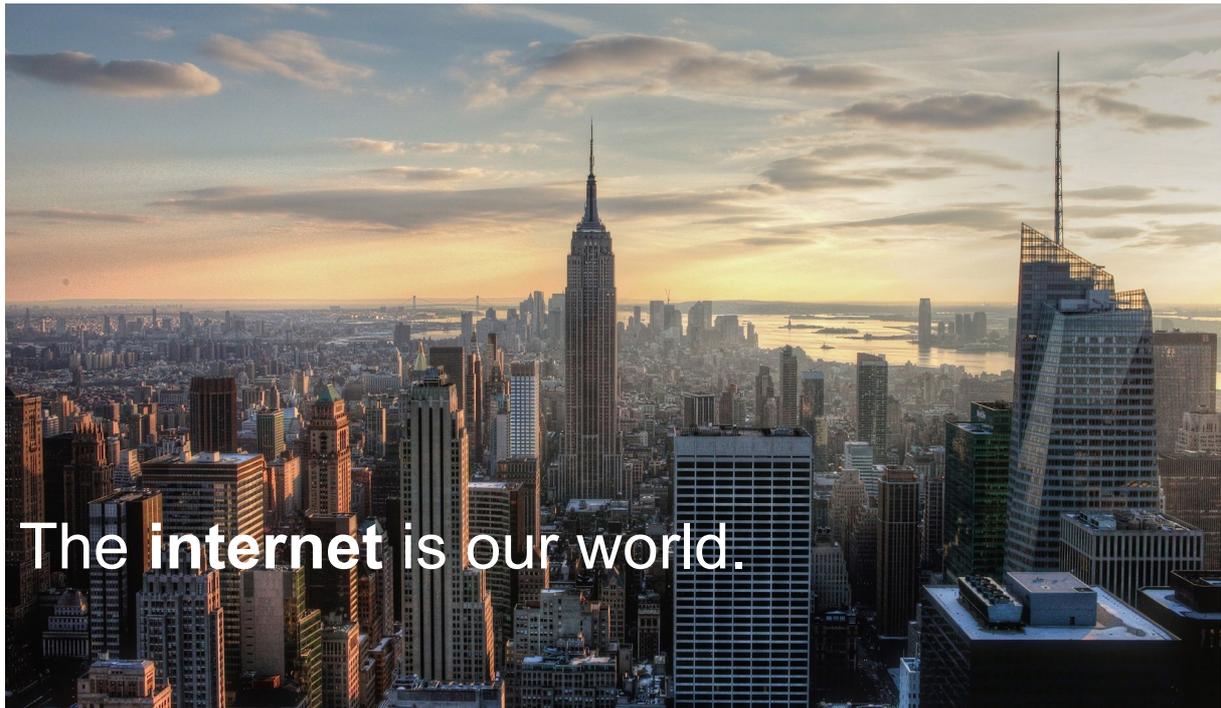




Dook23
User Testing Report
goodtogoinsurance.org

Read
Revuew
Report



The internet is our world.

WEBSITE USER

GOODTOGOINSURANCE.ORG

- ✓ Layout
- ✓ Design
- ✓ Colour Scheme
- ✓ Typography
- ✓ Content Quality
- ✓ Image Relevance

Testing Issued
12.07.2015

This website test report will show you...

What a user thinks when they visit your website for the first time. It will show you how your website performs in different web browsers and mobile operating systems. You will also get a review of the visual side of your website including colours, fonts and layout.



Pages Review - Layout

The overall look of your website; is not very professional. The use of low quality image and unprofessional photoshop work does not create a professional look. The first thing I would suggest is changing how the homepage looks. If you want to keep the same currently look/layout then get somebody to design you a brilliant image using high quality images and logos for the "As seen on" images.

The navigation bar at the top and links at the bottom are created using images which is very bad web design practice. When using images google cannot search and index your websites pages correctly which will ultimately affect your google page rank and sales. This issue needs to be addresses straight away because this can cause you to loose sales.

The insurance quote forms and process are easy to follow through and everything works as it should. This is the best part of your website which luckily because this is the important section of your site that collects the sales.

Overall I think your website looks very basic, there is no real colour scheme or theme and overall brand consistency which is a must. The homepage of your website is not optimized which is very important, google are punishing websites that aren't from 21st April so this is now a must have feature on all websites. The insurance quote section of your site is optimized which is great because you are half way there but the homepage also needs optimization.

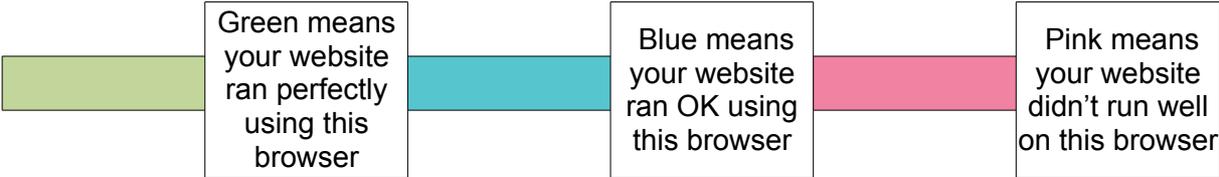
There is a "Read more" section on the bottom of your site which is a very odd way to display information. I think it would be much better to have this information visible on your homepage from the very first time a user loads your site.

I would suggest your best option is to get somebody to design you a new homepage that will enable SEO and google page rank to work to their fullest and not have it fully designed using images.



Browser Compatibility

The 10 pages of your website have been tested with the top 5 most popular browsers (Chrome, Internet Explorer, Firefox, Safari and Opera). Please see the information below which shows how each page looked on the different browsers.



Browser	Version	Green	Blue	Pink
Google Chrome	41.0.2272.101	Green		
Internet Explorer	11.0.16		Blue	
Mozilla Firefox	37	Green		
Safari	8.0.4	Green		
Opera	28.0.1750.48		Blue	

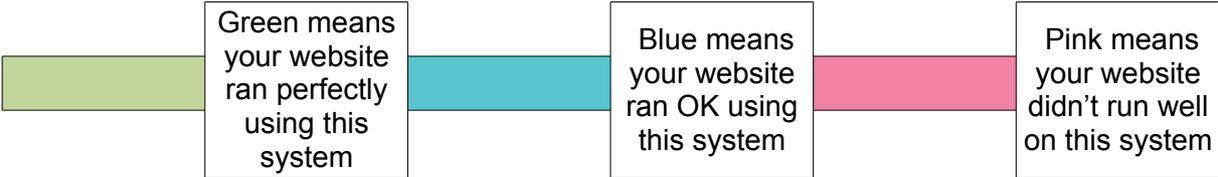
Below are any noteworthy issues after viewing your website on different browsers.

Browser	Comments
Google Chrome	Everything works perfectly on Chrome.
Internet Explorer	The website takes slightly longer to load on Internet Explorer. This is down to a combination of your slow site and a slow browser.
Mozilla Firefox	Everything works perfectly on Chrome.
Safari	Everything works perfectly on Safari.
Opera	Opera struggles to work correctly when changing the window size. This is also a browser issue. (This is a common problem with this browser)



Mobile Compatibility

The 10 pages of your website have been tested on the top 3 mobile operating systems (Apple iOS, Android and Windows Phone). Please see the information below which shows how your website looked on each mobile operating system.



Operating System	Version	Green	Blue	Pink
Apple iOS	8.2	Green		
Android	5.1 lollipop	Green		
Windows Phone	8.1	Green		

Below are any noteworthy issues after viewing your website on different browsers.

Operating System	Comments
Apple iOS	Excluding the homepage everything works well on iOS.
Android	Excluding the homepage everything works well on Android devices.
Windows Phone	Excluding the homepage everything works well on Windows devices.



Pros and Cons

Below is a list of pros and cons about your website in general. This will include everything already covered in this report.

Pros	The complex part of your website which is the insurance quote section works brilliantly.
Cons	The overall look of your site isn't very good. You need work on the homepage to create something that looks and works professionally.

Star Rating

The overall star rating out of 5 I give to your website is:

