

Sixth lecture

Effectiveness of the website content

A- Update

B- The relevance of the site to the organization

C- Multilingualism and culture

D- Variety of presentation style

E- Accuracy of information

F- Objectivity

g- Responsibility

- Effectiveness of the content:

- The huge inflation in the volume of information available on Internet sites makes the effectiveness of the content one of the most important indicators that must be taken into account when conducting the process of evaluating the effectiveness of e-marketing for websites and the services they provide.
- Since content is the main pillar in the direction of e-business and e-commerce, researchers considered it the most important dimension in the evaluation process and called it the master of dimensions.
- The effectiveness of the online store site content has been exposed by a large number of researchers in various ways, some of them went to use **the effectiveness of the content** in evaluating the websites and services they provide without taking into account any other dimension, while other

researchers considered this dimension as one of the most important elements of evaluation when evaluating websites.

● **The effectiveness of the online store site content can be evaluated through the following indicators:**

A- Update: i.e. the up-to-date information on the site. This indicator can be measured via the following checklist:

- Is the information on the site up-to-date?
- The number of times to update during a specified period of time
- The clarity of the last update time

B- The relevance of the site to the organization: in terms of content, comprehensiveness and detail in information. This indicator can be measured using the following checklist:

- The site contains information about the goals of the organization
- The site contains information about the establishment of the organization
- The site contains information about the organization's clients
- The site contains information on the products offered by the organization
- The site contains illustrations of the organization and its facilities

C- Multilingualism and culture: it should provide the ability to browse the site in more than one language and take into account the different cultures of customers, regardless of the country to which they belong. This indicator can be measured using the following checklist:

- The ability to browse the organization's website in more than one language

- Taking into account the site for the different customers culture

D- Variety of presentation style: the information must be presented in different forms on the organization's website, and this indicator can be measured using the following checklist:

- The site should contain text files, audio files, video files, and image files, meaning the site should contain the multimedia.

E- Accuracy of information: this indicator can be measured using the following checklist:

- The accuracy and validity of the information on the website
- There are no grammatical or linguistic errors in the content and videos of the site
- Sources of information within the site are documented

F- Objectivity: that is, impartiality in presenting information. this indicator can be measured using the following checklist:

- Presenting information objectively without bias

g- Responsibility: it expresses the user's confidence in the information on the site. This indicator can be measured using the following checklist:

- Availability of the organization's physical address on its website

- The presence of information about the senior management with the job description of the administrators.
- Availability of information about the copyright, authoring and ownership related to the website
- The presence of an email address for those on the website to contact them

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