

Quick! You have ten seconds.

Internet users are busy people. That's all the time your website has to connect with a typical user. In that time, the visitor might draw a first impression about your company, form an opinion about your brand, decide whether to click-through, or determine whether to make contact. Any page that takes longer than 10 seconds to capture the user diminishes the likelihood of ever connecting with this customer.

Does your *Website* complement your *Brand Communication* strategy?

Large investments are made to create new content that leverages offline marketing efforts and helps create and maintain consumer dialogue. It is critical that companies deliver form that meets function with online communications – websites must engage the customer while delivering ideal levels of information and offer intuitive consumer navigation.

Morpace helps companies to reinforce their website communications by creating and delivering the intended brand and product strategy on an emotional level, and an engaging, persuasive way so that consumers take further action.

WebValuationTM helps refine the creative content

Content evaluation can be incorporated at many stages of website development:

- Concept Phase – to help identify strengths and weaknesses among alternatives
- Testing Phase or Post Launch – to verify a website is delivering intended message and to help refine the existing creative idea to connect with consumers

Learnings are customized and comprehensive

Morpace offers a customized approach based on the creative strategy, yet follows many of our core marketing communication diagnostics:

- Determine **overall reaction** to the creative
- Understand website **engagement** levels
- Obtain **attitudes/opinions** on specific creative elements
- Understand the **impact of the creative** on the brand

- Evaluate reactions and **appeal** among demographic and consumer groups
- Determine consideration and **purchase impact**



Morpace Approach

Creative Evaluation – How visually appealing is the site overall? Does the site represent your brand image? Does the site add or detract value from your brand? Are the individual elements of the site consistent? Is the presentation pleasing to the user (fonts, graphics)? Does the first impression (home page) of your site hold the user's attention? Are they encouraged to continue (engagement)?

Content Feedback – What is driving people to or away from your site? What is the best section of your site? What drives repeat visits? What are the best characteristics? Does the site meet your objectives? Are there unnecessary elements to your site? Are you providing users with what they want (answering their questions?) Or with too much?

Message Measurement – Does your website meet its objective? Does it match with the objectives of your company? Is your message being communicated effectively? Is your site consistent with your advertising? Is the message clear and concise? What story is missing?

Flexible & Timely

In many cases, Morpace can conduct online website research in about 10 days from start to finish – including an in depth analysis of the results - making website research one of the fastest and most cost efficient forms of marketing communications testing.

Call Morpace at 248.737.5300 to learn more how WebValuation can assist you in evaluating and refining your website design as well as leverage your offline communications.