

Is your web site bringing in new business?

Are you unsure how to make your web site better?

What web site content should be added or deleted?



WEB-TEST™

The Web has quickly become the way consumers gather information about you and your competition. Yet managing the content of a website can be extremely time-consuming, confusing, and often perplexing, especially if you are working without adequate consumer feedback. Cooper has developed an innovative program called WEB-TEST™, designed to provide your web master, web designer, or web manager with valuable information on the overall look, ease of navigation, and relevance of topics/material.

- **How attractive and compelling is your website?**
- **Is it easy to navigate? Is it exciting and fun?**
- **Is your web site too complex? Are you simply trying to do too much?**
- **How intuitive is your website? Is information easy to find?**
- **Does it clearly communicate your brand image?**
- **Does it differentiate you from the competition in a positive way?**
- **Are you effectively using a graphical interface?**
- **Is your website compatible with most search engines?**
- **What is driving repeat visitation, if at all?**
- **What quality information are you collecting from each visitor?**
- **How is this information processed and used?**
- **What is the long term strategic use of your web site?**
- **What new things do you want your web site to do?**

Let Cooper help you evaluate your website by gathering actionable feedback from your target audiences and show you how to effectively enhance the performance of your web-based marketing.

Our goal is simple . . . to help you grow your business in new ways.



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