



Actionable insights to ensure you adopt the best online strategy for your website

Website Audit and Expert Usability Review (a new product offering from The Nielsen Company)

Work in partnership with Nielsen for a 360 degree diagnostic review of your website.

The need for an effective and intuitive website is becoming more and more of a growing need for businesses. Corporations are relying on their websites more than ever to help drive sales, better inform current and potential clients, and build brand awareness across their product range.

With this in mind, Nielsen has developed the **NEW** Website Audit and Expert Usability Review - a customised service that provides an advanced diagnostic review of your current website and delivers you with the findings and recommendations you need to ensure a successful online strategy for your website.

What will I get?

Firstly, our team of experts will spend some time with your business to better understand your organisation and its objective - with an aim of providing you with a 360 degree diagnostic report. The report comprises of two sections:

Section 1 - Website Audit: This pulls together the findings from all of our market leading products to analyse the *who, what, when, how and where* in relation to your website and users. The focus is on audience profiling, user behaviour on site, and website stability and performance.

This audit period is typically run across 2-3 months.

Section 2 - Expert Usability Review:

This leverages the findings from Section 1 and utilises the expertise of our online research team to understand the usability and fundamentals of your website.

Our team will perform site tasks, looking at your site from a users perspective.

We focus on navigational schematics, logical structure, economies in terms of time and action, appropriate use of labels and buttons, plus provide you with an action list to address - highlighted by importance.

Deliverables

Section 1 will be delivered in PowerPoint, with Section 2 delivered in report format. A two hour presentation to key stakeholders within the organisation will also be included.

The cost for a standard output is \$15,000 (excl. GST).

Customisable outputs based on your needs can be priced after a briefing.

For further information about Nielsen's new Website Audit and Expert Usability Review contact your local account manager or email Ivan.Fuyala@nielsen.com

Our approach is to combine the very best

