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## Before - After (Website Optimization)

Website Optimization is a professional service for website owners with the aim to increase their web presence and services, products or expression on the web. Benefit from my extensive experiences and my professional knowledge and enhance your web presence by an independent and impartial analysis.

### ***Cost Benefit Analysis***

€ 50,00 (without Visitors-Analysis) is a good investment, in case you buy a new web site, this amount will be refunded. If I would not be able to present any considerable improvements, the Optimization Report will be at no cost.

## Before: Actual Analysis

### ***Appearance***

This analysis is based on perceptions of the media research and investigates the complex interactions between appearance and user behaviour. Clearness, navigation and user guidance will be brought into focus. In addition, the appearance will be evaluated in comparison to competitors.

### ***Quality of Information***

The objective is to satisfy the visitor's questions to a product or service without applying an 'empty threat' or 'empty words' used by the advertising industry. Quality and complexity must meet a good relation, no further questions should be left.

## **Audience - Mediality**

Your audience must be able to identify themselves with the environment on display. This includes graphics inspiring certain emotions in correlation to the subject and providing appropriate confidence.

## **SEO – Search Engine Optimization**

This is a chance to reply specialised terms to search engine requests by means of providing a small database, formatted for search engines. In addition, by applying the right structure of the content within the HTML-source code, readability for search engines can be increased immense. Further, the so-called 'meta-tags' are playing an important role.

## **Code Analysis**

If a user clicks a link or types an URL into his/her browser address bar, a server request will be fired (http) and the source code of a web site will be sent from the server to the user's computer. The browser interprets the source code and generates the display. But users apply different browsers

Microsoft Windows Internet Explorer, Mozilla - Gecko - Firefox or Safari

and different operating systems

Windows, Linux, AppleMacintosh

and different monitors with different resolutions,

still the display should be more or less equal. At this point starts a nightmare for every web designer. The huge number of possible combinations of hard and software and in particular the different interpretation of code within the browser-software can hardly be satisfied. This is so-called Cross-Browser-Compatibility. On top of it, modern browsers introduced the feature of applying user individual view settings, adjusting the size of a display. Therefore, it is a must to design a flexible layout, otherwise the display may be distorted. The Code Analysis also investigates loading time.

## **Usability / Accessibility**

this term explains the compatibility of a web site for the disabled. Blind people are using reading software or people with gesticulation disabilities, unable to use either a mouse or even a keyboard are using special browser with optical navigation. There are some requirements for web sites to include the disabled, although there are no limits to the layout but the source code.

Reference: eb [Content Accessibility Guidelines \(WCAG\) 2.0](#)

## ***Server performance***

Servers are just computers and similar to a PC, the performance depends on factors, such as processor power, disk speed, memory, etc. Furthermore, a server needs an operating system and special software. Therefore, the quality of your website begins in the choice of the hosting partner. In addition, special instructions within the source code may manipulate specific server behaviour, such as detection of character encoding. Servers play an important role for dynamic web pages.

## **After: Suggestion**

The actual analysis contains suggestions to improve the web presence.

## ***Appearance***

Clarity and navigation are the most common defects, clearness and abandonment creates a better result. User interface and usability require talent and feeling, because psychology plays an important role.

## ***Depth of Information***

The information for a product or service should be as comprehensive as possible in order to create new consumer's desires. Often the depth of information has an affect on the decision to buy or not.

## ***Audience Mediality***

"Nobody buys meat in a bakery", a web presence should give the suitable feeling.

## ***SEO – Search Engine Optimization***

Descriptions about the content, keywords and the abstract are the required facts.

## ***Code Improvement***

Cross-Browser-Compatibility, equal display independent of operating systems and browsers.

## ***Server performance***

A thorough stability check.

## Visitors Analysis

Most websites are controlled by analysis-software already installed on commercial servers. Undoubtedly, the best sniffing tool available, is Google. If you make use of Google's technology, an unbeatable depth of analysis will be yours, even without contradictions to data protections.

### *Interpretation of the Visitors Analysis over 6 Months*

A minimal fee of € 60,00 is a good investment in order to achieve better results.

The Visitor Analysis is the key to improve the entire web presence. However, an interpretation of the Visitors Analysis will focus on set goals. Goal conversions are the primary metric for measuring how well your site fulfils business objectives. A goal is a website page which a visitor reaches once they have made a purchase or completed another desired action, such as a registration or download.

### Overview:

1. Visits
2. Absolute Unique Visitors
3. Page views
4. Average Page views
5. Time on Site
6. Bounce Rate
7. New Visits
8. Visitors Loyalty
9. Recency
10. Length of Visit
11. Depth of Visit

## **Traffic Sources**

1. Direct Traffic
2. Referring Sites
3. Search Engines
4. All Traffic Sources
5. Keywords
6. Campaigns

## **Content Overview**

1. Top Content
2. Content by Title
3. Content Drill down
4. Top Landing Pages
5. Top Exit Pages

## **Technical Analysis:**

1. Browser
2. OS (operating system)
3. Browser and OS
4. Monitor Colours
5. Monitor Resolution
6. Flash Version
7. Java
8. Network Location
9. Host Names
10. Connection Speeds

## **Requirements**

To activate the Visitors Analysis, a short JavaScript needs to be added into the source code of each page to be monitored. A small effort in comparison to the result. The Visitor Analysis is as comprehensive as to meet any criteria required for any type of website.

Published by

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