

Cirrus Assessment website

Areas I believe we should focus on:

1. We must encourage the visitor to engage or make contact. The homepage should have multiple spots where they can click to be taken to a contact landing page. Ideally a “contact us” (or other wording) button should be visible to the visitor at all times.
2. Needs to be solution led, not product led. The visitor should get information that they identify with. We want them to think “that’s me” or “that’s my problem” which then prompts them to engage.
3. What is our target market? Do we name specific markets like “Education users” or “Corporate users”?
4. Client case study or reference sites! Difficult for go-live, but I’m sure we can manage something.
5. “Three is the magic number!” - information, graphics, photos should be using this approach to ensure the visitor loves our website!
6. It MUST HAVE an explanatory animation/video! This has to connect with the visitor - make them think “that’s me”, or “that’s my organisation” and then hit them with why we make a difference to them, their worklife, their students etc and when they finish watching the video to TAKE ACTION!
7. CRM integration - feed the sales pipeline.
8. Strap lines. First one could follow the Salesforce approach “No servers. No maintenance. No worries.” with a sentence underneath that we have. We have thought about:

“e-Assessment made simple”

but we could go with something like:

“e-Assessment. Simplified.”

or

“e-Assessment simplified.”

9. Social media. Goes without saying, but Twitter, LinkedIn and a blog.
10. Partner page and logos. Certwell, SURF, Creatio, Qualification Check etc etc
11. “Getting started” - have its own section that shows just how quickly a user can get going and deliver an assessment.

The following links are a collection of successful SaaS companies and solutions and a consumer based website. We should review these, and others, to look for common themes that we can incorporate into our site, as well as competitor sites:

<http://www.salesforce.com/uk/?ir=1>

I like: the “view demos”, “editions and pricing” and “free trial” options are always visible. Clean fresh feel.

<http://www.clicktools.com/>

I like: Really not too much scrolling on the homepage! I like the interactive info graphic that allows you to click on particular elements that you are interested in.

<http://www.surveymonkey.com/>

I like: uncluttered feel. Very clean. I also like the simple marketing message: “cCeate surveys. Get answers”

<http://www.teamexcellence.com>

I like: use of colour on homepage (but I think the homepage is too simplistic). Not too many tabs or links at top of page, clicking on “About” brings up some sub headings.

<http://www.sophos.com>

I like: Use of colours: blue, orange, green on the homepage. Also use the “3 is the magic number approach” with “No servers. No headaches. No malware.” and a strap line “Security made simple”. Main menu bar stays static as you scroll, and when you hover over a link in the menubar it changes colour. Great graphics on the slide bar and a really good explanatory video. Again, they keep headings on the main menu bar to a minimum and display more options when you click on one. “Try it now” button and “30 days for free” invite the visitor to engage.

I don't like: the top part of the homepage is great, but it means you have to scroll too much to see everything else on it.

<http://www.nest.com>

I like: It is just visually stunning!