RICHARD WEEKES & CO

RWC

business growth consultants

Find, reach, engage, and keep your web users with RWC's

WEB USABILITY AUDIT

In the digital age, business, governments and non-profits are using the web more than ever to deliver services, and engage and transact with their customers and clients. Your website's *usability* – how easy it is to use – is critical to the success of your organisation.

Many websites fail to follow the basic principles web design, user experience and content strategy. We've all encountered websites where:

- **content** is poorly communicated, and focused on internal rather than external needs;
- **user tasks** are difficult to understand and complicated to perform;
- **navigation** is so confusing that users give up and phone your call centre!

How does a RWC WEB USABILITY AUDIT work?

- **We discover,** through research and in-depth interviews with key staff, an accurate picture of your organisation's internal processes, stakeholders groups and corporate goals;

- **We benchmark** your knowledge management practices, digital tools, platform and performance, against world's best practices for your sector;

- **We define** your actual and potential user groups, who they are, what they need, what you want them to do, and how successfully they can do it on your existing platform;

- **We analyse** your web platform's usability on a range of key criteria, logging how your users interact with your website on all formats: desktop, tablets and mobile.

- **We recommend** solutions to boost your website usability and refresh your content matched to your corporate goals, your users' needs, and your budget constraints.

A better user experience for the Australian Tax Office

From **this** to **this** ➡
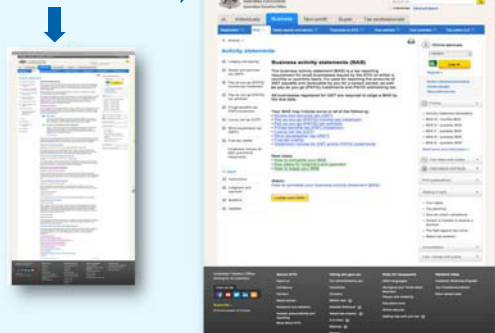
* To align with the ATO's new strategic goals, RWC developed a new web content model and oversaw the expert editing, rewriting and reorganising of hundreds of web pages.

Find out more about what **RWC** can do for your communication needs.
Call us on 0411 125 815 | or send an email