An assessment of IPHA members' websites

Objectives

Each IPHA members' website was assessed for the following:

Usability & User Experience

Technical details & Search Engine Optimisation

Objectives

Each IPHA members' website was assessed for the following:

Usability, Content & User Experience

Central position	Bold text
Resolution	Mobile version
Client orientated	Loading time
Products home	Flash
Product distance	Error page
Calls for action	Social Networks
Background	Contact
Easy to read text	Main logo action
"Breadcrumbs"	Clear sections
Search box	News
Video	Contact form

Search Engine Optimization

Brief SEO evaluation

Web optimisation for search engines (Google, Bing, Yahoo!...)

Week points

Recommendations

What is usability?

The **usability** means that the software is **attractive to the user**, its **capacity to be understood**, **learnt**, and **operated.** (ISO/IEC 9126)

The term usability encompasses the **affectivity**, **efficiency** and **satisfaction** with which the product allows specific User-defined objectives to be achieved. (ISO/IEC 9241)

What does usability achieve?

Reduction in production costs. Less changes. Avoids re-design.

Reduction in maintenance costs. Less support and training required by the user.

Increased productivity. Systems easy to use mean less effort. The user is attracted to a system that is easy to operate.

Increased product quality. Increased competitiveness

What does usability achieve for a web?

Having **usability** allows tasks to be carried out with **increased speed and less time wasting**.

Learning to use the web is quicker and more intuitive. The site is immediately familiar to the user, making products or services more visible.

Visitors feel safer and needs less help from the web technical support, resulting in less effort and costs. The visitor has a more positive perception and experience from the visits. Increase in visitors/clients. Increase in sales.
.

What we have to do?

Three bits of advice to make a web user friendly:

Always think of the user

Always think of the user

Always think of the user

(Don't think of yourself!)

Make it easy for the user to find what they want on your web!

How do the IPHA members' websites rate with respect to Usability, Content & User Experience?
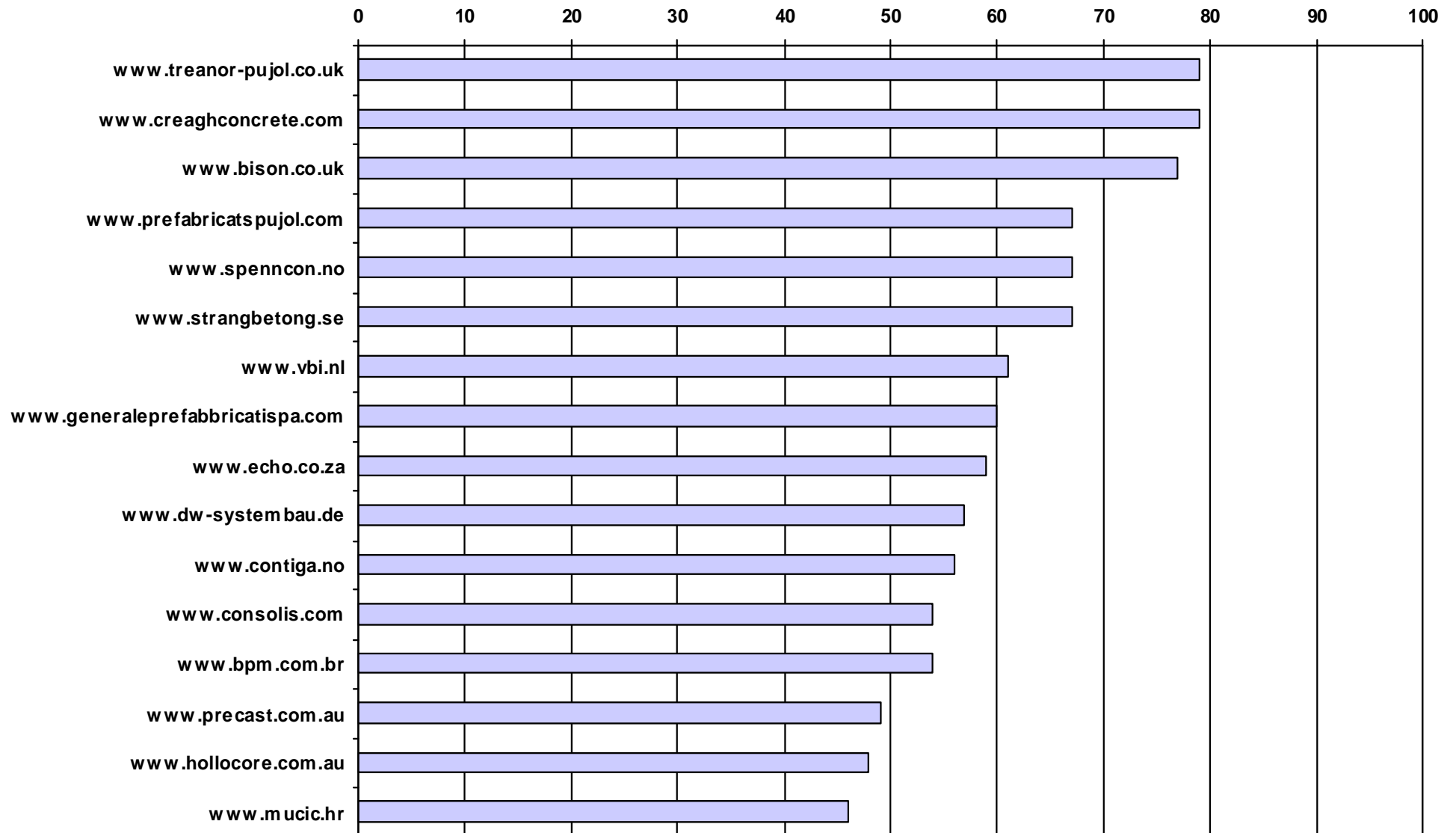
Website	Rating
www.treanor-pujol.co.uk	79
www.creaghconcrete.com	79
www.bison.co.uk	77
www.prefabricatspujol.com	67
www.spenncon.no	67
www.strangbetong.se	67
www.vbi.nl	61
www.generaleprefabbricatispa.com	60
www.echo.co.za	59
www.dw-systembau.de	57
www.contiga.no	56
www.consolis.com	54
www.bpm.com.br	54
www.precast.com.au	49
www.hollocore.com.au	48
www.mucic.hr	46

(Horizontal bar chart. X-axis scale: 0, 10, 20, 30, 40, 50, 60, 70, 80, 90, 100)

Feature analysed

Central position

- A central position in the screen has **better reception** from our clients.
- **More time** on site.
- **Balance.**
- **Order.**
- All the IPHA member websites meet this requirement.

Feature analysed

Central position
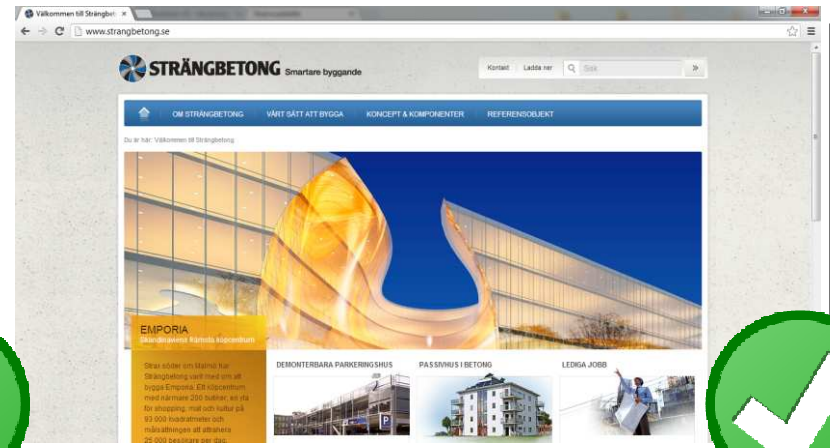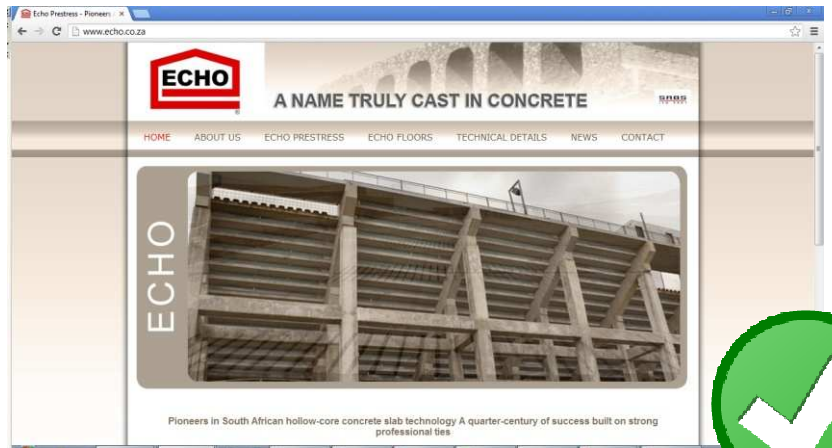
Feature analysed

Screen resolution

- Website with 100.000 visits per year:

  screen resolutions
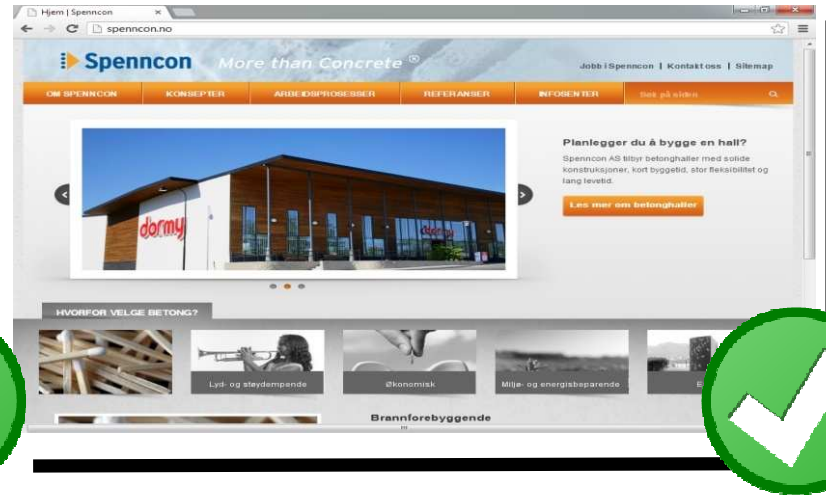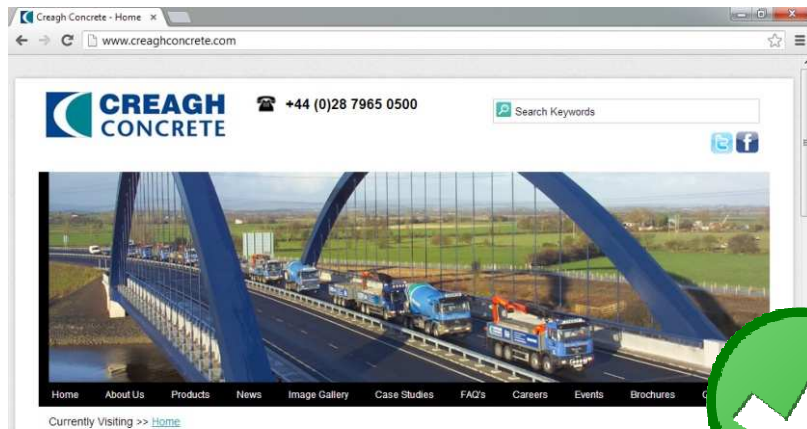 1366x768 (16:9) = 17.5%   1024x768 (4:3) = 12.5 %   1920x1080 (16:9) = 6.25 %
  1280x1024 (4:3) = 12.5%   1280x800 (16:9) = 10.6 %   **800x600 (4:3) = 0.005%**

- Optimise the website for the most used resolutions.

- Optimal width for the website: **1024px.**
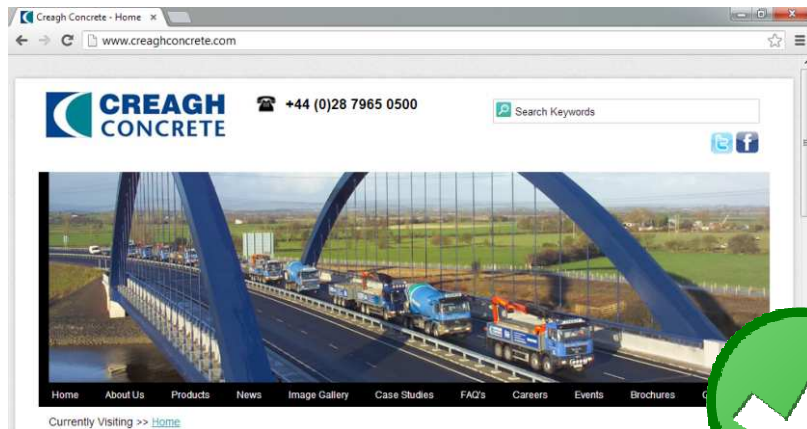
- Visible on up to **90%** of **screens.**

- Most part of the websites meet this feature.

Feature analysed
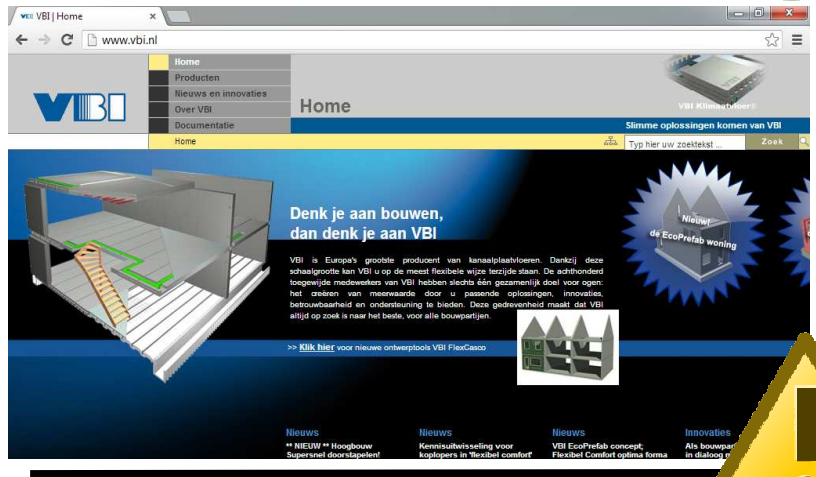
Screen resolution

Feature analysed

Screen resolution
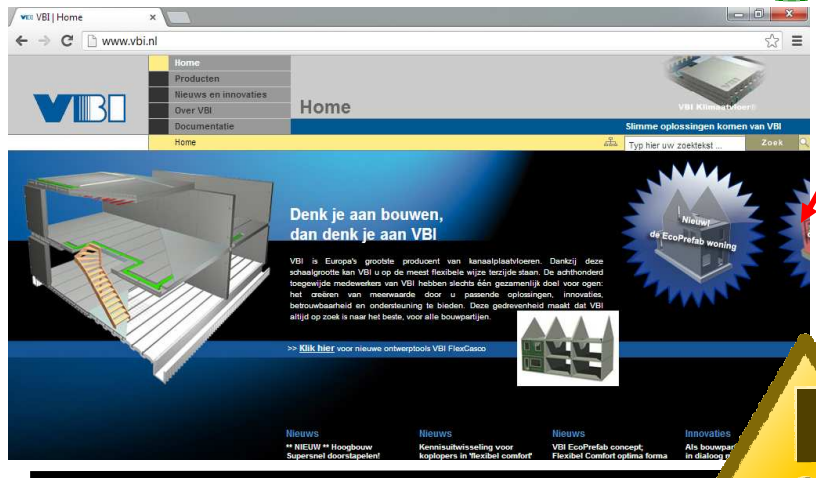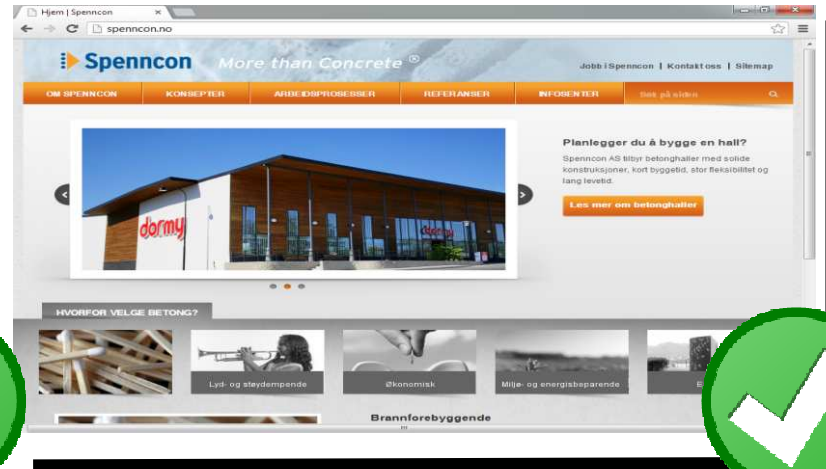
Warning

Up to **15-20% of your visitors can't see** your product

Feature analysed

Orientated towards the client

- Does the website **seduce** the client?
- Does it **offer what they are after**?
- What are we selling, company or product?
- Talking about us reduces user attention and time on site.
- Client oriented websites reduces bounce rates (abandons).

Feature analysed

Are the products or main products included in the homepage?

- Client may find the **product** we offer as **quick as possible.**
- Product may be visible at the home page.
- **Increases user satisfaction**.
- **Increases contacts and interactions**.
- **Increases selling rates**.

Feature analysed

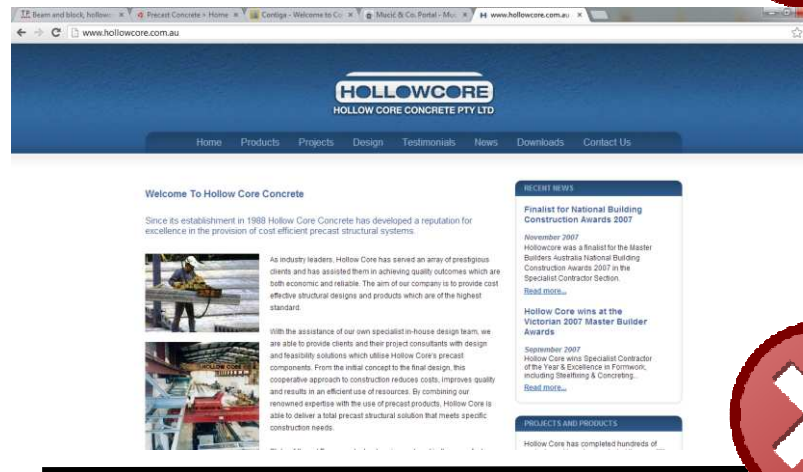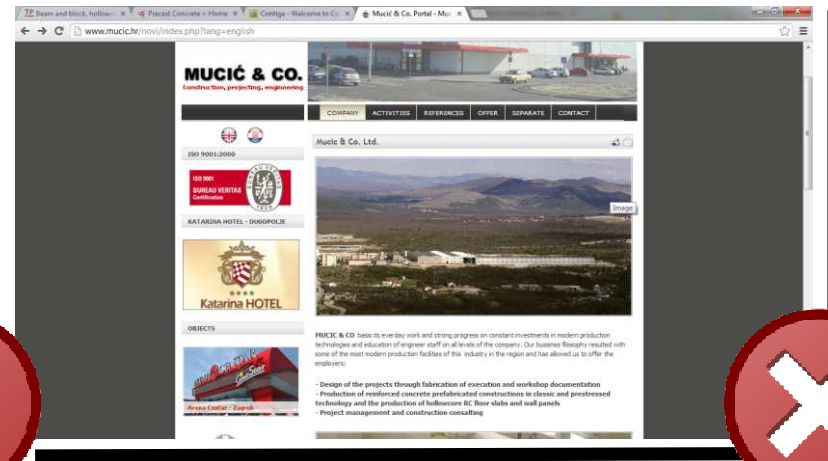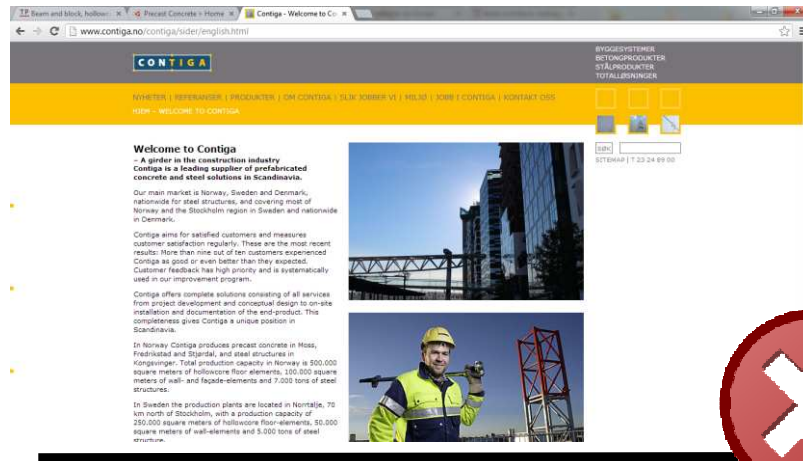## IPHA members' websites client-orientated
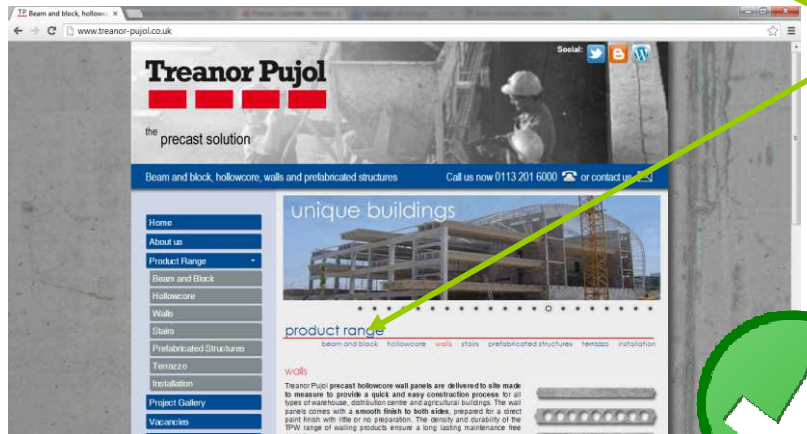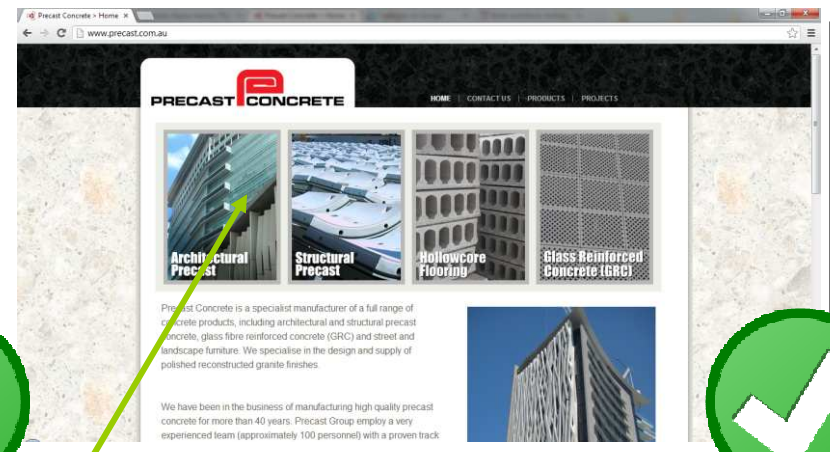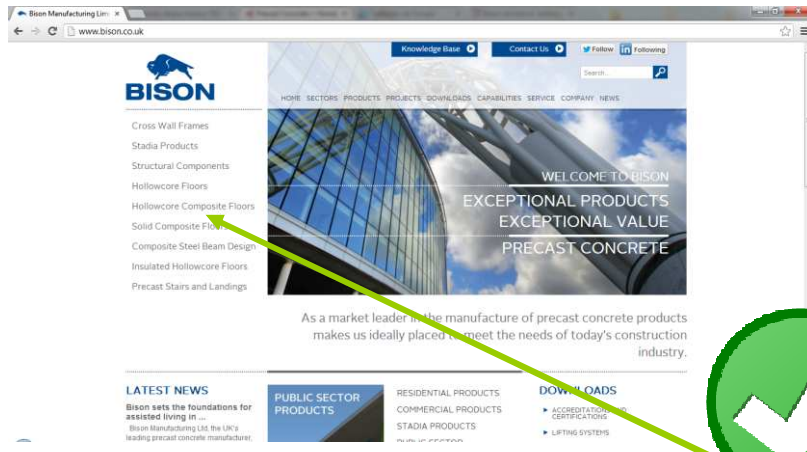
Well done!

First the product
Then the rest (about us, news, history, awards…)
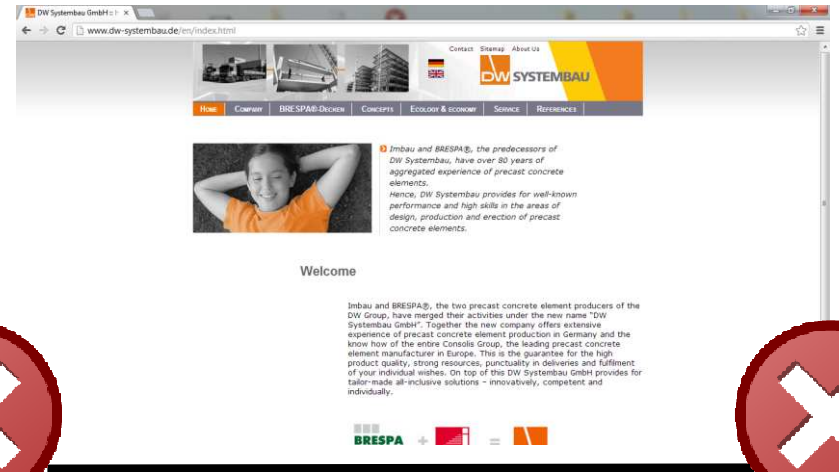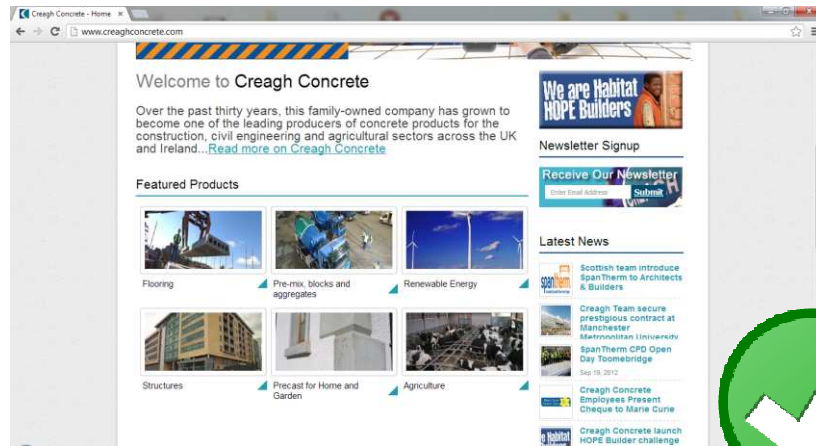
Feature analysed

IPHA members' websites not client-orientated

Promote your product!
Make it visible!
You're selling the **product!**

Feature analysed

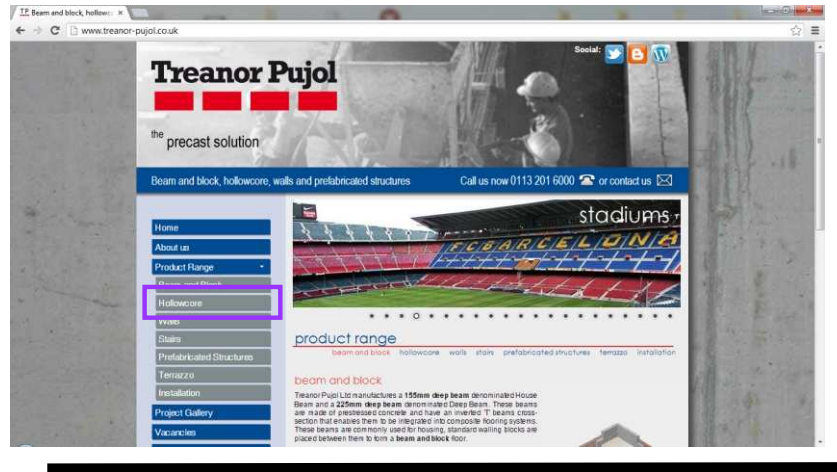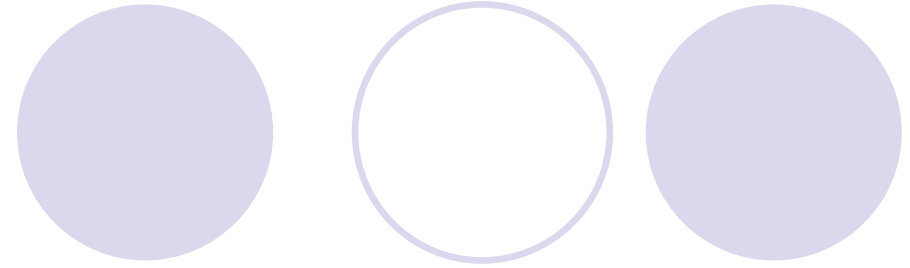Are the products or main products included in the homepage?
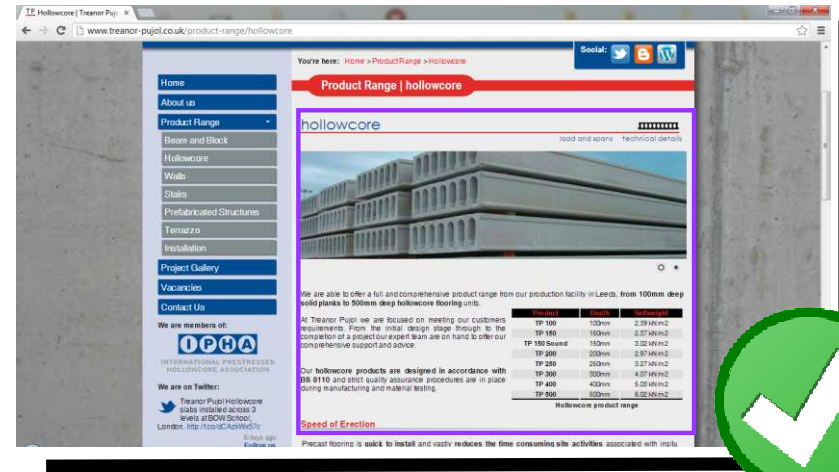
Feature analysed

Product distance

- How many clicks do you need to get to the product from the homepage?
- > 3 clicks means an increased bounce rate. User can't find what they are looking for.
- Ideally: **ONE CLICK.** Good user experience!
- **Remember: the quicker the better**.

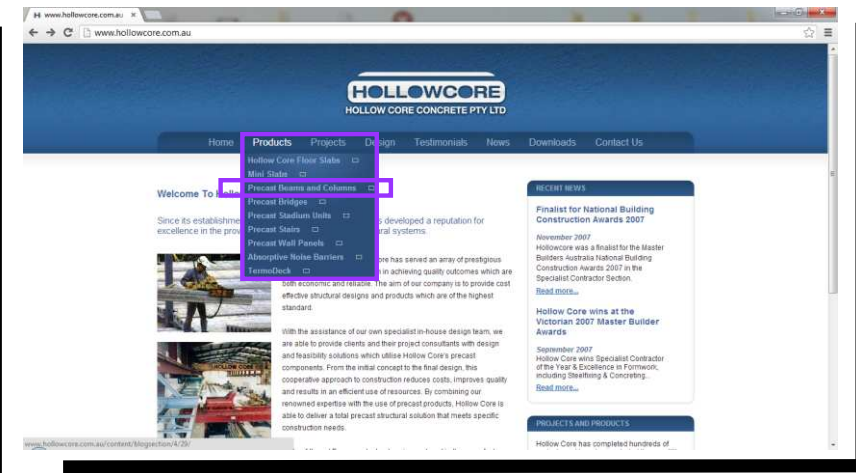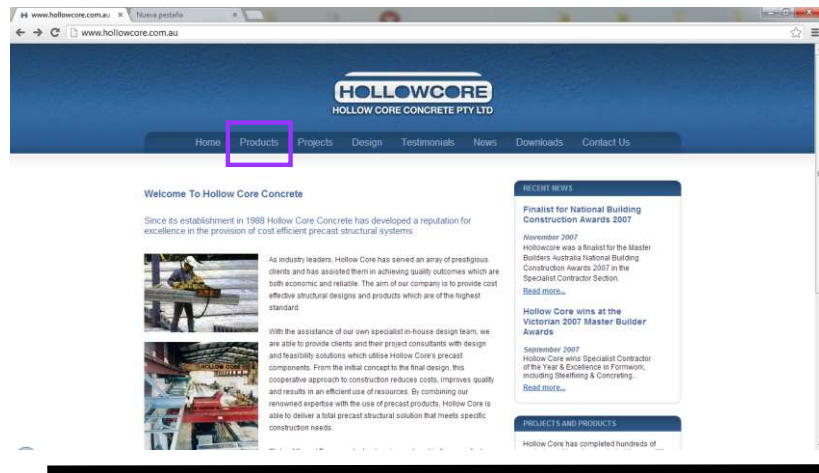# Feature analysed

Products 1 click away
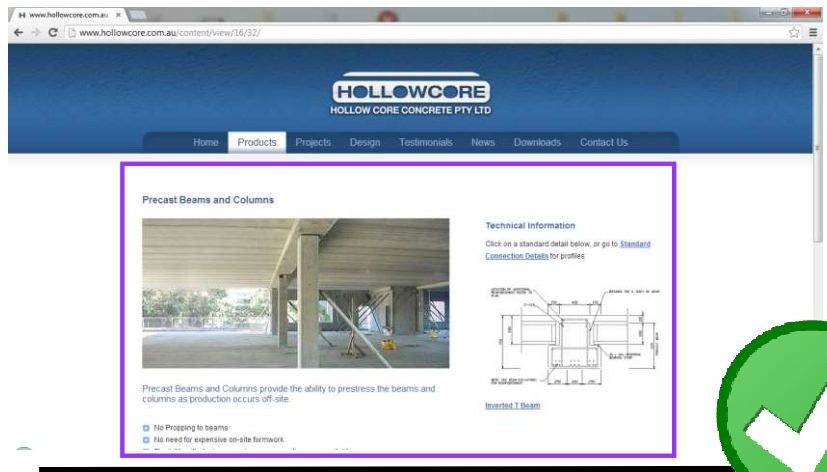

One Click

Information found

Feature analysed

Products 2 clicks away

First Click*

Second click

***A drop-down menu is taken as a click, it means an extra task load for the User.**
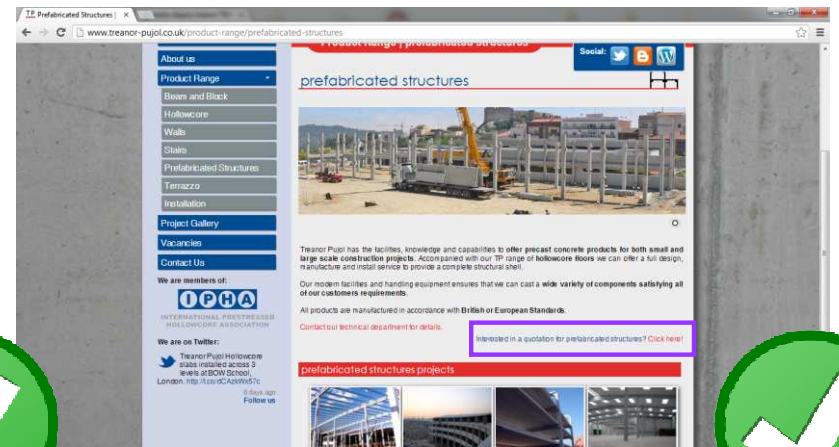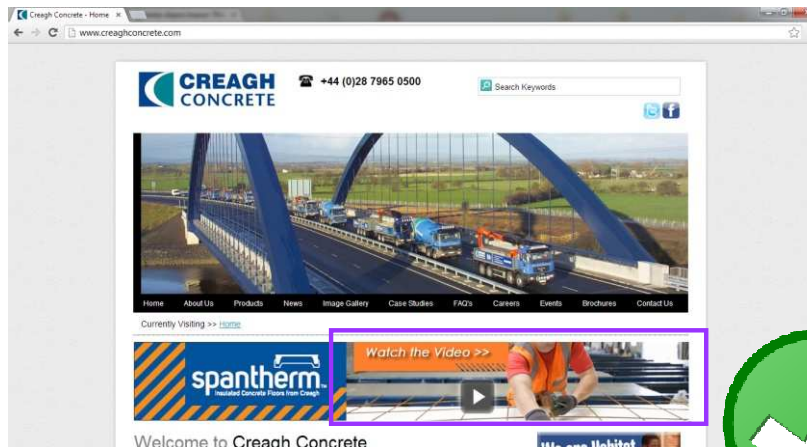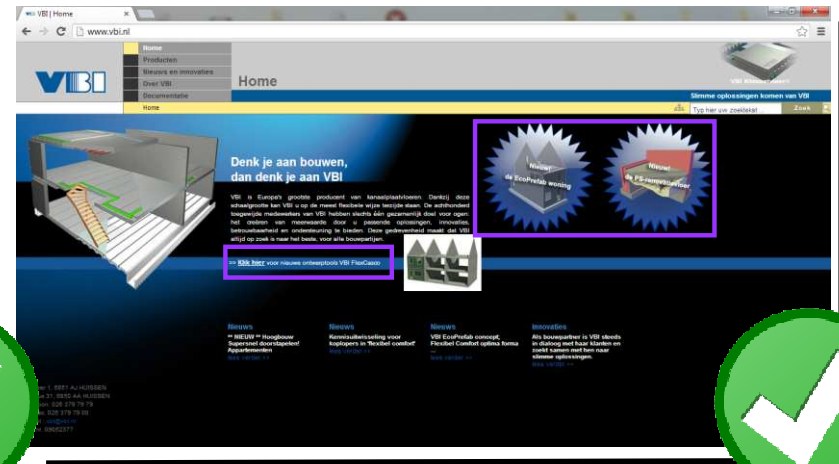
Feature analysed

Calls for action

- These are aspects of the web that **encourages the user to do something.**

- Flashing banners, messages for doing something if you click them…

- More **action calls**, more interaction and surely **more sales.**

- Less calls for action, less interaction, loss of clients and resulting consequences with sales.

Feature analysed

Calls for action

Feature analysed

Background

- **Attractive and luminous backgrounds have a better reception** from the visitor.

- Vision is attracted to luminous areas of the screen.

- **Dark backgrounds** are associated with **undesirable areas of the internet**.

- All the websites analysed meet the requirements of this feature.

Feature analysed

Clear sections

- Websites should be structured the same way as a book.
- Marked with **headings, titles, sub-titles**...
- All the pages that make up the website should have the **same structure** to enable easy reading.
- Leave spaces between the different sections, texts and images.
- **Don't give too much information** on the same page.
- **Make it Attractive** at first site.

Feature analysed
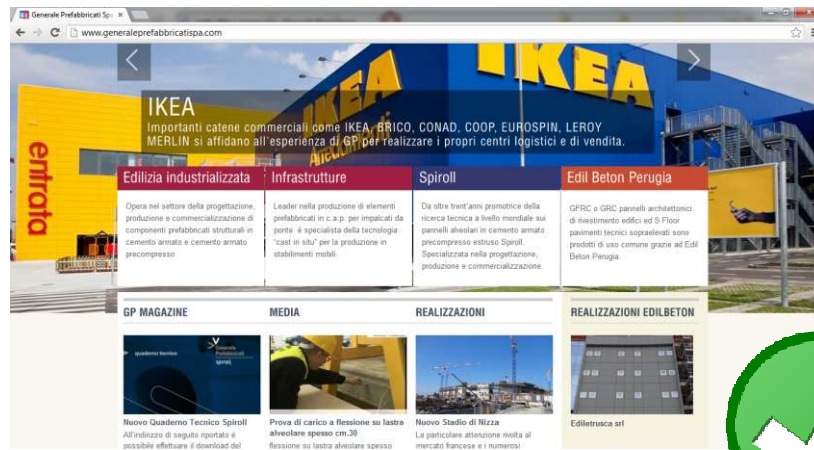
Clear sections

Clear sections
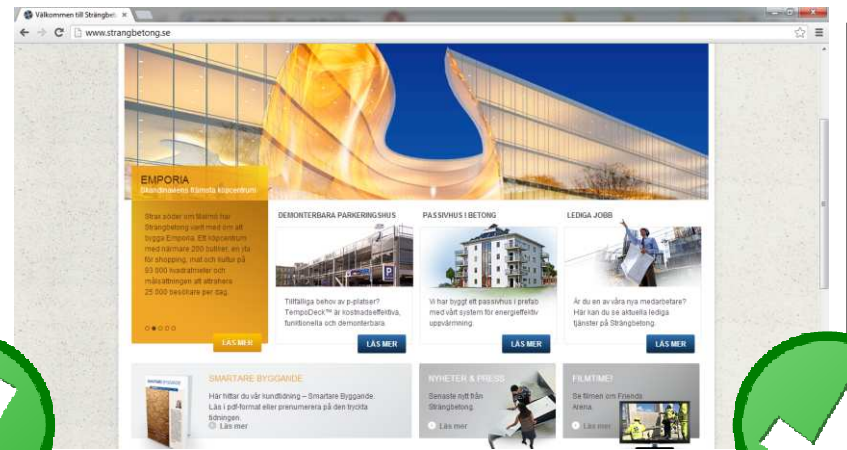
Clear sections

Feature analysed

Easy to read text

- Text and images should **contrast with the background**.
- Don't use white background and light-grey text.
- **Don't use fonts that are too small to read.**
- **Highlight** the most important parts of your articles (**bold**, *italic* or <u>underline</u>), but not too much of it.
- Use **headings and sub-headings** with different font sizes.

Feature analysed

Easy to read text
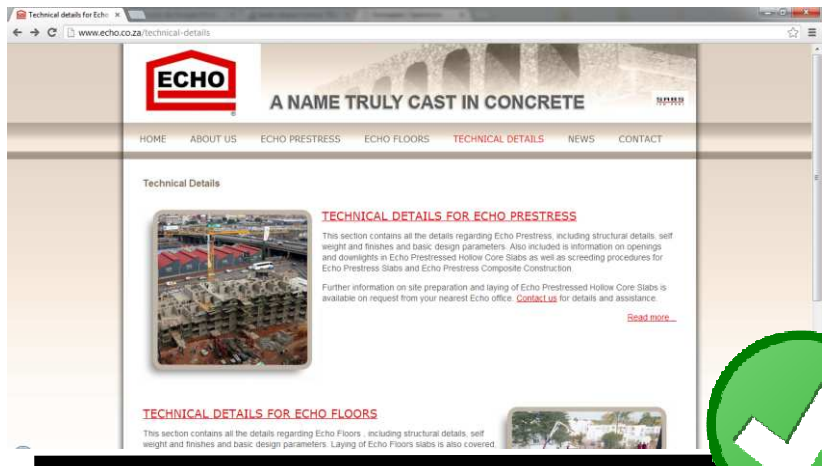
Clear text and headings

**Use a bigger font.
This is hard to read!**

Feature analysed

"Breadcrumbs"

- **These are retraceable paths through pages, menus and sub-menus**.

- Shows the visitor the **relative position of their current page** to the rest of the pages.

- Allows the visitor to re-trace steps without using the navigation back button.

- The objective is to **prevent the user from getting lost**.

- Let the User know the **way back to the home page** at all times.

Feature analysed

"Breadcrumbs"

Feature analysed

"Breadcrumbs"

Feature analysed

Search box

- Allows the visitor to search for any term or phrase in the entire site without having to navigate through it.
- Allows the user to **find the information quickly**.
- **Increases user satisfaction**.
- Be careful with the search tool. If it does not work properly it can produce user frustration or give incorrect results. **Test thoroughly before giving this tool to the user**.
- **Place it in a visible area** of your website.

Feature analysed
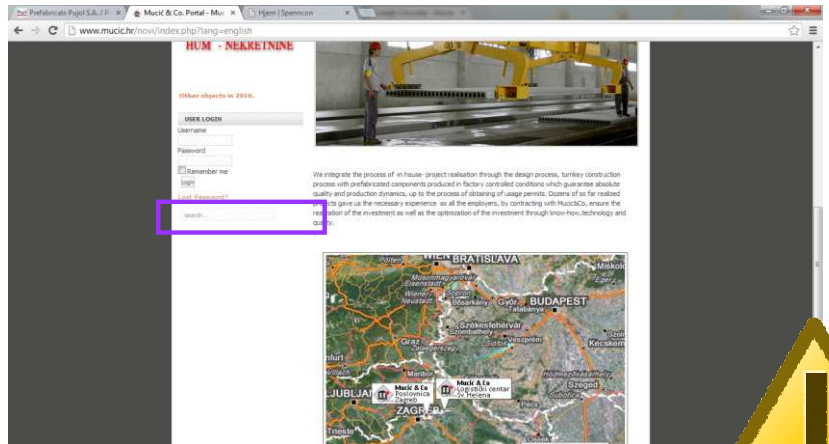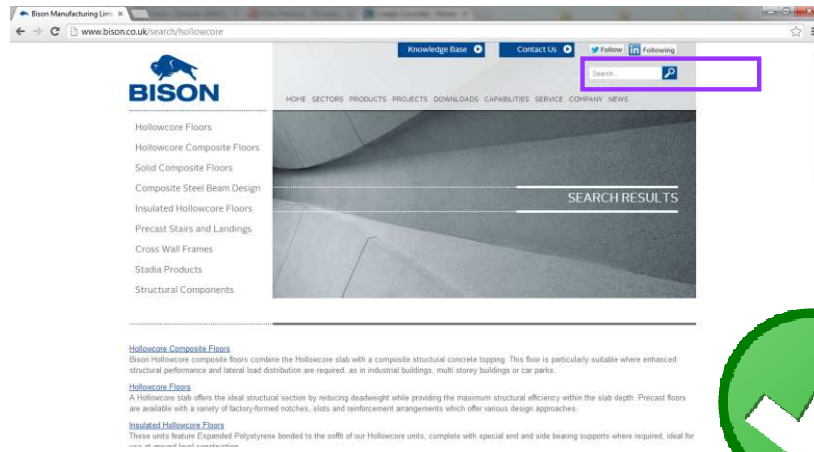
Search box

Feature analysed
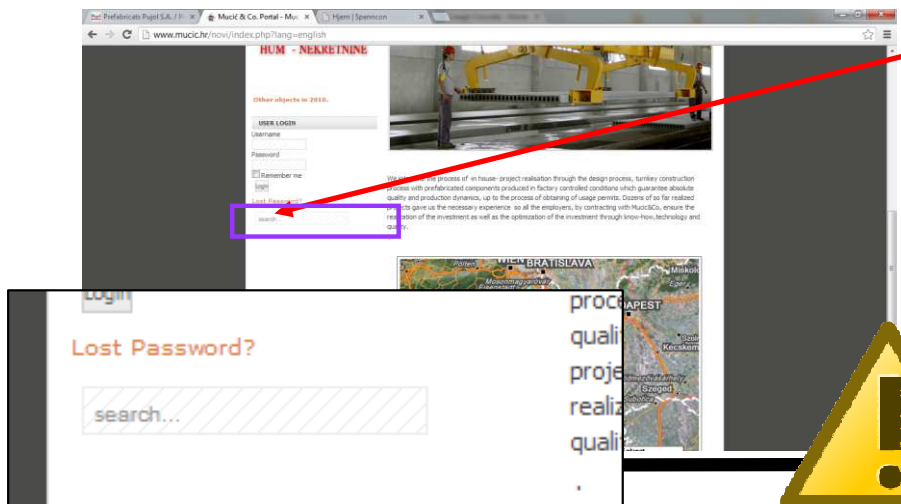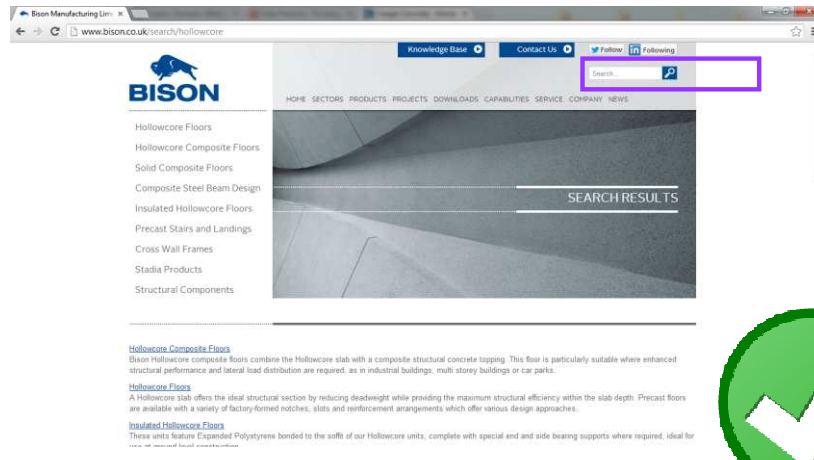
Search box

Warning

It's recommended to put the search box in a visible area.
It's a great tool
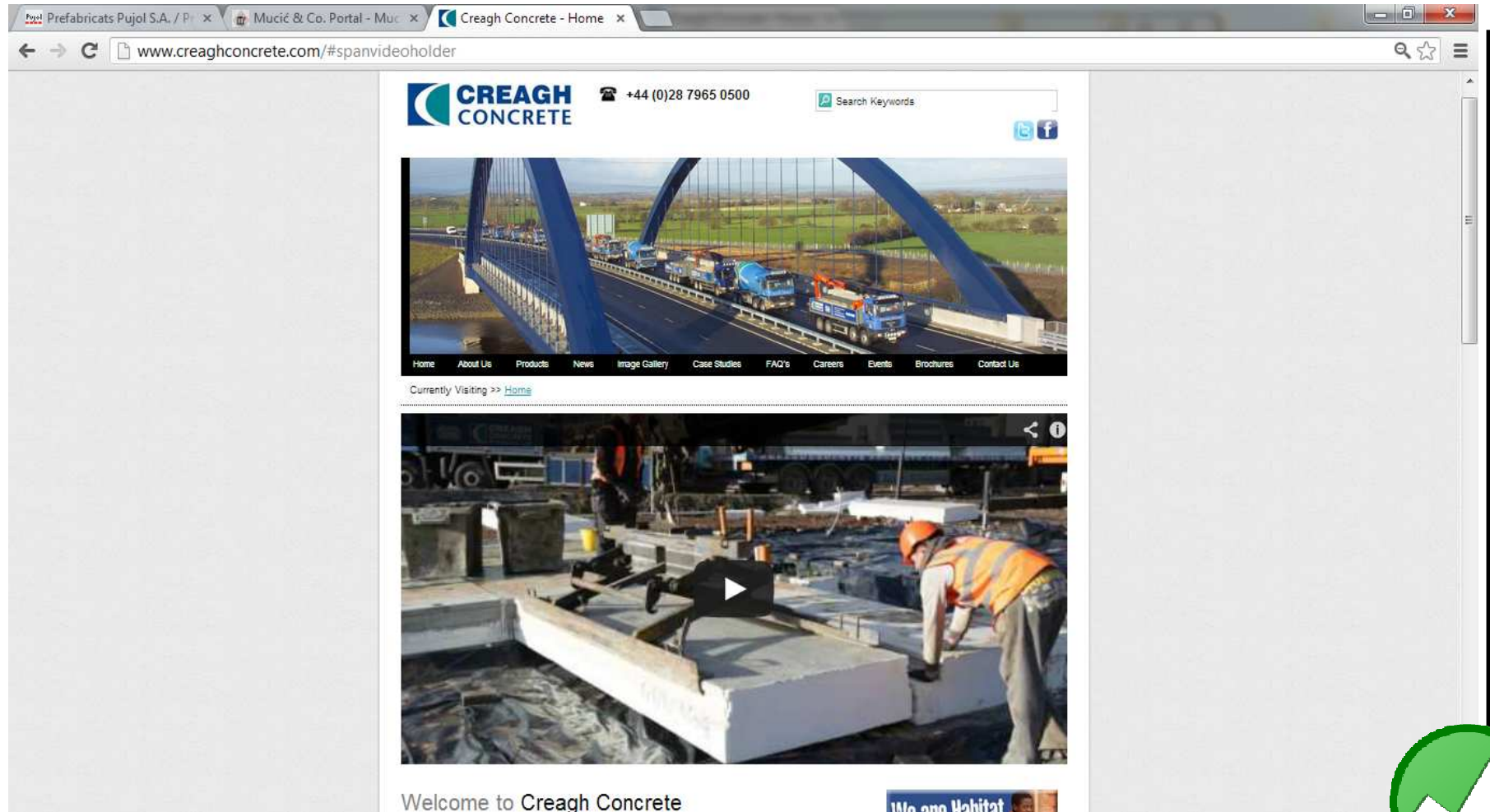
Feature analysed

Video

- It is important that a website includes a video.
- **Increases user-time on the website**.
- Be clear and concise about what the video offers.
- Maximum duration **90-120 seconds**. Greater time lengths. imply greater bounce rates.
- Videos **reduce the users' task load**.
- **Integrate videos in your site.** Youtube offers some ways to do it. If you show videos in the Youtube website there is a danger you might lose your user.

Feature analysed

Video

Feature analysed

Bold text

- It is important to **use bold text** to make sections stand out.
- **High-light aspects or sections** that are relevant to the user.
- **Vision is attracted** towards these areas.
- Think of Newspaper headings. If the heading is interesting the visitor will very probably read the rest of the article. **Use key words**.
- At a glance the visitor will know what it says and if it is interesting.
- **Do not over-use this technique**.

Feature analysed

Bold text

Feature analysed

Mobile version

- The mobile version is a **representation of the web adapted to mobile formats** (iPad, iPhone, Android, …)

- These days access to websites is **more and more via mobiles**.

- Websites that are **not optimised** have **increased** bounce rate.

- Websites that are **not optimised** are **an awkward and uncomfortable experience**, every section of the webpage needs to be zoomed into to enable reading.

Feature analysed

Mobile version
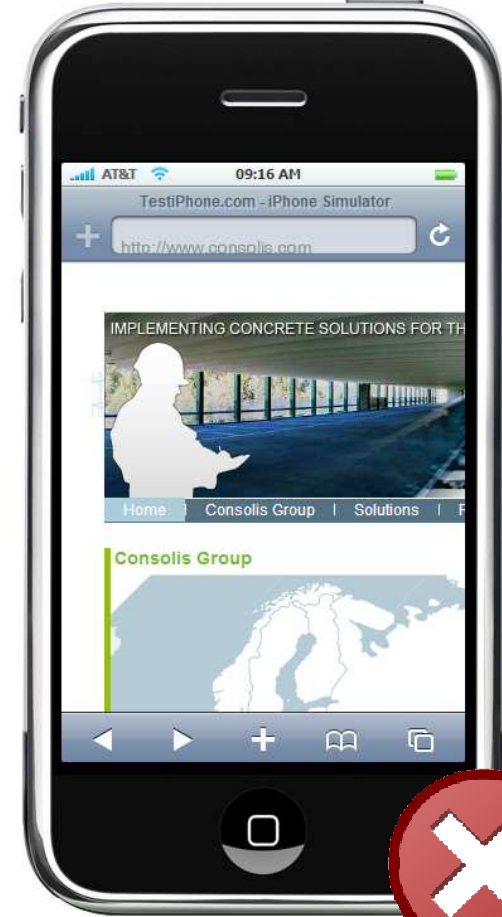
Feature analysed

Loading time

- **Betters the service** provided to the user and user experience.

- **Better SEO evaluation** in competitive environments

- Leads to **less bounce rate**

  Instant   < 0.5s. Optimal value

  Rapid   < 1.0s. The delay is unnoticeable for the user

  Attention time limit: 10s. If this limit is approached, visitors start to lose attention and to do other things. Loss of inter-action, visits and sales.

- **Techniques for reducing load time**: (activate compression, reduce access to databases, optimise images for web, use cache…)

Feature analysed

Loading time for IPHA members' websites

Pos	Website	L.T *
1	**www.treanor-pujol.co.uk**	**0.52**
2	www.contiga.no	0.54
3	www.spenncon.no	0.77
4	www.dw-systembau.de	0.88
5	www.consolis.com	1.2
6	www.vbi.nl	1.25
7	www.generaleprefabbricatispa.com	1.64
8	www.bison.co.uk	1.75

Pos	Website	L.T*
9	www.strangbetong.se	1.75
10	www.creaghconcrete.com	2.48
11	www.prefabricatspujol.com	2.6
12	www.mucic.hr	3.02
13	www.bpm.com.br	N.T *
14	www.echo.co.za	N.T *
15	www.hollowcore.com.au	N.T *
16	www.precast.com.au	N.T *

Loading time tested from an Amsterdam internet node.

*LT: Loading time

*NT: Not tested. Loading time non representative. Website outside Europe.

Feature analysed

Flash

- Software designed for **building animations**.
- **A complete webpage can be created with it**.
- **Not compatible** with most part of mobile devices (iPhone, iPad, Android tablets and smart phones, Blackberry…)
- It **does not transmit information to search engines**.
- **Not recommended for entire websites**. Use it the least possible.
- IPHA members' websites only use Flash in some parts, and not for the whole site (Animations, banners…)

Feature analysed

Error page

- Page included in the website that appears when a user action cannot be fulfilled. For example if they click on a **page that does not exist**.

- It's just **another page in the website** with the same appearance as the rest.

- When it appears the **user can continue to navigate** the website.

- If this page does not exist the user can take it to mean that the **website is not working properly or its down**, leading to them abandoning the website.

Feature analysed

Error page
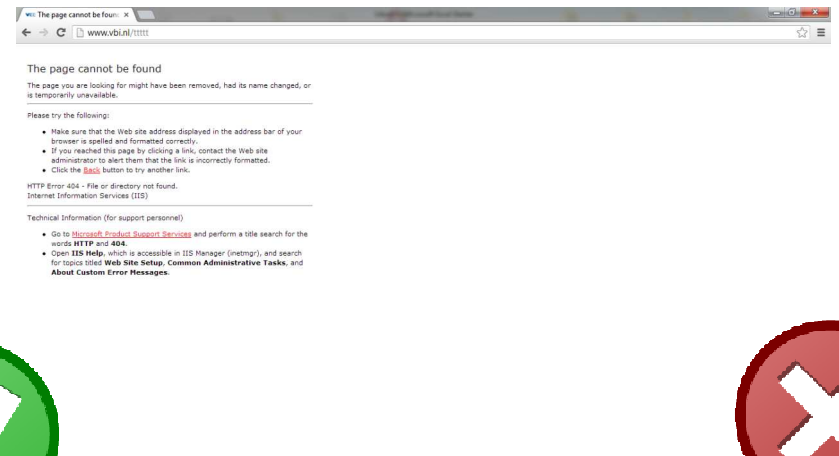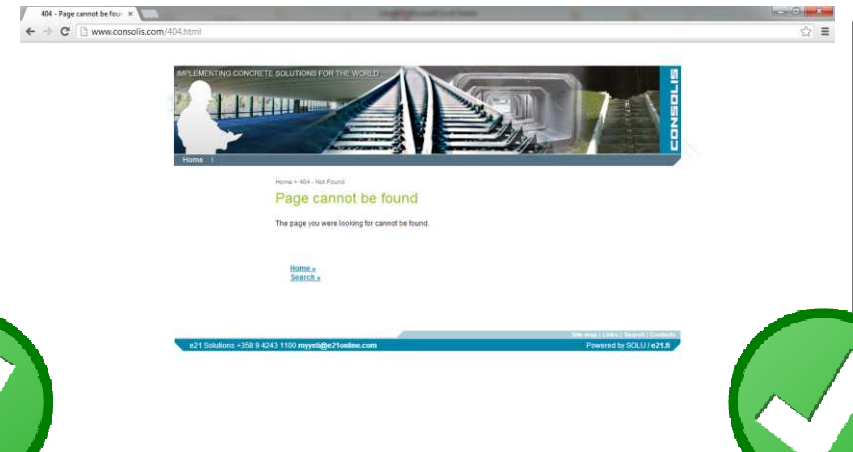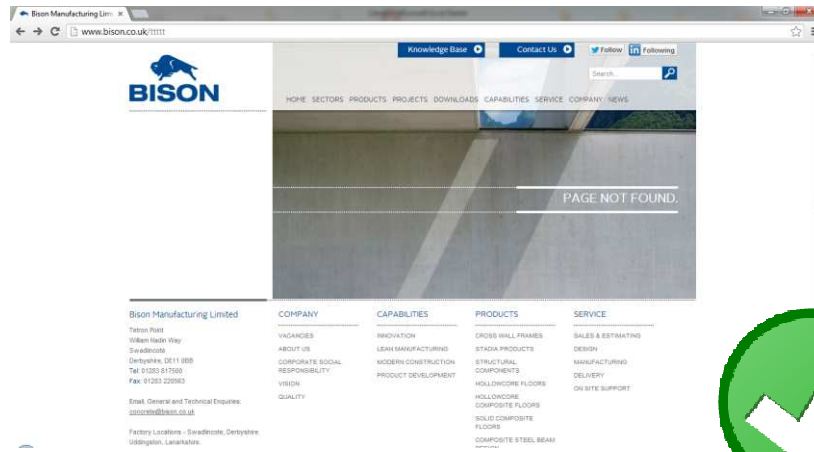
Feature analysed

Social networks

- Enables the **company name to be known on social networks** (Facebook, Twitter, LinkedIn, Pinterest…)
- **Increases the visibility** of your Name.
- Enables connexion with future clients at zero cost.
- Action can be taken if clients complain about us.
- Means to **distribute new information rapidly**.
- **Increases the website traffic**.
- Enables clients feed-back. How has the product been received?
- Requires **time and attention to ensure that it is up-to date**.
- Make it visible on your website that you are present on social networks.

Feature analysed

Social networks
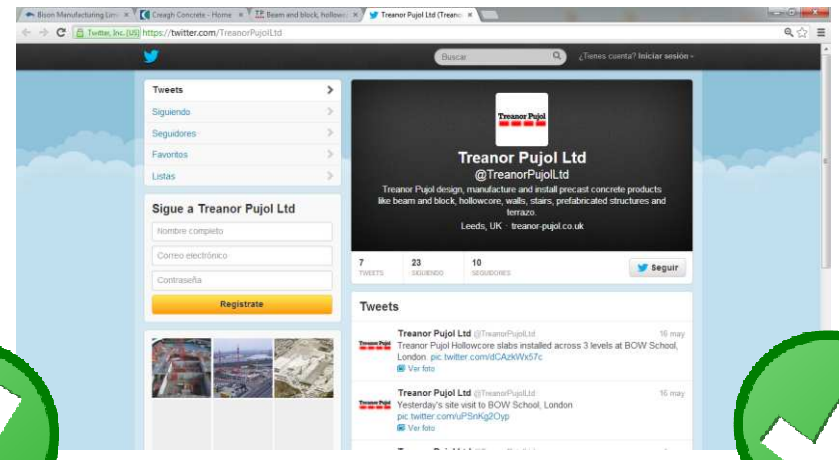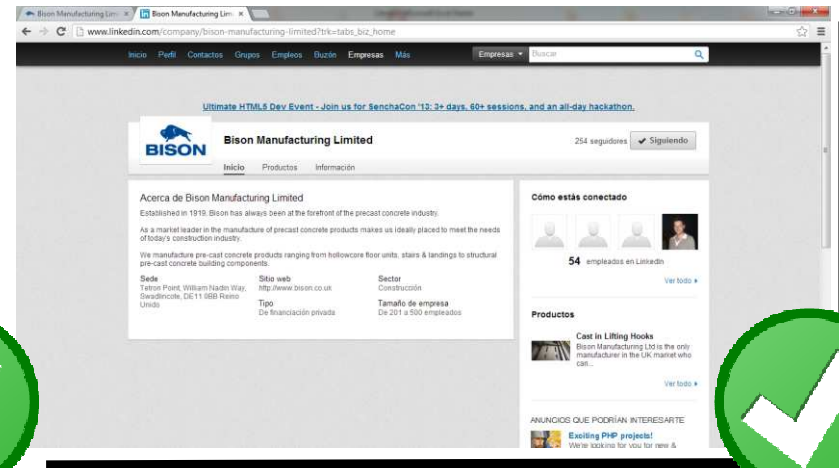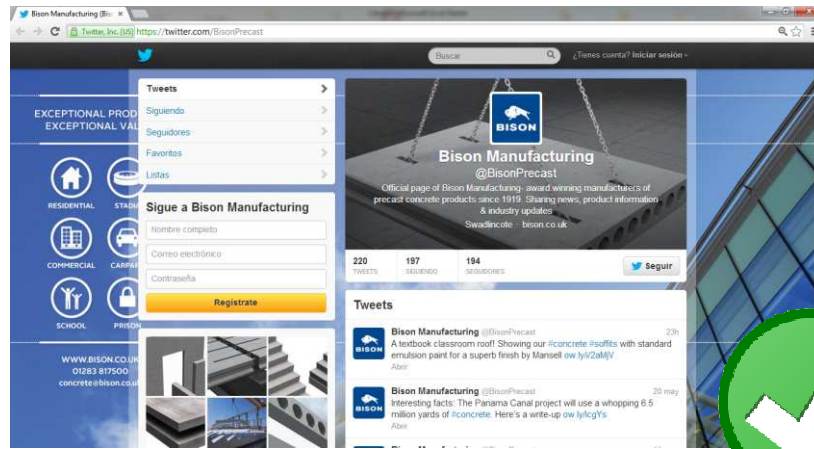
Feature analysed

Blog

- This is used for **marketing product content**.
- This will enable you to be a **referent point in the sector**. Demonstrating your knowledge will position you as a point of reference in the sector.
- **Increases web traffic and time on site**.
- **Business shop window.**
- Like social networks it **requires time and attention**.
- **Link building**. External blog websites pointing to our website help it to have a better positions in search engines.
- Always offer **quality content.**

Feature analysed
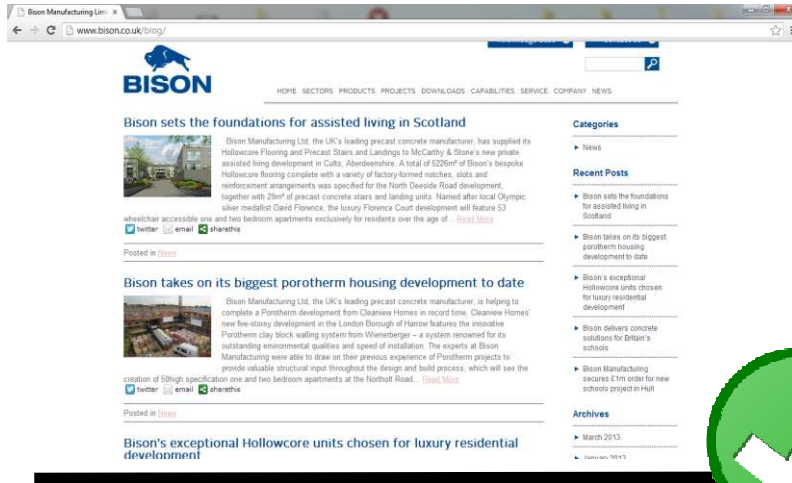
Blog

Bison.co.uk Blog
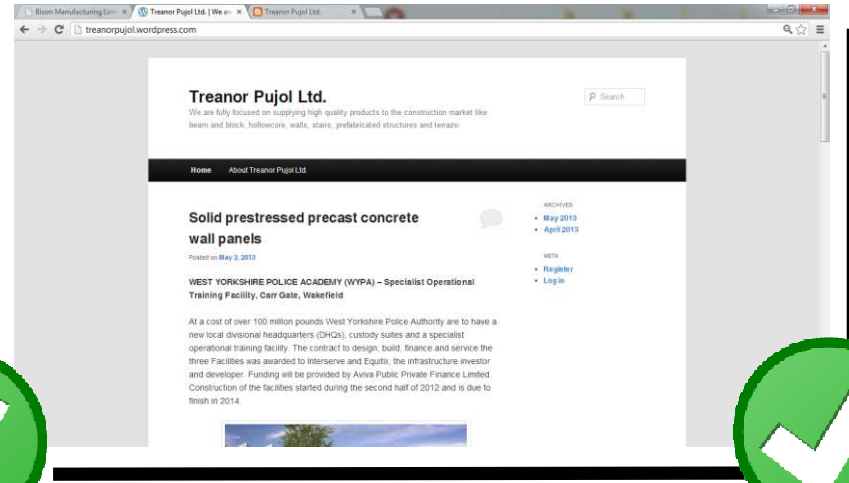
Treanor-pujol.co.uk Blog

Feature analysed

Main logo action

- **Visitors don't have to search for the HOME page**.
- Use the **company logo** and click on it to go directly to the home page.
- **Make it easy and do it that way**.

Feature analysed

Home logo
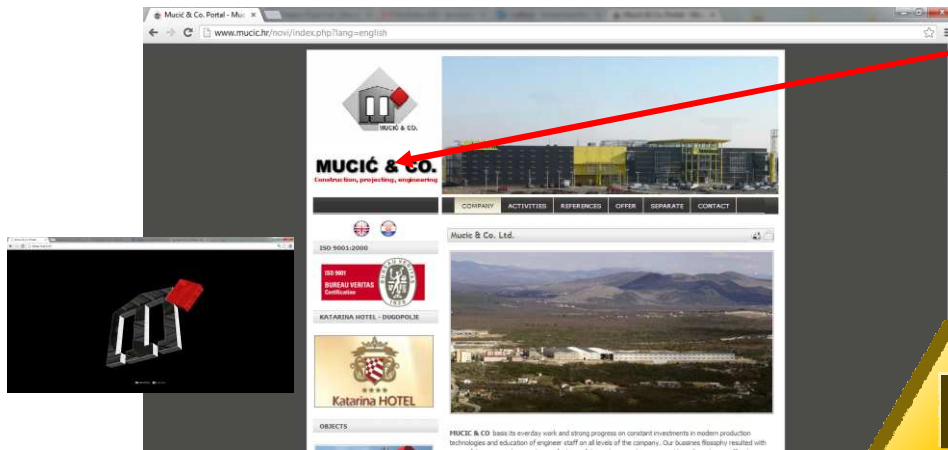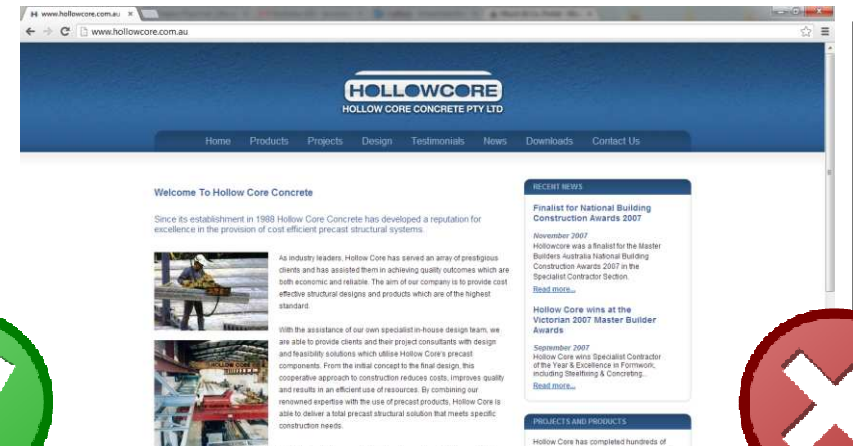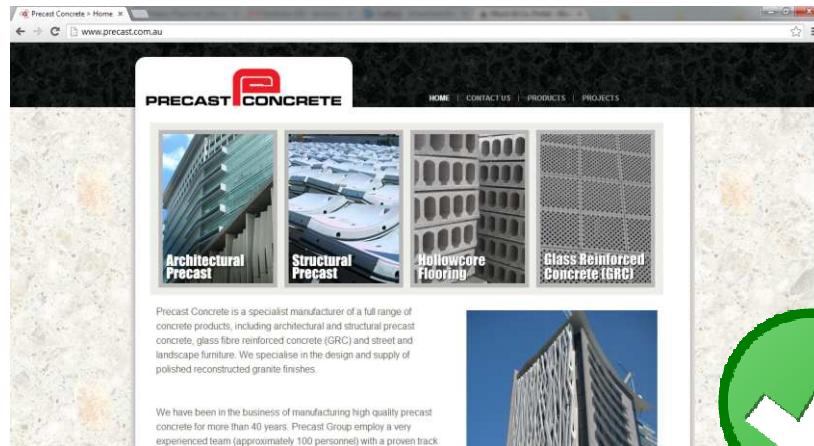
Warning

It's recommended to link all the logo. Not only the text.

Link may go to the homepage, not the intro page

Feature analysed

Visible contact information

- **Easily seen**.
- Seen **on all pages** that make-up the website.
- **Show a unique** contact for enquiries.
- **Avoid multiple contacts**. It can mean confusion and user abandoning. Once enquiries are received, the company will channel the communication to the respective person.
- A **contact form makes this job easier** for the user.
- All the IPHA members' websites have a contact link visible on every page.

Feature analysed

Contact page and contact form

- **A contact form is highly recommended.**
- **Don't ask for too much information** as mandatory.
- Ideally this should be limited to **name, e-mail or phone and comment**.
- Asking for **too much information can imply the user abandons**.
- If possible **text boxes automatically**. Make it easy.

Feature analysed

Contact page and contact form

Hollowcore.com.au contact form. Little information to be filled in. That's good!

Treanor-pujol.co.uk contact form with automatic fields

Feature analysed

News section

- Brings **up-to-date content** on the website.
- Helps the search engines to keep our website up-to-date.
- **It's recommendable to link the news to** a weekly, monthly or three monthly **newsletter** so as to build the clients interest and loyalty. Very probably these users will return to our website.

Feature analysed

News section
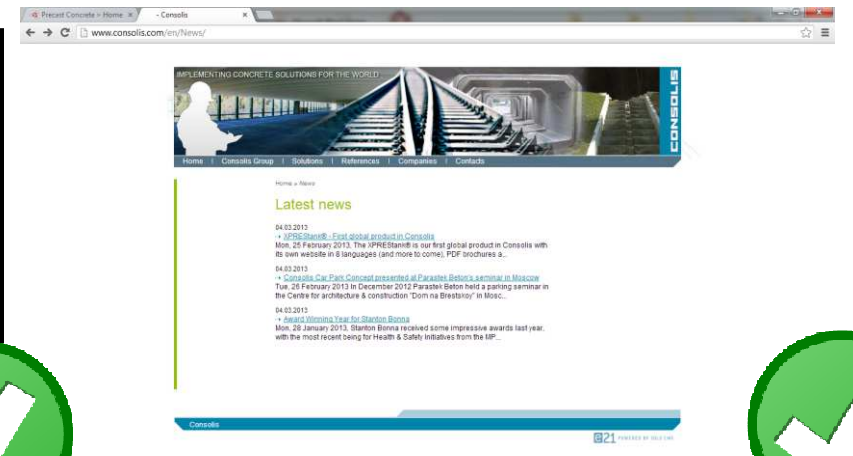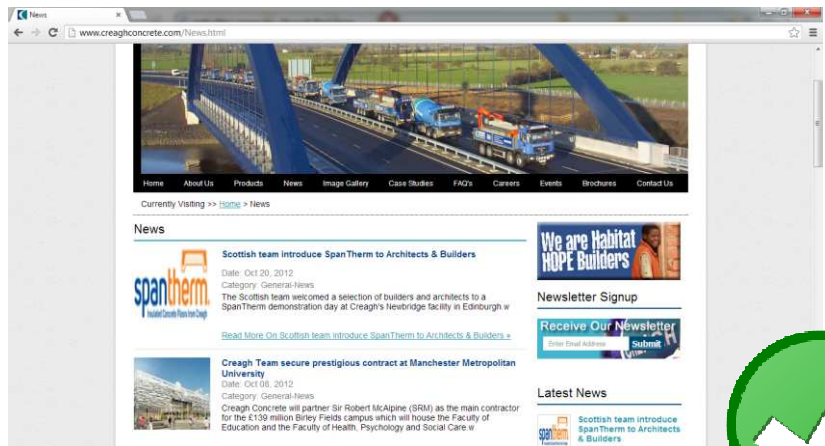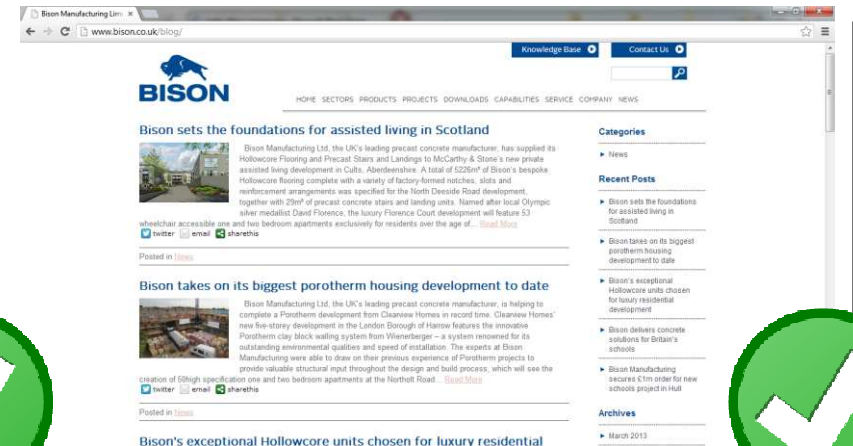
Remember

How to get more traffic on your website?

- **Add your website address** to: brochures, emails, letters, advertisements, mail shots, compliment slips, press releases, business cards, QR codes…

- **Embed and repeat keywords & phrases** to help search engines, but don't over do it. **Be relevant and consistent** and do not abuse!

- **Update your website/blog** regularly with latest news, features…

- **Put links to external sites** related with your company work.

Search Engine Optimisation
SEO

Objectives

Each IPHA member's website was assessed for the following:

Usability, Content & User Experience

Central position	Bold text
Resolution	Mobile version
Client oriented	Loading time
Products home	Flash
Product distance	Error page
Calls for action	Social Networks
Background	Contact
Easy to read text	Main logo action
Breadcrumbs	Clear sections
Search box	News
Video	Contact form

Search Engine Optimization

SEO brief study

Main Search Engines Web Optimization (Google, Bing, Yahoo!...)

Weak features

Recommendations

What is SEO?

Definition

- Search engine optimisation (SEO) is the **process of affecting the visibility of a website or a web page in a search engine's** "natural" or un-paid ("organic") search results. SEO are the techniques for the search engines to keep our website as up-to-date sites.

- In general, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users, probably leading to more sales.

Recommendations so that IPHA members' websites can achieve a better position in search engines

Search Engine Optimisation

www.mucic.hr

- Enable gzip compression. Your website will be faster.
- Check IP and URL canonicalization. Search engines can detect your content as duplicated.
- Add sitemap.xml to your site.
- Add robots.txt to your site.
- Make the description content visible in your site.
- Use different description and keywords for every page.
- Use tags h1, h2, h3…
- Add title and alt to images or links
- Use rel=nofollow for external links
- Use seourls (friendly urls)

Search Engine Optimisation

www.hollowcore.com.au

- Enable gzip compression. Your website will be faster.
- Check URL canonicalization. Search engines can detect your content as duplicated.
- Add sitemap.xml to your site.
- Use different description and keywords for every page.
- Check for the correct use of h1, h2, h3 tags
- Add title and alt to images or links
- Use rel=nofollow for external links
- Check inline styles

Search Engine Optimisation

www.precast.com.au

- Check IP and URL canonicalization. Search engines can detect your content as duplicated.
- Add sitemap.xml to your site.
- Add robots.txt to your site.
- Use tags h1, h2, h3…
- Add title and alt to images or links
- Reduce inline styles
- Reduce js/css files. You're using up to 6/9. Ideally 1/1

Search Engine Optimisation

www.bpm.com.br

- Enable gzip compression. Your website will be faster.
- Add sitemap.xml to your site.
- Add robots.txt to your site.
- Make the description content visible in your site.
- Use different description and keywords for every page.
- Use rel=nofollow for external links
- Reduce css/js file number. Ideally 1/1

Search Engine Optimisation

www.consolis.com

- Enable gzip compression. Your website will be faster.
- Check IP canonicalization. Search engines can detect your content as duplicated.
- Add sitemap.xml to your site.
- Add description and keywords to all your website pages.
- Use different description and keywords for every page.
- Use tags h1, h2, h3…
- Add title and alt to images or links
- Use rel=nofollow for external links
- Reduce css/js file number. Ideally 1/1
- Reduce inline styles

Search Engine Optimisation

www.contiga.no

- Enable gzip compression. Your website will be faster.
- Check IP and URL canonicalization. Search engines can detect your content as duplicated.
- Add description and keywords to every page
- Use different description and keywords for every page.
- Add title and alt to images or links
- Use rel=nofollow for external links

Search Engine Optimisation

www.dw-systembau.de

- Enable gzip compression. Your website will be faster.
- Check IP and URL canonicalization. Search engines can detect your content as duplicated.
- Add sitemap.xml to your site.
- Add robots.txt to your site.
- Make the description content visible in your site.
- Use different description and keywords for every page.
- Use rel=nofollow for external links.

Search Engine Optimisation

www.echo.co.za

- Check IP and URL canonicalization. Search engines can detect your content as duplicated.
- Add sitemap.xml to your site.
- Make the description content visible in your site.
- Use different description and keywords for every page.
- Check h1, h2, h3... usage.
- Add title and alt to images or links.
- Use rel=nofollow for external links.
- Reduce css/js file number. It increases loading time. Ideally 1/1.

Search Engine Optimisation

www.generalepreffabricatispa.com

- Enable gzip compression. Your website will be faster.

- Check IP canonicalization. Search engines can detect your content as duplicated.

- Add description and keywords.

- Use different description and keywords for every page.

- Use rel=nofollow for external links.

- Reduce inline styles.

- Reduce css/js file number. It increases loading time. Ideally 1/1. You're using up to 7/14 files.

Search Engine Optimisation

www.vbi.nl

- Enable gzip compression. Your website will be faster.
- Check IP and URL canonicalization. Search engines can detect your content as duplicated.
- Add sitemap.xml to your site.
- Add description and keywords to every page.
- Use different description and keywords for every page.
- Add title and alt to images or links
- Use seourls (friendly urls)

Search Engine Optimisation

www.strangbetong.se

- Enable gzip compression. Your website will be faster.
- Check IP canonicalization. Search engines can detect your content as duplicated.
- Add sitemap.xml to your site.
- Add keywords to every page.
- Use different keywords for every page.
- Check for inline styles.
- Reduce js usage. You're using up to 8 java script files. Ideally 1.

Search Engine Optimisation

www.spenncon.no

- Enable gzip compression. Your website will be faster.
- Check IP canonicalization. Search engines can detect your content as duplicated.
- Add sitemap.xml to your site.
- Add robots.txt to your site.
- Add description and keywords to every page and make them different.
- Check title and alt of images or links.
- Use seourls (friendly urls).
- Reduce inline style usage.

Search Engine Optimisation

www.prefabricatspujol.com

- Use tags h1, h2, h3…

- Use keywords and make them different for each page.

- Reduce css/js files. You're using up to 5/11 files. Ideally 1/1.

Search Engine Optimisation

www.bison.co.uk

- Enable gzip compression. Your website will be faster.
- Check IP canonicalization. Search engines can detect your content as duplicated.
- Add sitemap.xml to your site.
- Add robots.txt to your site.
- Add description and keywords to every page on your site and make them different.
- Make the description fragment visible in your website contents
- Reduce js usage. You're using up to 8 files. Ideally 1.

Search Engine Optimisation

www.creaghconcrete.com

- Check IP and URL canonicalization. Search engines can detect your content as duplicated.

- Add sitemap.xml to your site.

- Add robots.txt to your site.

- Add description and keywords to every page on your site.

- Use different description and keywords for every page.

- Add title and alt to images or links

- Use rel=nofollow for external links

- Check inline styles

Search Engine Optimisation

www.treanor-pujol.co.uk

- Check for some inline styles. Avoid them.
- Enlarge your site (News, blog, works…)

Thank you

IPHA
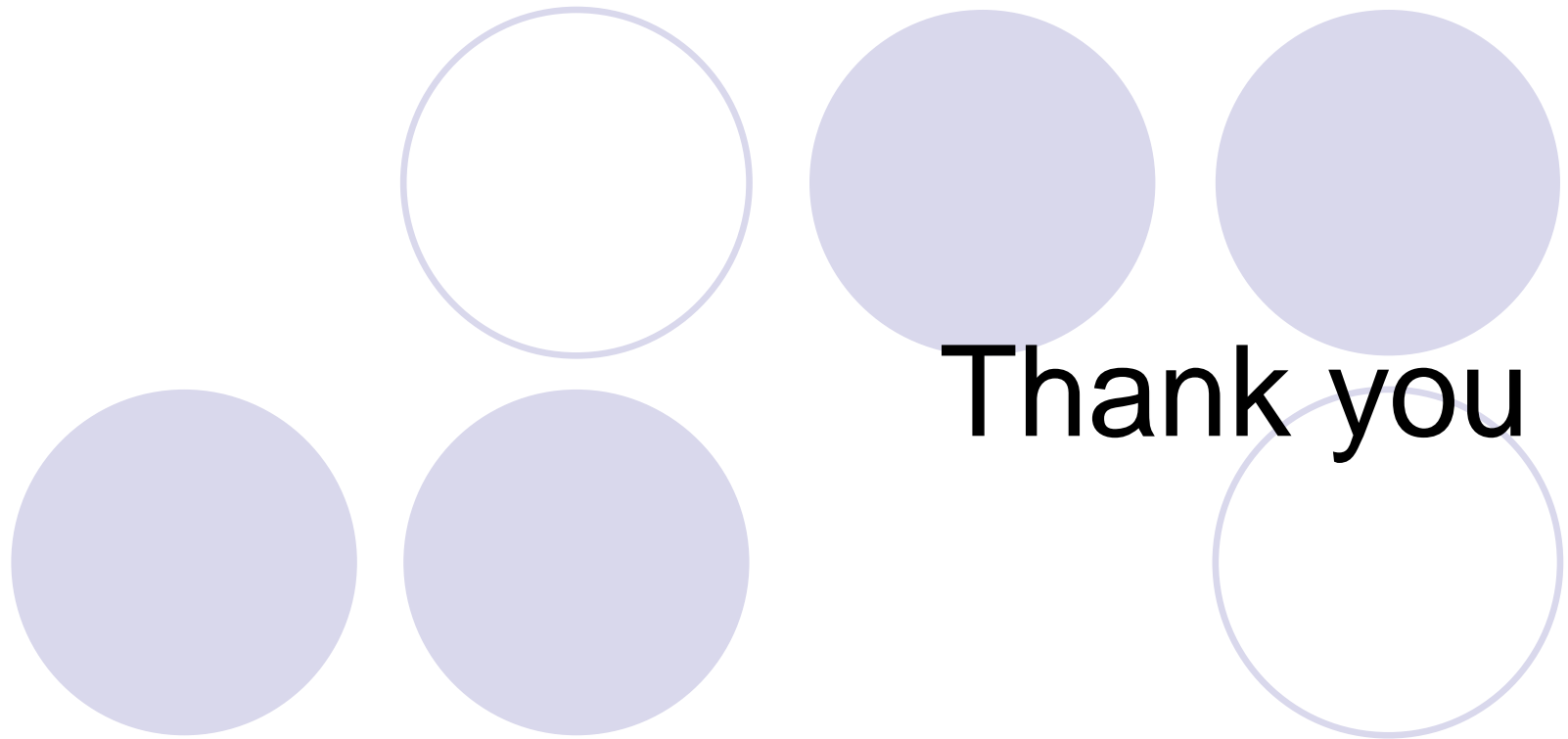
INTERNATIONAL PRESTRESSED
HOLLOWCORE ASSOCIATION