owners will be able to learn:

- Why are users coming to the site?
- Are they successful in completing their visit objectives?
- What types of tasks have the lowest and highest success rate?
- How have the latest site improvements impacted user success?
- Is the site effective in guiding users to where they need to go?
- What barriers prevent user success?
- Can users find information they need?
- How has their site visit affected future interaction with the site and company?

Fees for the Web Site Report Card

The Web Site Report Card is designed to provide invaluable information to site owners for a cost-effective price point.

Pricing for the Web Site Report Card starts at $12,500, which includes one Index Survey and full professional services to conduct, analyze, and produce the Web Site Report Card on a single web site. Please contact 9am Solutions for additional pricing on multiple Index Surveys or site evaluations.

About 9am Solutions

Our sales and professional services staff have been involved in online market research and usability since its inception. 9am Solutions, Inc. is dedicated to providing Fortune 500 clients with the most innovative solutions to manage and improve the web experience. We market best-of-breed technologies offered by leading software companies in web site research, site evaluations, and customer experience management.

To learn more about 9am Solutions or about Customer Experience Management Solutions, please contact 9am Solutions toll free at 1.866.367.6417

Corporate Headquarters
4324 Sterling Road
Downers Grove, Illinois 60515
866.367.6417 P
www.9amsolutions.com