Ninth lecture

Effectiveness of dealing with the website

A. Ease

B. Reliability

C. Interactive features

D. Security and privacy

E. Adapt as needed

Effectiveness of dealing with the website

- This indicator has appeared as one of the most important indicators of the effectiveness of e-marketing on Internet sites and in most of the previous studies, as it is one of the most discussed elements in previous studies to evaluate Internet sites.

- The ease of dealing with the website means: the ease of using the site by any user regardless of his scientific background to obtain the required information, and it also means the website's ability to provide stable and effective performance, in addition to the ability to adapt according to the user's desire.

► We can express an indicator of the effectiveness of dealing with the website according to the following points:

A. Ease

■ It means ease of using the site, finding information in it smoothly and browsing it without complication, and this dimension can be measured using the following checklist:

-Ease of use of the site, its understanding and dealing with it.

-Ease of finding information and browsing the site.

-Ease of finding the site within the various search engines.

-Ease of knowing the new information added by the website.

B. Reliability

■ **It means that the title and characteristics of the website are suitable for its nature. This dimension can be measured using the following checklist:**

- The website address is suitable and easy to remember.

- Short website loading time.

- The website supports browsing with more than one browser.

- The website works correctly using multiple digital devices.

- The site contains the fewest possible ads to avoid loading pages for long periods of time.

- There is a counter to know the number of users of the site in a certain period of time.

- The site provides all services continuously, without interruption, and around the clock.

C. Interactive features

■ That is, there are clear instructions for using any part of the website, a program to help users, and communication tools and feedback between the users and the site through various means of communication. This dimension can be measured using the following checklist:

-There are clear instructions for using any part of the website.

- There are help programs and error messages to help users.

- There is a program to help users and communication tools and feedback between them.

- Frequently asked questions and answers are available on the site.

-There is a search tool inside the website content.

- The ability to follow up orders and know where they arrived.

D. Security and privacy

■ It means obtaining the confidence of users through the security of the processes and services provided, in addition to maintaining the privacy of personal information, and this dimension can be measured according to the following items:

- The website maintains the security of its operations and services.

- The site maintains the privacy of the user's personal information.

E. Adapt as needed

■ That is, the process of adapting the site's content must be done according to the desire and need of the users who interact with it.

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