

# Advise.

## Website Planning and Consulting

### About Website Planning and Consulting.

Your website is more than a marketing tool; it's your online branch. To make sure that your site is operating efficiently and effectively, Technology Solutions offers a suite of Website Planning and Consulting Services, that include:

- Content Assessment
- Search Engine Optimization
- Site Organization and Information Architecture Design
- Strategic Website Planning
- Website Usability Testing

### Benefits

Your credit union puts careful consideration, research and planning into the products and services you provide your members – so why not your website? Technology Solutions works with you every step of the way to ensure that your website is user-friendly, effective and meets your and your members' needs.



### Features.

#### Content Assessment

How effective is your website content at getting the results that you want? Does the content simply describe your products and services—or does it go a step further and convince your members to take action, such as apply for membership, a credit card or a loan?

Technology Solutions can assess the content that's on your site. As part of this service, we will:

- Review your entire website
- Suggest ways to rewrite existing text so that it leads to action
- Suggest text that can be added that will lead a member to take action

We can also help you write your content so that it promotes the products and services that you offer on your website and leads your members to the action step—giving you the opportunity to close the sale.



### Search Engine Optimization (SEO)

In order to increase your website's visibility to existing and potential members, we can help you optimize your site for several key words and phrases that are important to you. Planning your site so it takes full advantage of these SEO keywords and phrases will boost the site's ranking on various search engines.

The following items are important in optimizing your site to be found by search engines:

- Meta Data (Description and Keywords)
- Site Content (Text Based)
- Page Title
- Image Alt Tags
- Hyperlinks
- URL
- Other Sites Linking to Your Site

These items work in conjunction with each other. Search engines have different methods of using this information to determine the ranking of your site, but a rule of thumb is that the more keywords you use in each of these areas, the higher the likelihood of the search engine finding your site as a good match for that keyword.



#### Submission to Search Engines

As part of our service, Technology Solutions will submit your website to search engines; we will use manual submissions; automatic submissions, and Meta search engines.

#### Site Organization and Information Architecture Design

How your site is organized is second only to meaningful and useful content in importance. Site organization can be broken down into three key areas:

- Site organization and navigation
- Page layout and cross-linking
- Site search functionality

Technology Solutions can assist you in each of these areas.

## We'll work with you to:

- **Define your site's goals** – Determine the primary, secondary, and tertiary goals of your site
- **Define your audience** – Define who the most frequent visitors to your site are and who are the occasional visitors
- **Map out your navigation** – Develop an organizational map for your site and key pages. The goal is to structure your information for a purpose. We will organize and label your website so that it supports usability. In other words, the organizational map or blueprint will identify the main sections and pages of your site so that your site visitors can easily navigate it and find the information they need.
- **Develop page layouts** – Define the content structure on each key page type (e.g. home page and sub-page)

## Strategic Website Planning

As part of our consulting and planning process, we will analyze your current site to establish a baseline for moving forward. We will meet with your key staff to identify your website needs. We look at your site usage statistics, the other online services you use, key competitors, organizations of similar size and scope, and the marketing you are doing in general.

Based on our findings and analysis, we will help you develop an overall strategic plan for the site, which will include:

- A mission statement for your new website
- Important features, functions and content to be included on your site
- Overall site navigation/organization considerations and design
- Goals and benefits both you and your members will derive from the site
- Methods to improve usability and usage of your site
- Methods to manage and develop the site now and into the future
- Preliminary action steps needed to implement the site and associated strategies
- Considerations of how your other online services will fit into your future overall website plans
- Member segments/audiences you should target with specific content, site organization and features
- Estimated resource requirements and timeline
- Site branding, marketing, positioning and optimization for search engines
- Recommendations for the types of content that should appear on the site

## Website Usability Testing

When people—both members and non members—visit your website, what is the quality of their experience? In other words, how usable is your website? Can visitors quickly find what they need? How long does it take visitors to learn how to use your site? How often do visitors make errors when using your site? The answers to these and several other questions can help you determine the usability of your website.

But how can you find out how usable your site is? Use Technology Solutions' Website Usability Testing. As part of our testing, we will evaluate these factors:

- **Ease of learning** – How fast can a user who has never seen the user interface before learn it well enough to accomplish basic tasks?
- **Efficiency of use** – Once an experienced user has learned to use the system, how fast can he or she accomplish tasks?

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- **Memorability** – If a user has used the system before, can he or she remember enough to use it effectively the next time or does the user have to start over again learning everything?
- **Error frequency and severity** – How often do users make errors while using the system, how serious are these errors, and how do users recover from these errors?
- **Subjective satisfaction** – How much does the user like using the system? The three most common factors measured in usability testing include: effectiveness, efficiency and satisfaction.
  - **Effectiveness** – A user's ability to successfully use a website to find information and accomplish tasks
  - **Efficiency** – A user's ability to quickly accomplish tasks with ease and without frustration
  - **Satisfaction** – How much a user enjoys using the website

### Data Collection

There are two types of usability metrics that can be captured during a usability test. These metrics include:

- Performance data (what actually happened)
- Preference data (what participants thought)

In more formal, rigorous usability tests, we tend to rely more on performance data than preference data.

### Performance data that can be captured include:

Performance Metric	Usability Measure
Successful completion rates	Effectiveness: <ul style="list-style-type: none"><li>▪ Are users able to find information and accomplish tasks?</li></ul>
Time on task (or completion times)	Efficiency: <ul style="list-style-type: none"><li>▪ Are users able to accomplish tasks quickly?</li></ul>
Number of pages viewed	Efficiency: <ul style="list-style-type: none"><li>▪ How many pages do users visit before successfully finding information on the site?</li><li>▪ How does the number of pages viewed compare to the number of pages required to find the information?</li></ul>
Pathway or clickstream analysis (a record of a user's activity on the Internet, including every website and every page of every website that the user visits)	Effectiveness: <ul style="list-style-type: none"><li>▪ Are users able to select the correct path to find information?</li></ul> Efficiency: <ul style="list-style-type: none"><li>▪ How lost do users become in the site?</li><li>▪ How many times does a user use the back button?</li></ul>

Preference data that can be captured include:

Performance Metric	Usability Measure
Subjective satisfaction	Satisfaction: <ul style="list-style-type: none"> <li>Do users enjoy using the website?</li> </ul>
User comments	Satisfaction: <ul style="list-style-type: none"> <li>Are users frustrated or confused by the site?</li> </ul>
Preference ratings	Satisfaction: <ul style="list-style-type: none"> <li>Do users prefer a particular design?</li> </ul>

### Evaluating Usability

Once we gather the metrics, we will use the data to evaluate the usability of your website and make recommendations for improvements. We will:

1. Conduct a baseline or benchmark usability test (usually conducted before design changes are made on your current website).
2. Implement recommendations based on the usability test and improving your current website to fix usability issues.
3. Retest your website after the design improvements to measure the effectiveness of your improvements.

## About Us.

### CU Solutions Group

CU Solutions Group helps its customers serve, grow and build financial strength by offering solutions that manage strategies pertaining to technology, marketing, membership enhancements and performance management.

### Technology Solutions

Technology Solutions is a full-service technology company with solid expertise in Web, mass media, digital, data, programming and more. We help our clients leverage these tools to provide them with unparalleled access to all the resources they need to grow their organization from one source—Technology Solutions.

We are an SAS 70 certified and credit union-owned company that has been serving hundreds of credit unions and credit union organizations nationwide, and their technology needs, since 1996. We worked with an auditing firm to achieve SAS 70 Certification as a result of our commitment to the needs of our clients and efforts to manage our systems securely and effectively.

### Technology Solutions offers:

- Web Design & Development
- Financial Education Content
- Automated Applications
- Member Communication Tools

### For more information:

To learn more about Technology Solutions and our quality products and services, please:

- Visit [www.cusolutionsgroup.com](http://www.cusolutionsgroup.com)
- Call your Business Consultant at 800.262.6285
- E-mail [info@cusolutionsgroup.com](mailto:info@cusolutionsgroup.com)