

gemiusWebEffect

- >> website audit
- >> competitor analysis
- >> trends and best practices analysis



To maintain its competitiveness, your website must face up to the challenge of growing consumer expectations and hypercompetitive environment. The knowledge of your site's strengths and weaknesses is vital to its business efficiency, whether it is a B2C, B2B or an intranet undertaking. **gemiusWebEffect** is a flexible solution helping you shape the website's further development and increase its ROI.

The indicator methodology employed in **gemiusWebEffect** analysis is designed to identify these features of your website which, when amended, may significantly improve its performance and help you pursue your business objectives more effectively.

Benefits

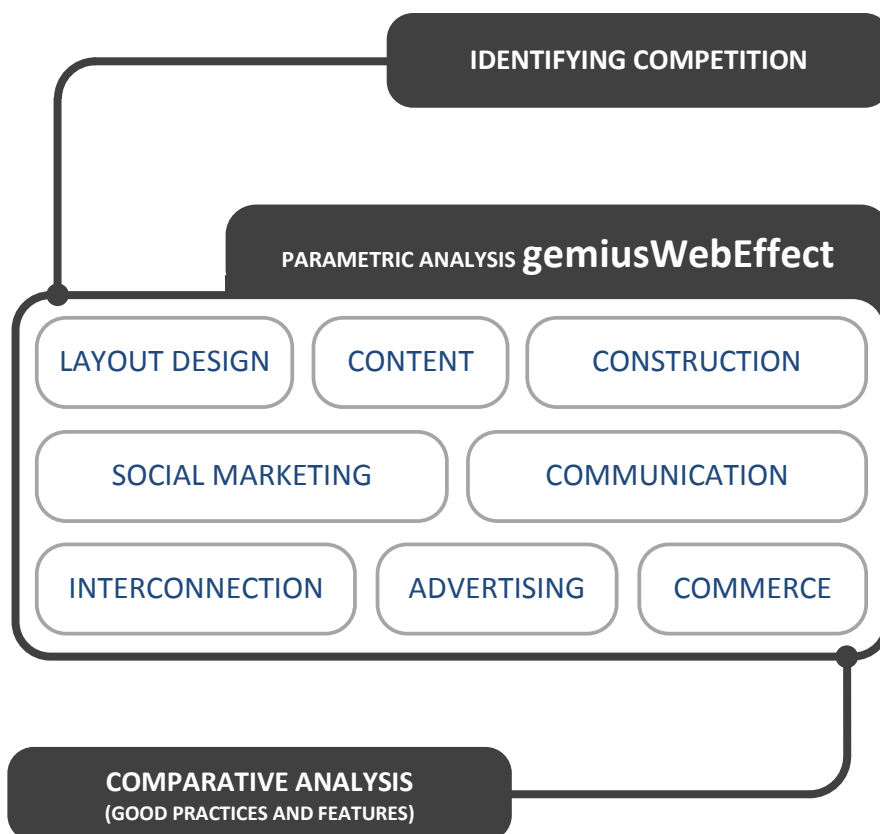
- >> **Objective evaluation** of your website – our experts assess your website on the basis of indicators built with the use of the *rubric* scoring tools (set of criteria and standards that allow for standardised and thus transparent evaluation of complex websites)
- >> **Knowledge of the untapped potential** and possible developments that can improve your website, so that it is capable of accomplishing your business goals
- >> **Competitor analysis** – learn about your market position, the advantages and weaknesses of your competitors
- >> **Learn about the best practices** and **latest trends** ruling the website world in your field of interest (the study may concern foreign as well as domestic websites)
- >> Structured **recommendations** that provide you with practicable tools to improve the efficiency of your website's operation and boost the user-experience

gemiusWebEffect is an expert assessment based on structured indicators.



Scope of analysis

gemiusWebEffect is an expert assessment based on structured indicators, consisting of eight components which fully cover all aspects influencing a website's performance.



The structured research procedure ensures unbiased and reliable comparative analysis. >>



DESIGN LAYOUT>>

To what extent does the site's graphic design provide for its business purposes? How does the design suit the target group?

CONTENT>>

To what extent does the content meet the expectations of the target group?

CONSTRUCTION>>

To what extent is the navigation helpful in finding a way to the desired content? Is the website's structure scalable?

SOCIAL MARKETING>>

Are the social tools practicable and efficient? To what extent does the website support social functionalities? To what extent are social tools unique and what is their value for the user?

COMMUNICATION>>

To what extent is the communication between users and between users and the service provider effective? How does the website encourage communication?

INTERCONNECTIONS>>

How is your website interrelated with other web sites, how does this affect the website's perception? How do these connections affect its functionality?

COMMERCE>>

Do the available tools improve the shopping experience? What is the availability and quality of the e-commerce solutions used?

ADVERTISING>>

To what extent do the advertisements match the target group? How does the presence of advertisements affect the functionality of the website?

gemiusWebEffect helps you shape the paths of development for your website and improve the ROI. >>



Options

The scope of **gemiusWebEffect**-based analysis is tailored individually to every single project. The research investigates specificity of a market segment, characteristics of the target group, the business purposes and nature of your website. Each aspect of the analysis is subjected to customisable analytical weights with appropriate consideration of the business characteristics and goals of a particular inquest.

The research service has the following three options:

- >> Analysis of your web site (site audit)
- >> Analysis of your and your competitors' sites (benchmark and market positioning)
- >> Analysis of best practices and trends prevailing in your market segment

To provide you with a holistic assessment of your website, **gemiusWebEffect** analysis may also include results obtained in course of other research services performed by Gemius SA:

- >> audience and user behaviour analysis (gemiusTraffic, gemiusProfile)
- >> analysis of traffic and socio-demographic profile of users visiting your competitors' websites – online panel research (gemiusAudience)



Deliverables

gemiusWebEffect reports contain:

1. **Management summary** – a brief summary with graphical representation of results for the researched websites in every aspect of the analysis, recapped with general conclusions.
2. **Detailed results** – a presentation of results enriched with print screens, descriptions and comments concerning each of the studied sites. Detailed numerical results and exhaustive comments to every researched aspect.
3. **Comparative scheme** for the researched websites – **graphical** and **score presentations** (exclusively for comparative reports)
4. **Recommendations** and **presentation of best practices** and exemplary cases (comparative reports) – structured recommendation of changes to the website (wide range of proposed modifications: from re-locating the login area to redesigning the site's navigation scheme). Additionally, the experts select and indicate the best practices used by your competitors.

We can also conduct a SWOT analysis based on the audits of your and your competitors' websites and include it in your research results.

Investigating the trends prevailing in the chosen sector involves selecting the **best solutions** for every analysed aspect. These solutions are then illustrated with print screens and attached with expert comments.

Quote

The price for the gemiusWebEffect research service is established individually for every project. The cost depends on the scope of research, number and size of analyzed websites, and other factors. We are looking forward to cooperate with you.

Awareness of advantages and weaknesses is the key success factor in the hyper-competitive online environment



Some of our clients

>>Joint-ventures

Interactive Advertising Bureau (IAB)

>> Media houses

MediaCom, Mediaedge:cia,
MindShare, OMD, Starcom Next,
Universal McCann

>> Insurance companies

Allianz, AVIVA, ING

>>Media

NASPERS, MSN, Axel Springer,
Edipresse

>> FMCG

Danone, Unilever

>> Banks

Alior Bank, Fortis Bank, Raiffeisen,
Santander

>> Car industry

Renault, Skoda, Suzuki

>>Telecommunication

Deutsche Telekom, Vodafone

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About us

Gemius - an international research agency, the leader and forerunner in the field of research of the internet and on the internet in Europe.

The Company offers professional research solutions, analytical and advisory services: from site-centric and user-centric studies to technologically-advanced tools for investigating internet user behaviour on chosen websites (gemiusTraffic), internet user socio-demographic profiles (gemiusProfile), quality of WWW page usage (gemiusUsability) and effectiveness of internet advertising campaigns (gemiusEffect). Gemius also conducts research on subjects ordered by customers (gemiusAdHoc and GO96).

Gemius sets the standard for online audience and internet application measurement (gemiusAudience) in almost half of all European countries.

Gemius, established in Poland in 1999, is active in over 20 countries in Europe, Asia and the Middle East.