G|META Web Review & Action Plan

www.gmeta.com

What has *your* website done for you lately?

Most websites don't quite do enough, we think. Our **Web Review & Action Plan (WRAP)** service looks at the entire web experience, mainly from your users' perspective and recommends how to make it more **effective, efficient** and **satisfying**.

The WRAP strategic report

We deliver a recommendations report explaining how to **guarantee** website improvements.

1. Get more people **to your website** through search engines.
2. Keep people **on your site** through more useful and better laid out information, removing any existing gaps and barriers to interaction.
3. Ensure more **positive user actions** for your organization through better call-to-action-paths and more useful features such as community-building, donations and volunteering.

To create a better **Information Design** for your site, we employ these **Peace™ principles**:

Primary purpose: It should be obvious at a glance what each web page does.

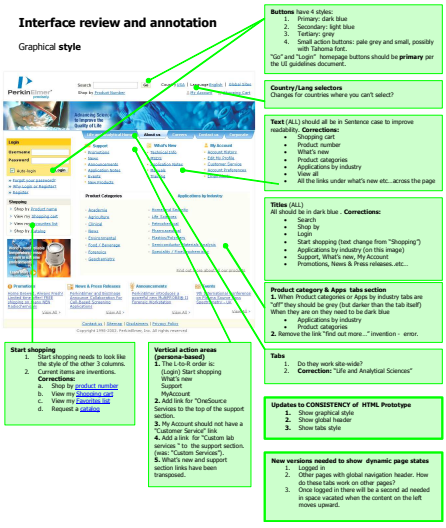
Effortless ease: Customers should not have a puzzle to solve as they use the site.

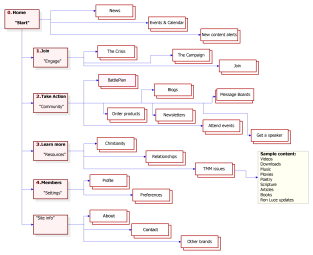
Approved accessibility: All pages need to be valid and usable via target technologies.

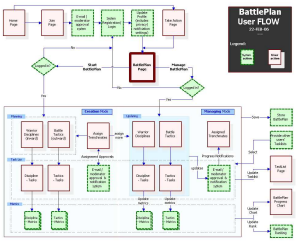
Complete consistency: The interface layout always needs to behave the same way.

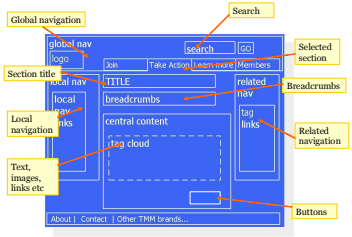
Expected execution: The interface should respond as a typical customer expects it to.

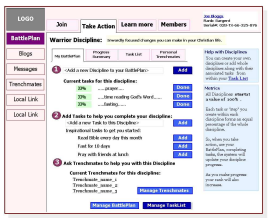
Some sample Reporting and New Design Blueprints:











Typical projects last one week. Hourly rate: $125. Special rates for Non-Profit Organizations.

For **more information** about all of our other services please see: www.gmeta.com/services

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