

Tenth lecture

Website performance evaluation

A. Ease of access and use

B. Effective usability

Website performance evaluation

► **The e-marketing manager must periodically evaluate the website's performance through:**

A. Ease of access and use

■ **That is, the website should be made easily accessible and usable, and this can be achieved through the following:**

- Active display of products and items via the website.
- Effective implementation of the search conducted by the client or user.
- Achieving the process of buying and selling easily and smoothly.
- Achieving an easy and smooth path in the process of moving between the pages of the site.
- Ability to track the online purchase order after the sale process.

B. Effective usability

■ This is shown through the site level test measures, and the level of its usability, so that the site management carries out the testing process frequently, because this gives a clear impression about the level of readiness for use and measures the level of site performance.

- The effective usability of the website can be measured effectively through several measures, the most important of which are:

- 1- The necessity of conducting external and internal test analyzes that must be approved and implemented.
- 2- Determining the level of use and analysis of the electronic behavior, as it is necessary to identify the electronic behavior that the user takes while browsing and roaming from one website to another and from one page to another.
- 3- Determine the software entity that the user will use to implement the process of tracking orders that are purchased over the Internet.

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