

## What is WebScan?

WebScan is a unique tool for analysing and improving websites. Exclusive to WSI, WebScan can identify the strengths and weaknesses of any site and advise how to improve them.

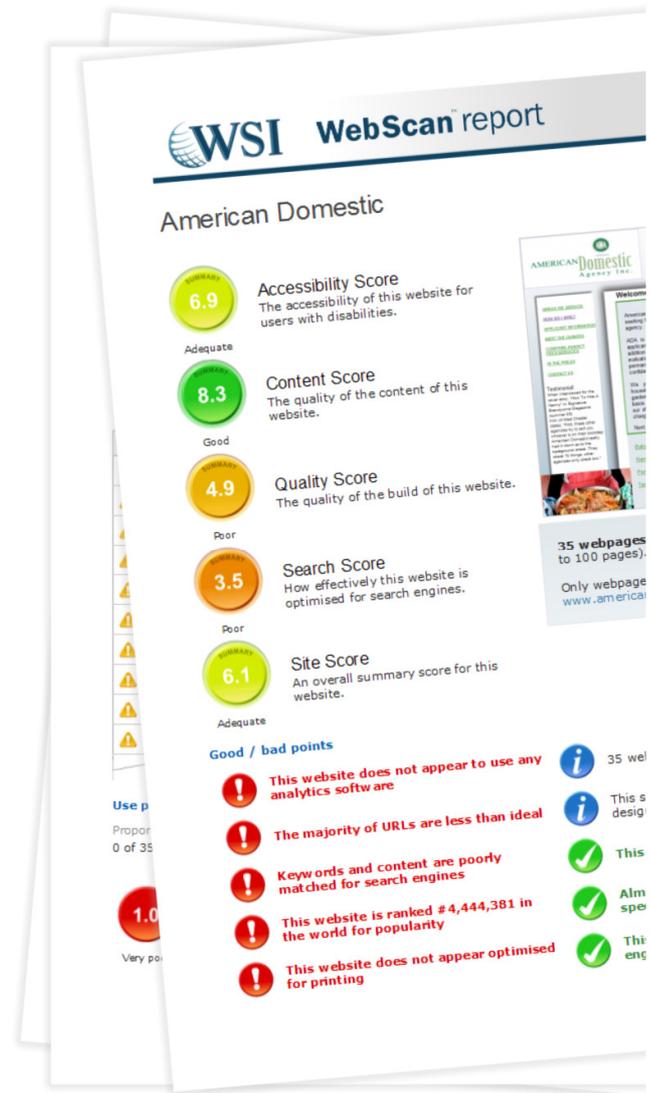
Because WebScan can analyse *any* website, you can use it to improve your own, and to evaluate and learn from your competitors.

## What can it do for me?

Is your website performing as well as it should? Do you understand the technical and design reasons why? WebScan can help.

In particular, if you're looking to bring more visitors to your site, appear higher in Google for competitive searches and increase your conversion rates, WebScan delivers high value to you at a fixed, low cost.

The automated nature of the tests means you can analyse many websites regularly and cost effectively. If you frequently update your website, monthly reports are an excellent option for maintaining high quality and evaluating your ongoing position relative to your competitors.



## What does it test?

Individual tests cover many areas, including spelling, broken links, speed, optimisation of keywords and much more – over 30 tests in total.

Results are summarised into 5 areas (right).

<b>Search</b>	how well optimised the website is for search engines like Google and Yahoo
<b>Content</b>	how well written the content is
<b>Quality</b>	how well built the website is
<b>Accessibility</b>	how accessible the website is to users with disabilities
<b>Site</b>	overall, how good the website is

## Why you can trust a WebScan report

The technology behind WebScan was originally developed for FORTUNE 100 companies to test thousands of high-profile websites worldwide. WSI has since acquired exclusive access to this technology and made it available at a vastly reduced price to their approved Internet Consultants.

WebScan is now used to test over 10,000 websites each month in over 10 countries. The technology continues to be used by a huge range of websites, from corporations to small businesses, and is updated monthly with the latest in best practice.

## What do I get?

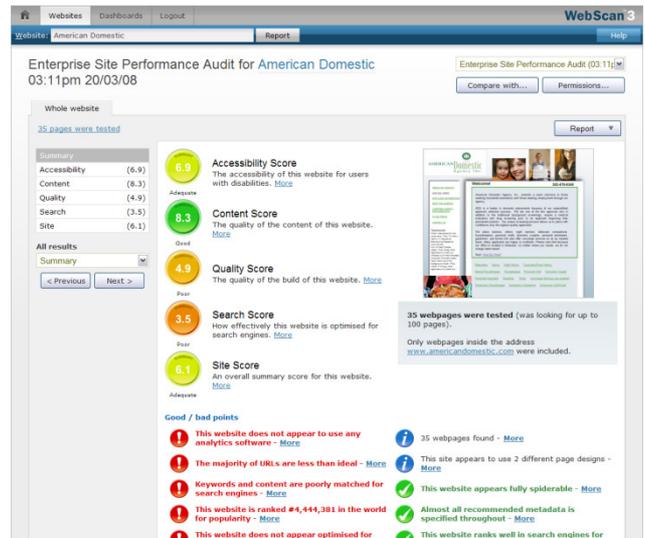
You can request a one off report of any website, or choose to include other websites and compare them. You can test as many websites as you like, as often as you like. If your website changes often, we strongly recommend monthly reports.

A complete one off report includes over 30 individual tests (see sidebar). We also include a guide to understanding your report.



Printed report with "Understanding your report" guide

Your report can be printed out for you to read, or you can explore it online. If you view your report online, you can search through results and export them into popular file formats, such as Microsoft Word®, Excel® and HTML. If you have multiple reports, you can also compare them side-by-side online.



Online report

	Accessibility Score	Content Score	Quality Score	Search Score	Sitescore
Your Competitor Inc.	9.0	9.2	9.0	8.2	8.7
A Company	9.3	8.0	8.0	8.5	8.5
Another Plc	8.5	8.2	7.6	8.7	7.7
<b>Your website</b>	<b>8.4</b>	<b>8.3</b>	<b>7.5</b>	<b>8.2</b>	<b>7.2</b>
Rival Corp.	7.5	6.9	6.9	7.5	6.6
Other Company	2.4	5.9	1.8	1.9	2.5

Competitor dashboard

Small website report for Cornell University (01:39pm 02/04/08)		Small website report for Harvard University (02:44pm 01/04/08)	
9.2 Excellent	Accessibility Score The accessibility of this website for users with disabilities. <a href="#">More</a>	5.9 Adequate	Accessibility Score The accessibility of this website for users with disabilities. <a href="#">More</a>
7.8 Good	Content Score The quality of the content of this website. <a href="#">More</a>	7.7 Good	Content Score The quality of the content of this website. <a href="#">More</a>
9.0 Excellent	Quality Score The quality of the build of this website. <a href="#">More</a>	4.1 Poor	Quality Score The quality of the build of this website. <a href="#">More</a>
8.8 Good	Search Score How effectively this website is optimised for search engines. <a href="#">More</a>	6.1 Adequate	Search Score How effectively this website is optimised for search engines. <a href="#">More</a>
8.9 Good	Site Score An overall summary score for this website. <a href="#">More</a>	6.3 Adequate	Site Score An overall summary score for this website. <a href="#">More</a>

Side-by-side comparison

## Supporting consultancy

Although a WebScan report is designed to be as easy to understand as possible, some of the tests may highlight a technical problem that could be confusing. We can help you understand what these are, what they mean to you and what you can do about them.

We can also advise you on the best way of moving forward from any situation – whether it be catching up with competitors, or strengthening your current position. As a WSI Internet Consultant, we're able to help you with every aspect of your website needs.

## How does it work?

You need to provide us with the web addresses for any sites you wish to test. If for some reason you only want to test part of a website let us know.

We also need to work out the 'keywords' that your website is aiming to score highly for in Google and other search engines. We recommend you choose 10 - 20 of these – if you need a hand, we can help.

We then need to setup and run your reports. Some websites can be better 'behaved' than others, and make take longer for us to configure the first time.

Depending on what you've chosen to buy, we may then add our own manual consultancy or commentary to the reports, before printing and/or emailing them to you. We'll include instructions on how to login to view your online reports, and how to use your online reports.

Once you've reviewed your report, you may have questions, or just want advice on what you can do next. We're here to help.

## All tests

<b>Alternative text</b>	Check that alternative text is specified for users with visual disabilities, and used correctly.	<b>Metadata</b>	Check that metadata is used and specified correctly. You can browse, search and export all metadata in a site.
<b>Amount of content</b>	Check the amount of content used on each page of the website.	<b>Number of pages</b>	Count and list all pages in a website. You can search through, view and export the list of pages.
<b>Analytics software</b>	Checks for use of any website analytics software, such as Clicktracks, or WebTrends.	<b>Outgoing links</b>	Report on any links to other websites from this website.
<b>Broken links</b>	Check for broken links (links to pages or content which does not exist).	<b>Page titles</b>	Check that page titles are used and specified correctly. You can search and export all title text to help optimise SEO.
<b>Contact details</b>	Lists all emails, phone numbers and postal addresses on this website.	<b>Popularity rank</b>	Checks how relatively popular the site is.
<b>Cookies</b>	Detect any cookies set by this website, and how they are used.	<b>Popups</b>	Check for any popup windows, and whether they open themselves or are opened by visitors.
<b>CSS usage</b>	Checks whether pages are using CSS or tables for layout. CSS layouts are generally best practice.	<b>Printability</b>	Check whether pages appear optimised for printing.
<b>Design list</b>	List and display the different designs used by a website.	<b>Readability</b>	Reports on how easy the text on each page is to read and understand (English pages only).
<b>Domain name</b>	Check that variations of the domain name are not being used by domain squatters.	<b>Redirections</b>	Check for client-side redirections, which are unnecessary and break the use of the Back button.
<b>File usage</b>	Check the files on the website, calculating how fast the website is.	<b>Search engine placement</b>	Check the placement of the website against competitors for a specified search engine phrase.
<b>Flash usage</b>	Check if Flash is used appropriately, e.g. does the website handle users without Flash installed.	<b>Site Structure</b>	Display a summary of how many clicks away pages are from the homepage, and the resulting site structure.
<b>Fonts</b>	Check that the fonts and font sizes used are appropriate for the web and flexible in size.	<b>Spelling</b>	Check the spelling of text in this website (currently UK and American English only).
<b>Headings</b>	Check that headings are used and specified correctly.	<b>Spiderability</b>	Ensure this website can be effectively 'spidered', i.e. each page can be reached by following the links from other pages.
<b>Images</b>	Check whether unique images are used throughout for variety, and defined correctly.	<b>URL chopping</b>	Check that web addresses (URLs) can be chopped and still work.
<b>Incoming links</b>	Count the number of links to this website, and the number of high quality links.	<b>URL format</b>	Check that web addresses (URLs) used on the site are clean and user-friendly.
<b>Key pages</b>	List the most important or prominent pages in the website, particularly to search engines.	<b>Use of keywords</b>	Measure how well optimised the website is for specific keywords.
<b>Links</b>	Report on how links are used in this website. You can search and export all link text, sources and destinations to help optimise SEO.		

## Price list

WebScan reports can be purchased either as a one-off, on a quarterly basis or as ongoing monthly reports throughout the year.

If your website is updated frequently, we strongly recommend monthly reports. It is cheaper to buy 12 monthly reports together than to order them separately.

Option	What this includes	Price (one off)	Price (4 reports for a year)	Price (12 reports for a year)
Complete website report	<ul style="list-style-type: none"> <li>Online access to all your reports.</li> <li>Printed report (for first month only<sup>1</sup>).</li> <li>Guide to understanding your reports.</li> </ul>	€299	€800	€1200
Competitor dashboard of your website versus up to 10 competitors. Includes Complete website report for each website.	<ul style="list-style-type: none"> <li>Online access to all your reports and dashboards.</li> <li>Printed report (for your website, first month only<sup>1</sup>).</li> <li>Printed dashboard (first month only<sup>1</sup>)</li> <li>Guide to understanding your reports.</li> </ul>	€499	€1600	€3600
Other tailor-made	<ul style="list-style-type: none"> <li>Other combinations available on request. Ask us to put together a custom package for you for a full Competitive Analysis of your market and competition</li> </ul>			

Prices are accurate at the time of printing.

**Prices exclude VAT or any other applicable taxes.**

## WSI E-SERVICES

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<sup>1</sup> You can print additional copies of any reports yourselves. We only supply the first month printed to reduce ongoing costs – we've found most customers will choose to view additional reports online for convenience.