

Beta Group Ltd

Website design review

How your website compares with your leading competitors

Overall design effectiveness ranking

1st Alpha Services

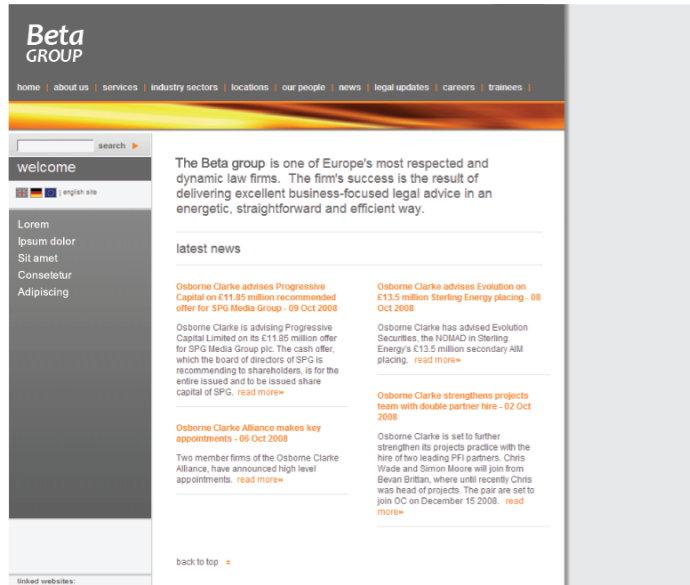
2nd Beta Group Ltd

3rd Theta & Co

4th Gamma Partners

5th Epsilon & Co

Results for www.beta-group.co.uk



Design effectiveness

69%

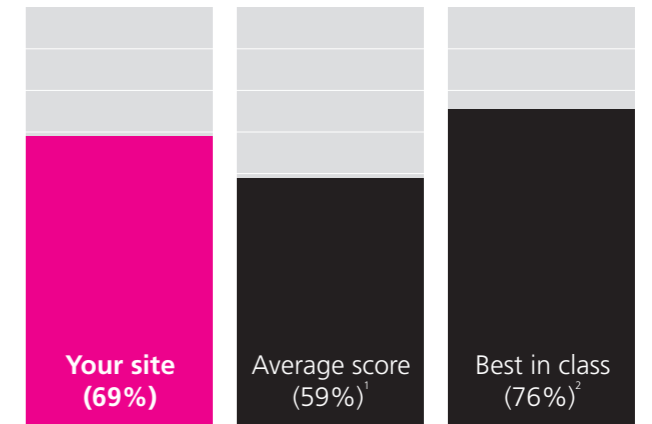
Ranking: 2/5

Summary:

A clean, usable website design. Lacks a little personality without pictures. Could do better to engage primary audience with more frequent updates to content on home page. Recommend addressing usability shortcomings (see below).

How you compare

This diagram shows the effectiveness of your website compared to the average of all sites reviewed, and to the highest individual scoring website.



Brand & marketing

68%

Ranking: 3/5

Key findings:

A clear customer proposition sets the tone for a generally good standard. A good use of the Beta Group colour palette helps reinforce the website identity.

Design & content

82%

Ranking: 1/5

Key findings:

The Beta Group site scored highly for design & content. A clean, contemporary approach with some minor layout inconsistencies in sub navigation that would be simple to rectify.

Usability

57%

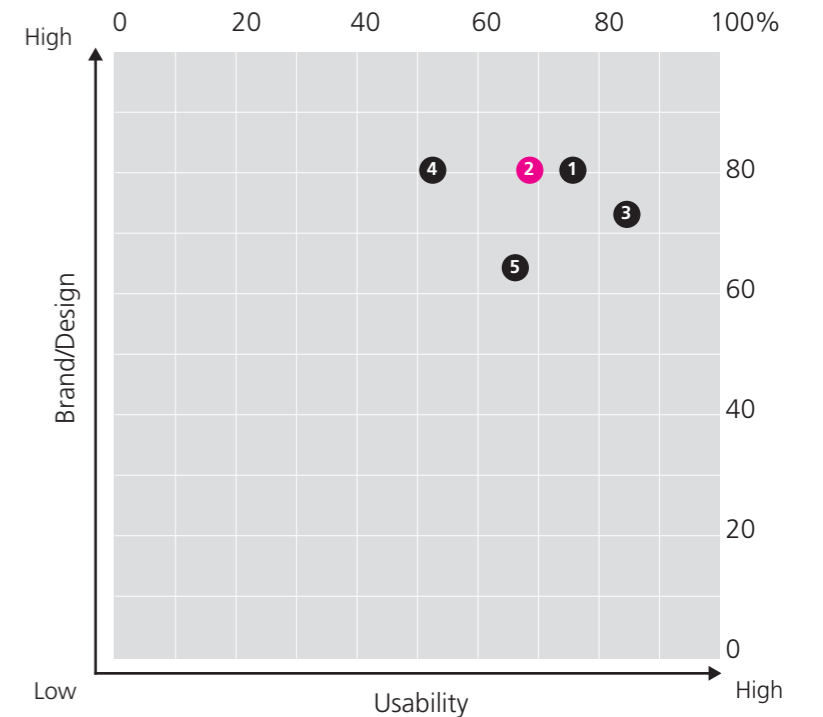
Ranking: 4/5

Key findings:

Most accessibility hurdles overcome but dropped points due to lack of accessibility information. Scored 1 out of 3 for hyperlink design. Recommend addressing this ASAP.

The competitive landscape

The pink dot in this diagram shows where your website sits comparing brand/design against usability. The top-right quadrant is the sweet spot, requiring both a high brand/design score and high usability score.



Search engine optimisation

3/5 ***

Overview

This web design review is a complimentary report into the effectiveness of your firm's website design.

We hope you find the review of interest. Please do not hesitate to contact us with any questions you might have about the contents herewithin or if you wish to participate in future reviews.

How was the review conducted?

To provide a fully rounded review of how your website performs, we broke up the assessment into three areas:

Brand & marketing

We assessed how clearly the brand or personality of the firm is portrayed through the tone-of-voice and appearance, and whether the firm is communicating key selling messages.

Design & content

We look at how professionally the pages are designed and how well they work as a set. We assessed the navigation design and the clarity of information presentation.

Usability

We assessed the site's ease of use and the extent to which the site supports users in what they need to do. We scored the site on its accessibility to those with visual impairment or other disability.

About The Storm Digital

The Storm is a specialist design agency for online media.

We advocate intelligent design solutions that marry the needs of Web users with those of businesses. Our philosophy brings the highest quality design, usability and customer service to bear in a practical and workable way that also critically addresses business goals and objectives.

Our skills have been applied across a number of industries, with particular emphasis and specialist knowledge in financial and insurance services.

Our clients include UBS, Credit Suisse, Aspen Re, Yahoo! and the BBC as well as smaller 'blue chiplet' organisations and not-for-profit clients.

The Storm, formed in 2002, is led by three veteran web consultants, all of whom have extensive experience in working with FTSE 250 companies.