



SNR Denton and Salans

Competitive Analysis, Best Practices and Design Trends

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Competitive Analysis

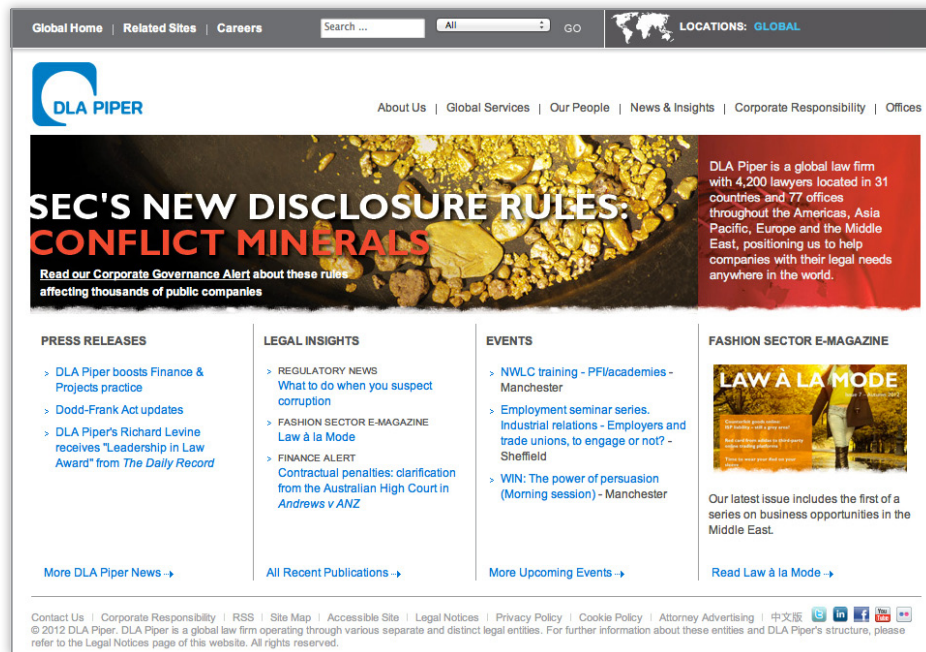
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Competitive Analysis

Competitive Selection: Law Firms



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- > DLA Piper's Richard Levine receives "Leadership in Law Award" from *The Daily Record*

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- > FASHION SECTOR E-MAGAZINE: Law à la Mode
- > FINANCE ALERT: Contractual penalties: clarification from the Australian High Court in *Andrews v ANZ*

EVENTS

- > NWLC training - PF/academies - Manchester
- > Employment seminar series: Industrial relations - Employers and trade unions, to engage or not? - Sheffield
- > WIN: The power of persuasion (Morning session) - Manchester

FASHION SECTOR E-MAGAZINE

LAW À LA MODE

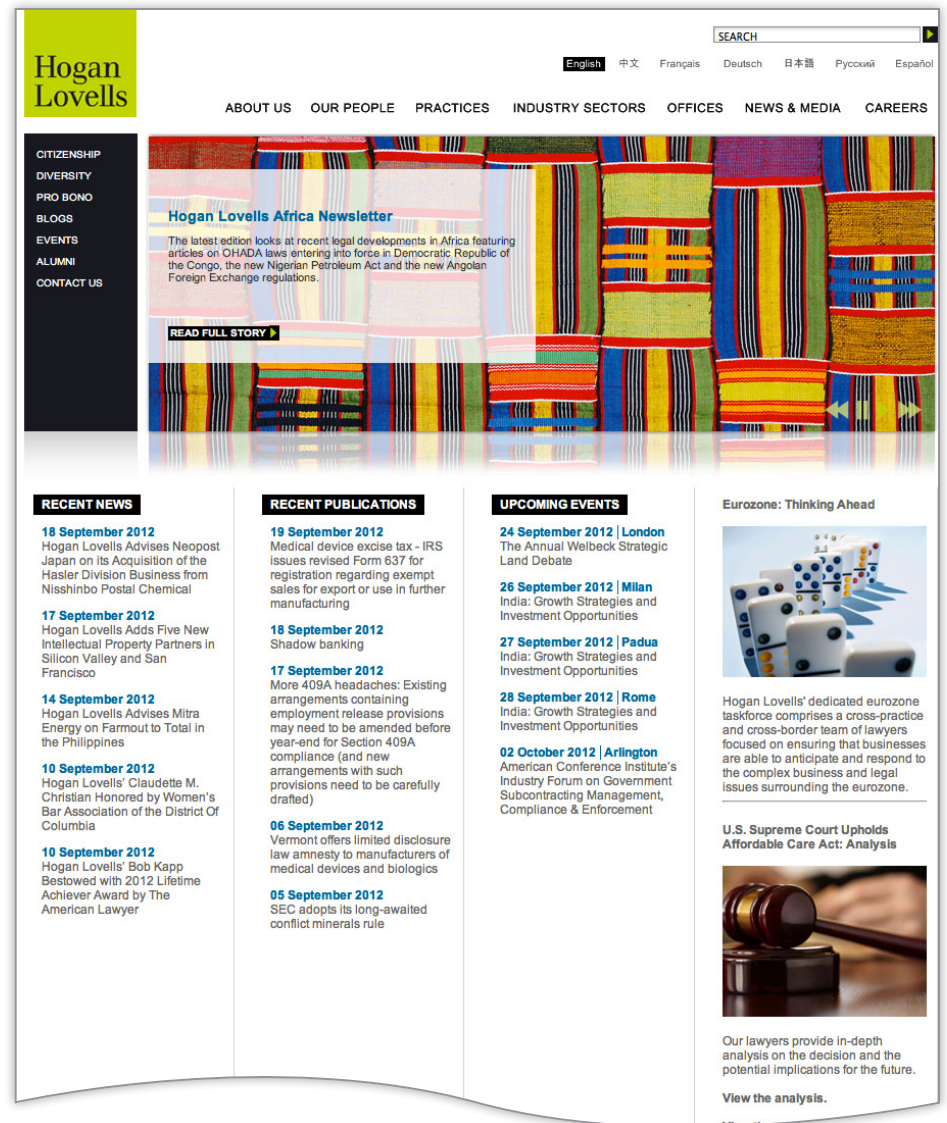
Our latest issue includes the first of a series on business opportunities in the Middle East.

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Description

DLA Piper, Hogan Lovells, Norton Rose and King and Wood represent the business incumbents in the law services market. They represent the direct competition of where SNR Denton and Salans want to be seen as. Being a direct competitors focused on quality, value and polycentric law, these were the four websites that were explored for direct competitor analysis.



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- 14 September 2012**
Hogan Lovells Advises Mitra Energy on Farmout to Total in the Philippines
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- 10 September 2012**
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Shadow banking
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More 409A headaches: Existing arrangements containing employment release provisions may need to be amended before year-end for Section 409A compliance (and new arrangements with such provisions need to be carefully drafted)
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- 27 September 2012 | Padua**
India: Growth Strategies and Investment Opportunities
- 28 September 2012 | Rome**
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American Conference Institute's Industry Forum on Government Subcontracting Management, Compliance & Enforcement

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Competitive Selection: Law Firms


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Adrienne Blanchard joins Norton Rose Canada's Intellectual Property Group
Norton Rose Canada is pleased to announce that Adrienne Blanchard joined its Montréal office.

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6 August 2012
Norton Rose advises Ecobank on latest in US\$635 million fundraising programme
International legal practice Norton Rose LLP has advised Ecobank Transnational Incorporated (Ecobank), on a US\$100 million subscription of equity shares in the pan-A

27 July 2012
ecobank disputes team with

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- Red Flag Chain Successfully Lists On Shenzhen Stock Exchange Sme Board | September 5, 2012
- Baiyang Aquatic Successfully Lists on Shenzhen Stock Exchange SME Board | September 5, 2012
- King & Wood Mallesons Advises Chinese Company on European Acquisition | September, 2012
- Bank of Communications Successfully Completes Non-Public Issuance of A and H-Shares | August, 2012

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Selected Law Firm Competitor History

DLA Piper

DLA Piper was created in 2005 by the merger of DLA, Piper Rudnick and Gray Cary, followed by aggressive growth in the CIS, Germany, Spain, Asia, the Middle East and important US markets, among others. The strategy was simple – to create a truly global firm capable of taking care of the most important legal needs of clients wherever they do business, whether the engagement involves seamless coordination across multiple jurisdictions or a discrete project in a single location. (<http://www.dlapiper.com/global/about/ourhistory/>)



Hogan Lovells

Hogan Lovells became a top 10 global legal services provider on 1 May 2010 through an unprecedented merger of two firms with international credentials, U.S.-based firm Hogan & Hartson and European-based firm Lovells. Modern-day Hogan Lovells carries on the tradition of excellence established by our founders and further builds on their legacy. (<http://www.hoganlovells.com/aboutus/history/>)



Norton Rose

Norton Rose was founded in London in 1794. Norton Rose has grown its international practice, opening offices through organic growth or acquisitions in Europe, the Middle East and Asia. Norton Rose Group is one of the five largest international legal practices, with more than 2,900 lawyers in 43 offices. (http://en.wikipedia.org/wiki/Norton_Rose)



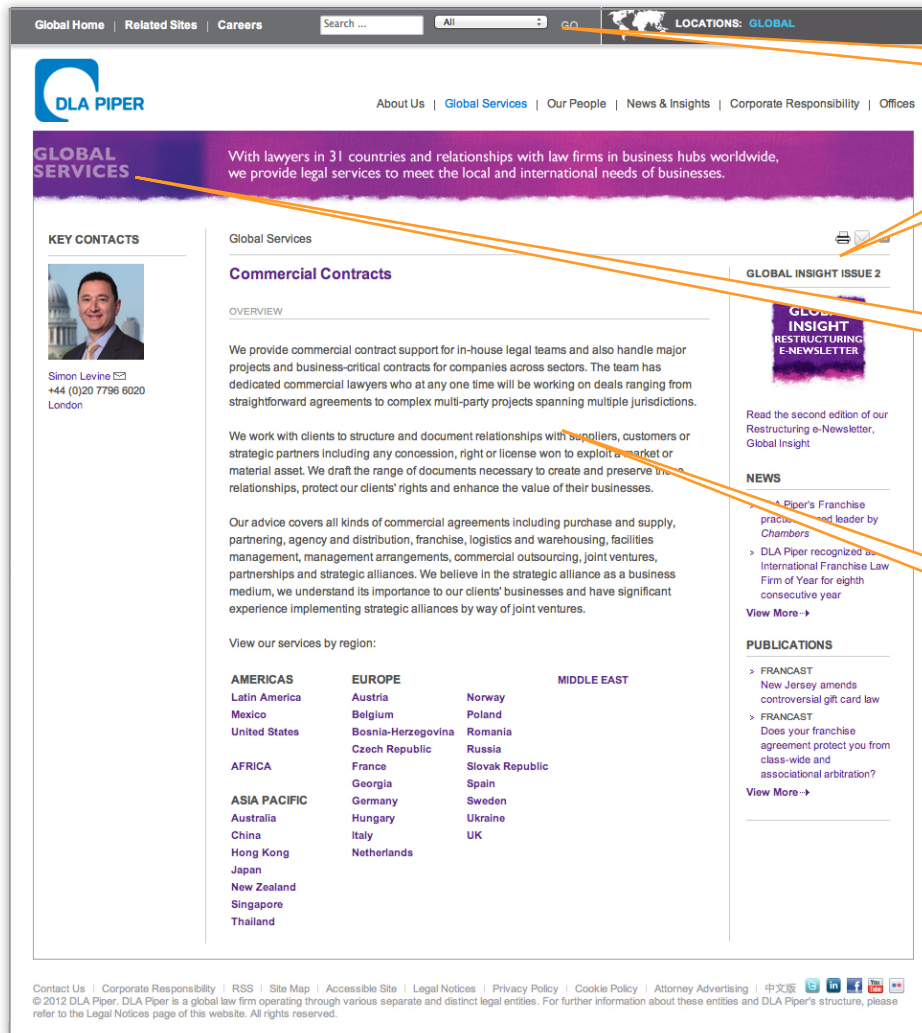
King and Wood Mallesons

As one of the first partnership law firms in China, King & Wood Law Firm was established in 1993 by a group of lawyers committed to developing excellence in the practice of law and modern legal principles in China. Headquartered in Beijing with offices in Shanghai, Shenzhen, Chengdu, Guangzhou, Xi'an, Chongqing, Hangzhou, Tianjin, Suzhou, Qingdao, Hong Kong, Tokyo, Silicon Valley and New York, it has become one of the largest law firms in China, with over 800 lawyers, patent attorneys, and legal professionals providing comprehensive legal services to meet the diverse needs of our clients worldwide. (<http://www.at0086.com/King-Wood-Law-Firm/>)

Website Criteria Rating (1-5 Stars): Law Firms

Criteria	DLA Piper	Hogan Lovells	Norton Rose	King and Wood
Design				
Look and feel	★ ★	★ ★	★ ★ ★	★ ★ ★ ★
Navigation	★	★ ★	★ ★ ★ ★	★ ★ ★
Images	★ ★	★	★ ★ ★	★ ★ ★ ★
Pushes Design Envelope	★ ★	★	★ ★	★ ★ ★
Strong brand ID	★	★	★ ★ ★	★ ★ ★
Usability				
Personalized approach	★	★	★ ★	★ ★
Find a Lawyer	★ ★ ★ ★	★	★ ★ ★	★
Clear Organization	★	★	★ ★ ★	★ ★ ★
Understand services	★ ★	★ ★	★ ★ ★ ★	★ ★ ★
Location Search	★	★ ★	★ ★	★ ★ ★

DLA Piper Design and Usability Comparison



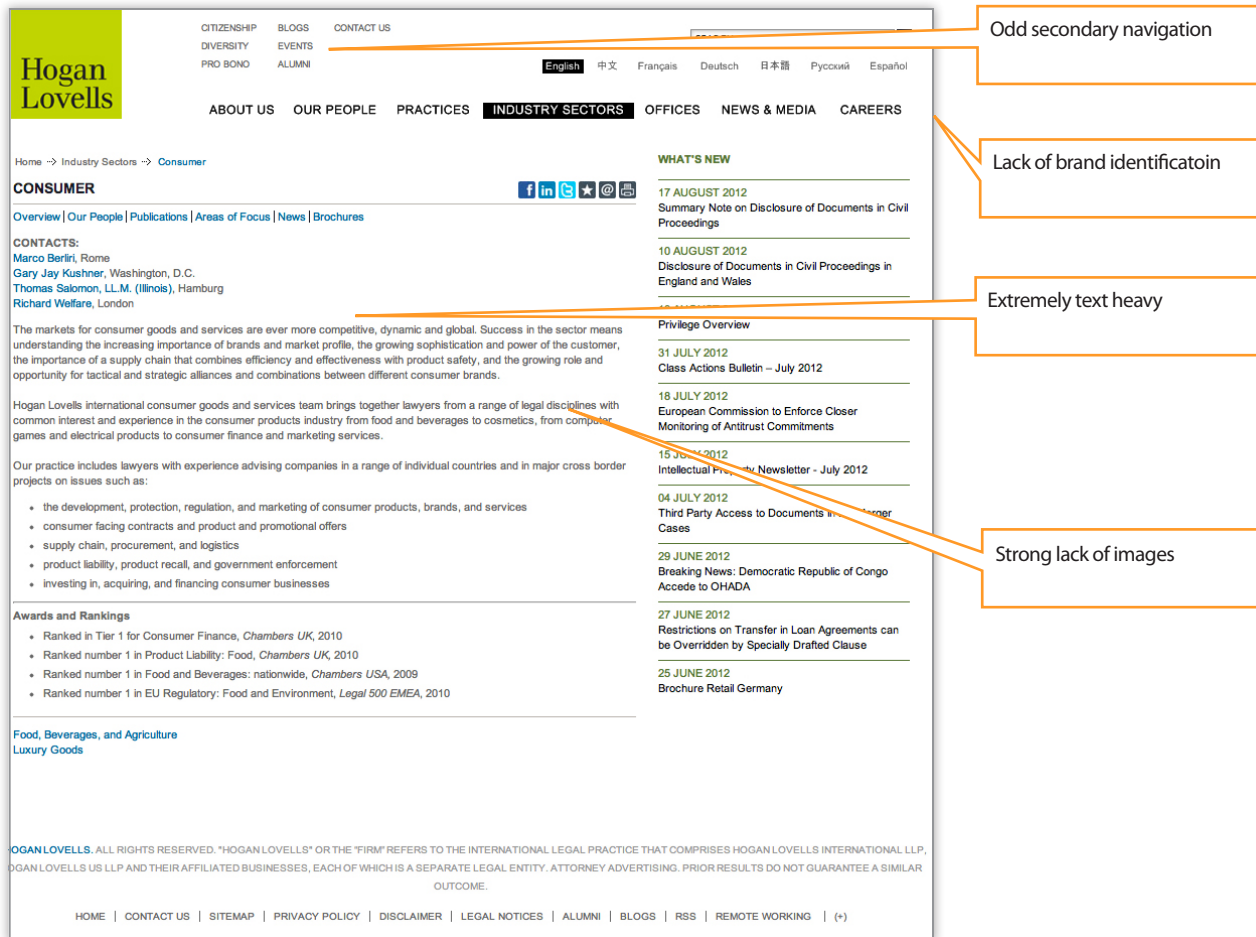
Strengths

- Layout is clear and well structured

Weaknesses

- Layout is very text heavy, lack of images
- Requires reading to find out what you are looking for
- Based on location, site is comprised of microsities that prove for difficult usability
- Easy to get lost within site

Hogan Lovells Design and Usability Comparison



The screenshot shows the Hogan Lovells website with several callouts pointing to usability issues:

- Odd secondary navigation:** Points to the top navigation bar containing links like CITIZENSHIP, BLOGS, CONTACT US, DIVERSITY, EVENTS, PRO BONO, and ALUMNI.
- Lack of brand identification:** Points to the top navigation bar.
- Extremely text heavy:** Points to the main content area on the left side of the page.
- Strong lack of images:** Points to the main content area on the left side of the page.

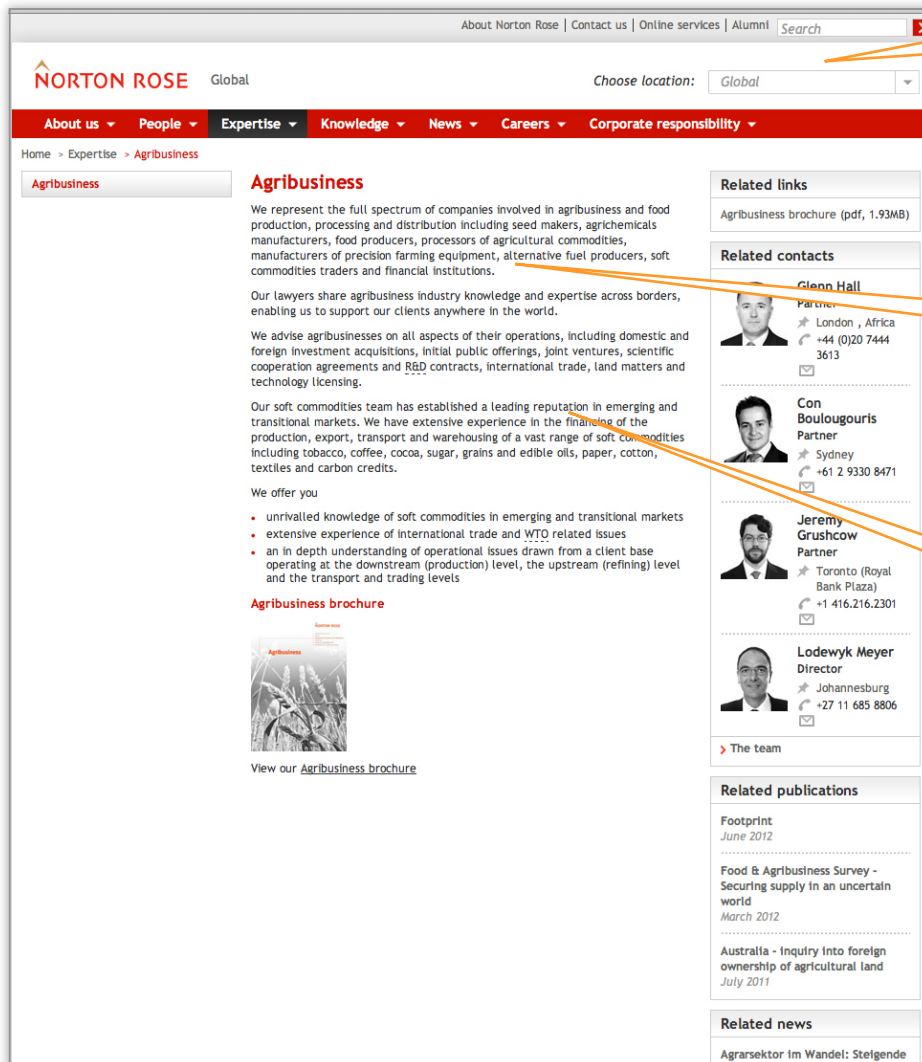
Strengths

- Primary navigation is clear and well defined
- Search box is clear and easy to find

Weaknesses

- Layout is very text heavy, lack of images
- Requires reading to find out what you are looking for
- Secondary navigation is inconsistent
- Easy to get lost within site
- Find people is very difficult

Norton Rose Design and Usability Comparison



Competing search boxes

Extremely text heavy

Strong lack of images

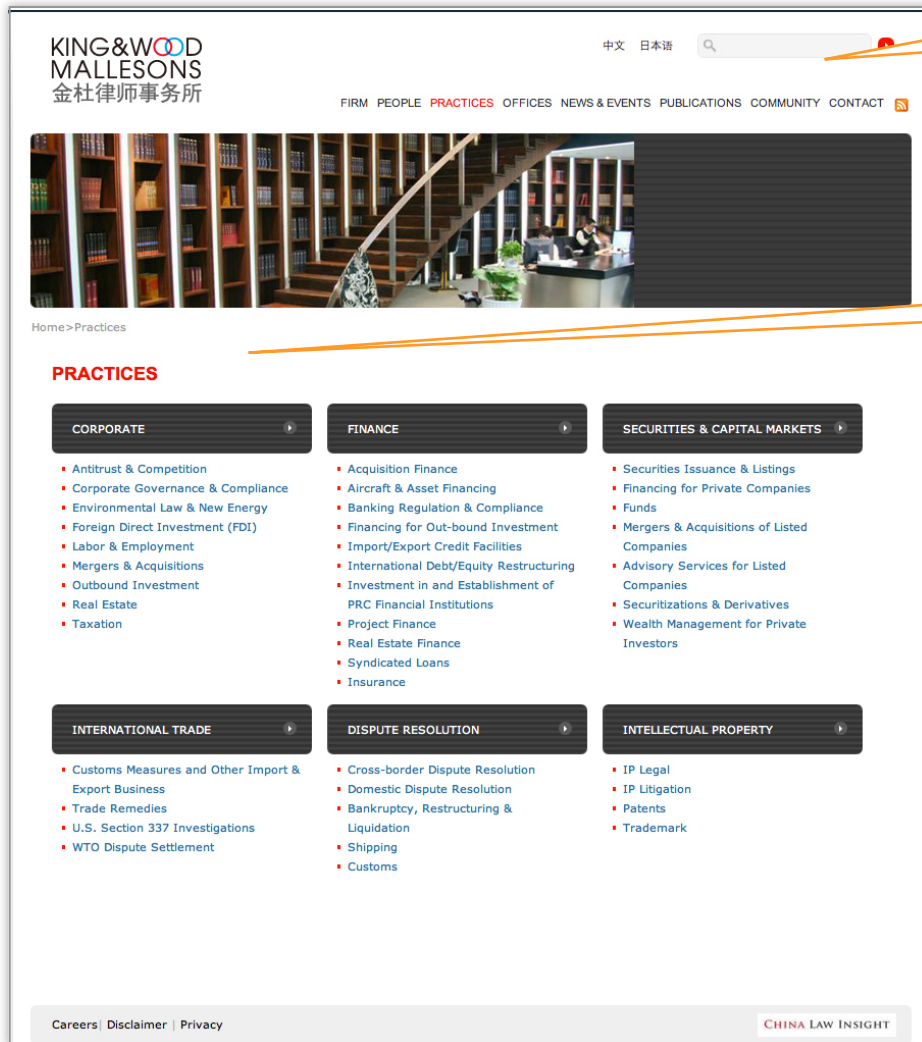
Strengths

- Primary navigation is clear and well defined
- Search box is clear and easy to find
- Good use of breadcrumb trail
- Easy to search for people

Weaknesses

- Layout is very text heavy, lack of images
- Location search competes with general search box

King and Wood Design and Usability Comparison



Good use of main search box

Good use of headers

Consistent branding

Strengths

- Primary navigation is clear and well defined
- Search box is clear and easy to find
- Good use of headers
- Easy to search for people
- Innovative map for location search

Weaknesses

- People search does not include location
- Requires multiple clicks to get deeper into site, too simplistic of a navigational structure

Competitive Selection: Management Consulting Firms

Description

McKinsey&Company, the Boston Consulting Group, Bain and Company and Booz and Company represent the top worldwide consulting firms. As leading consulting companies, these were the four websites that were explored for indirect competitor analysis.

Competitive Selection: Management Consulting Firms

BAIN & COMPANY

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CONSULTING MAGAZINE

The BEST FIRMS TO WORK FOR 2012

WORKING MOTHER

EMPLOYEES' CHOICE

glassdoor

BEST PLACES TO WORK

2012 for LGBT Equality

100% CORPORATE EQUALITY INDEX

You can't choose a better place to work
But don't just take our word for it. Bain has been Consulting magazine's "best firm to work for" for ten straight years. See our workplace awards »

MACRO TRENDS
Trillion-dollar growth trends
Eight macro trends offer huge growth opportunities that will touch many corners of the world this decade. »

NOW AVAILABLE
Repeatability: Build Enduring Businesses for a World of Constant Change
An argument for simplicity from the bestselling authors of Profit from the Core. »

HIGHER EDUCATION
The financially sustainable university
How schools can reinvent their industry and stop spending beyond their means. »

Shared Ambition, True Results.
Bain & Company is the consulting firm the world's business leaders come to when they want enduring results, and a partner who cares as much as they do about getting them. Together, we find value across boundaries, develop insights they act on, and engage their teams to sustain success.
We're passionate about always doing the right thing for our clients, our people and our communities, even if it isn't easy.

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Digitization: What Companies Need to Do Now to Win

Thanks to digitization, companies across industries are racing to migrate "analog" approaches to customers, products, services, and operating models to an always-on, real-time, and information-rich marketplace. Some leaders are redesigning their capabilities and operating models to take full advantage of digital technologies to keep step with the "connected" consumer and attract talent. Others are creating qualitatively new business models — and tremendous value — around disruptive digital opportunities.

Read more about the digitization megatrend and the strategies and capabilities companies need to win in a digitized world. See how the supply side of digitization is changing and how the digitization trends impact a broad range of sectors, functions, and regions.
[read more >](#)

The Next Big Thing
The digital revolution is fundamentally changing the world. Our first "Next Big Thing" video highlights some of the major changes that digitization brings to governments, businesses, and consumers.
[watch video >](#)

Capabilities-Driven Strategy
The power of coherence: A company's right to win in any market depends not just on external market positioning, and not just on internal capabilities — but on a coherent strategy that aligns them at every level.
[read more >](#)

Fit for Growth
In an uneven business climate, companies need to transform how they operate, while creating the capacity to invest in growth. That starts by articulating a clear and compelling cost agenda from the front line to the back office, continues with the building of lean processes, systems, operations, and organization, and culminates in the institutionalization of capabilities that keep the firm fit for growth.

Silicon Valley's Innovation Secret
Find out how you can build an innovation culture that puts the secrets of Silicon Valley to work for your company.
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Who We Are

Booz & Company is a leading global management consulting firm focused on serving and shaping the senior agenda of the world's leading institutions. Drawing on the talents and insights of more than 3,000 people in 58 offices around the world, we help our clients achieve essential advantage by working with them to identify and build the differentiating capabilities they need to outperform.
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News about Booz & Company
Booz & Company Identifies Consumer Behavior Trends Shaping Holiday Retail in 2012
Cover Story: CEO Cesare Mainardi outlines the firm's capabilities-driven approach to the future.



Selected Consulting Firm Competitor History

McKinsey & Company

McKinsey & Company was founded in 1926 in Chicago by James McKinsey under the name James O. McKinsey & Company. Previously, McKinsey served as an accounting professor at the University of Chicago Booth School of Business and is considered the father of managerial accounting. (http://en.wikipedia.org/wiki/McKinsey_%26_Company#1920s_and_1930s)



The Boston Consulting Group, Inc

BCG is founded by Bruce D. Henderson as the Management and Consulting Division of the Boston Safe Deposit and Trust Company—itsself a subsidiary of The Boston Company. Henderson had earned an undergraduate degree in engineering from Vanderbilt University before attending Harvard Business School. Later, improbable challenge from the CEO of the Boston Safe Deposit and Trust Company to start a consulting arm for the bank. (http://www.bcg.com/about_bcg/history/default.aspx)



BAIN & COMPANY

Bain & Company

Bain & Company was established in 1973 by a group of seven former partners and managers from the Boston Consulting Group headed by Bill Bain. The company was originally headquartered in Lexington, Massachusetts on Militia Drive. By the end of the decade, the firm's headquarters were in Faneuil Hall Marketplace in downtown Boston. (http://en.wikipedia.org/wiki/Bain_%26_Company)



Booz and Company

After graduating from Northwestern University in Evanston, Illinois in 1914, Edwin Booz developed the business theory that companies would be more successful if they could call on someone outside their own organizations for expert, impartial advice. This theory developed into a new profession — management consulting — and the firm that would bear his name. (http://en.wikipedia.org/wiki/Booz_%26_Company#History)

Website Criteria Rating (1-5 stars): Consulting Firms

Criteria	McKinsey&Co.	BCG	Bain&Co.	Booz&Co
Design				
Look and feel	★★★★★	★	★★★★★	★★
Navigation	★★	★	★★★★★	★★
Images	★★★★★	★★★	★★★★★	★★
Pushes Design Envelope	★★★★	★	★★★★	★★
Strong brand ID	★★★★★	★	★★★★★	★
Usability				
Personalizaed approach	★★★★	★	★★★★	★
Find an Industry	★★	★★	★★★★★	★★
Clear Organization	★★	★	★★★★★	★★
Understand services	★★	★★	★★★★★	★★★
Location Search	★★	★★	★★★★	★★★★

McKinsey&Company Design and Usability Comparison

McKinsey&Company

About Us

Overview Our people History

Our people come from all over the world, with a broad diversity of educational and professional backgrounds—all bound by a shared passion for problem solving and a drive to have significant impact in the world.

Who we are

We are the trusted advisor and counselor to many of the most influential businesses and institutions in the world. We serve more than 80 percent of *Fortune* magazine's list of the Most Admired Companies.

We are a global organization, with more than 90 offices in more than 50 countries. We speak over 120 languages and represent over 100 nationalities.

We operate as one firm, bringing the best experts from around McKinsey and from our external network to each engagement.

We value diversity. We hire as many MDs, PhDs, MAs and JDs as we do MBAs. The richness of our backgrounds gives McKinsey the range of expertise we need to tackle our clients' most complex problems.

We are diverse, but we all have one thing in common: we are exceptional problem solvers. We bring intellectual curiosity and a passion for world-shaping impact to each new challenge.

Leadership

Leadership in the firm is not about rising above the rest, but helping others—consultants and clients—to exceed their own expectations.

Individuals at McKinsey pursue this objective in many ways: by helping clients address their toughest challenges, developing ground-breaking knowledge, being entrepreneurs. McKinsey aspires to help leaders realize their full potential, while recognizing that every leadership path is unique.

Profile

Dominic Barton
Managing Director

Our alumni

More than 20,000 former colleagues connect with each other and with our firm through our alumni network. [more](#)

Search

Inconsistent navigation

Poor placement of search box

Strengths

- Primary navigation is clear and well defined
- Interesting implementation of infographics throughout site
- Strives to implement unique design skills

Weaknesses

- Poor placement of search box
- McKinsey Quarterly link takes user out of site

Boston Consulting Group Design and Usability Comparison



Difficult to read navigation

Poor placement of secondary navigation

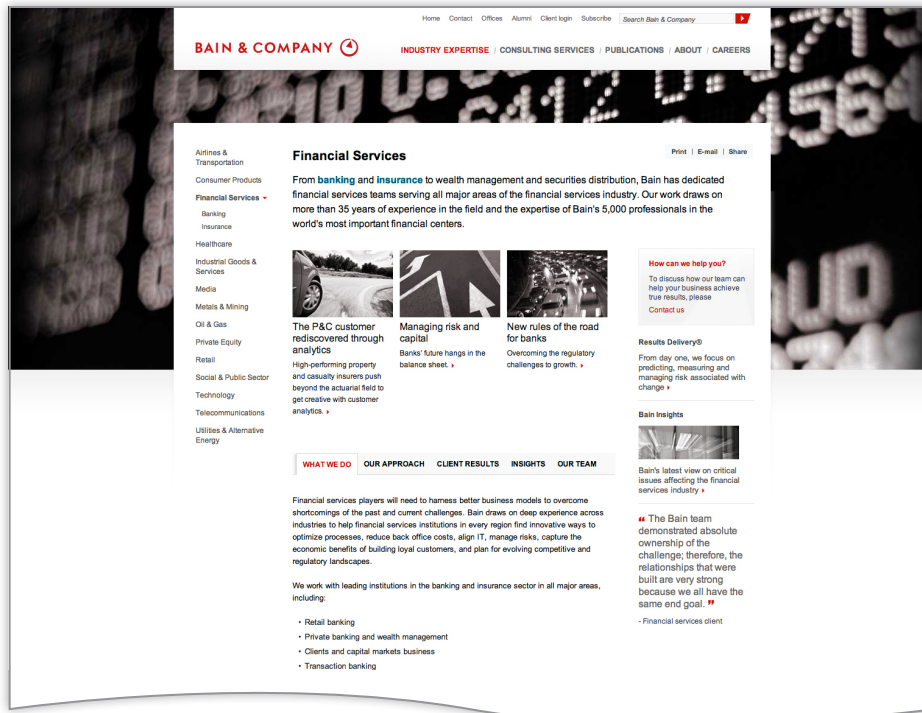
Strengths

- Interesting visuals
- Provides large links for social networking

Weaknesses

- Difficult to read
- Abstract secondary navigation titles
- Eye sore based on colors proves for very poor usability

Bain&Company Design and Usability Comparison



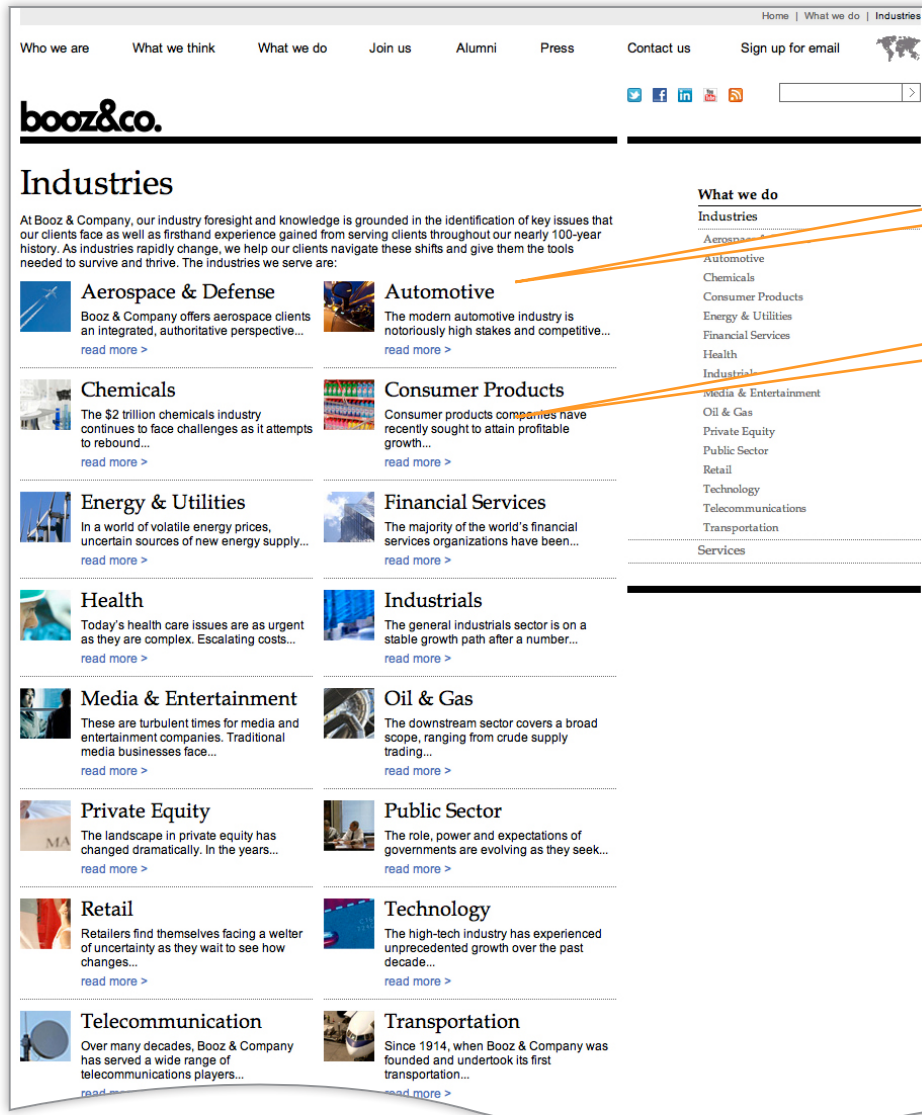
Strengths

- Strong brand identification through visuals
- Clear navigation, done very well
- Clear use of search box
- Well organized content structure
- Clearly labeled navigation
- Includes interactive map for location search

Weaknesses

- *None worthy of noting*

Booz&Co Design and Usability Comparison



Very content heavy

Requires user to read through site to obtain information

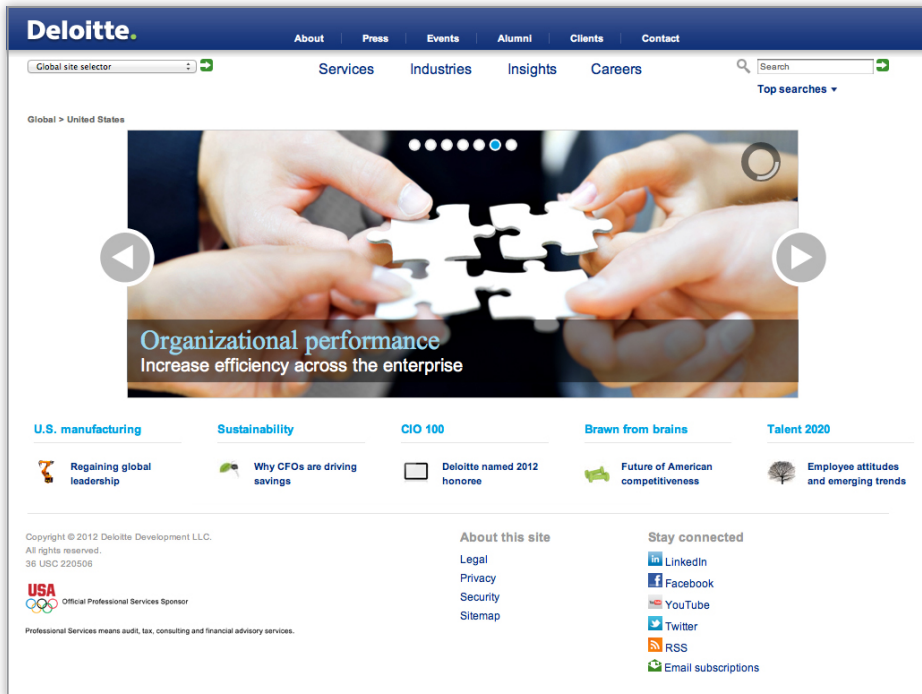
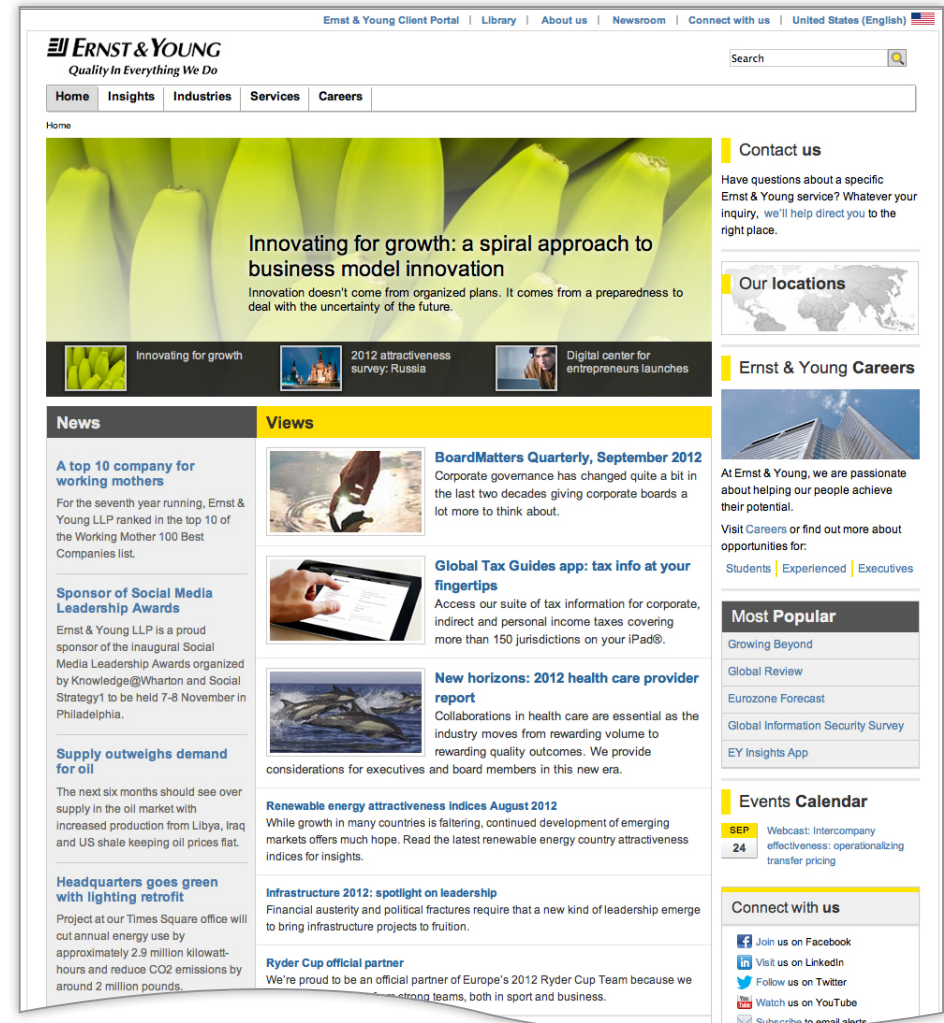
Strengths

- Clear navigation
- Interactive map

Weaknesses

- Due to color choices, very difficult to read navigation
- Difficult to understand search for general and publications
- Poor grid structure throughout site

Competitive Selection: Accounting Firms

Description

Deloitte and Touche, Ernst&Young, PricewaterhouseCoopers and KPMG represent the top worldwide accounting firms. As leading accounting companies, these were the four websites that were explored for indirect competitor analysis.

Competitive Selection: Accounting Firms

United States

International PwC Sites

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Talent

Talent remains key if US businesses are to lead the global economy to recovery.

Read US Chairman and Senior Partner Bob Moritz's blog post in HBR's series on American competitiveness.

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...examines how enterprises can engage with the challenges and opportunities stemming from SMAC (social computing, mobile computing, analytics and cloud computing) trends by scaling integrations and participating in expanding digital ecosystems.

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KPMG Family For Literacy

KPMG is passionate about corporate citizenship, and dedicated to supporting the communities in which we live and work. The firm established KPMG's Family for Literacy in 2007 to support and expand upon its philanthropic focus on youth and education.

Companies Consider a Tax Readiness Framework Ahead of Tax Reform

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 Deloitte. ERNST & YOUNG
Quality In Everything We Do pwc KPMG

Selected Accounting Firm Competitor History

Deloitte and Touche

In 1845 William Welch Deloitte opened an office in Basinghall Street in London. Deloitte was the first person to be appointed an independent auditor of a public company. He went on to open an office in New York in 1880. In 1989 Deloitte Haskins & Sells in the USA merged with Touche Ross in the USA to form Deloitte & Touche. The merged firm was led jointly by J. Michael Cook and Edward A. Kangas. (<http://en.wikipedia.org/wiki/Deloitte>)

Ernst&Young

Ernst & Young is the result of a series of mergers of ancestor organizations. The oldest originating partnership was founded in 1849 in England as Harding & Pullein. In that year the firm was joined by Frederick Whinney. He was made a partner in 1859 and with his sons in the business it was renamed Whinney Smith & Whinney in 1894. (http://en.wikipedia.org/wiki/Ernst_%26_Young#Early_history)

PricewaterhouseCoopers

Samuel Lowell Price, an accountant, founded an accountancy practice in London in 1849. In 1865 Price went into partnership with William Hopkins Holyland and Edwin Waterhouse. Holyland left shortly after to work alone in accountancy and the firm was known from 1874 as Price, Waterhouse & Co. In 1998, Price Waterhouse merged with Coopers & Lybrand to form PricewaterhouseCoopers (written with a lowercase 'w') in an attempt to gain a scale that would put the new firm in a different league. (<http://en.wikipedia.org/wiki/PricewaterhouseCoopers#History>)

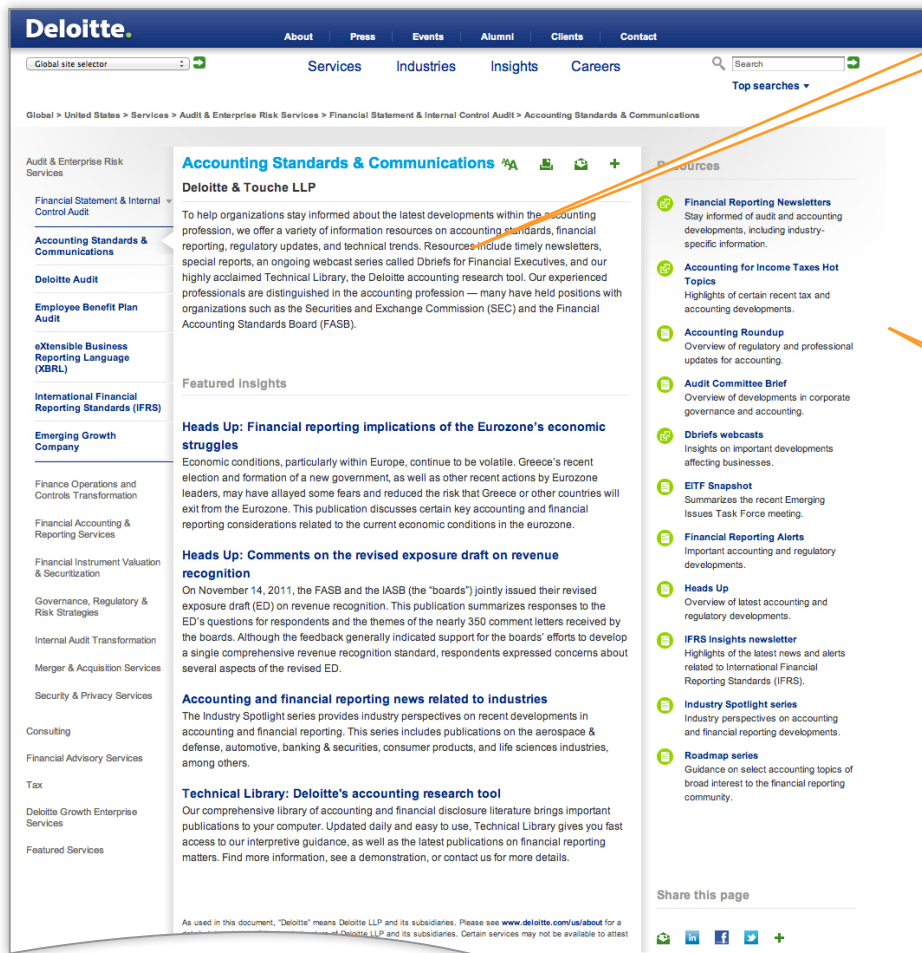
KPMG

In 1979 Klynveld Kraayenhof & Co. (Netherlands), Thomson McLintock (United States) and Deutsche Treuhandgesellschaft (Germany) formed KMG (Klynveld Main Goerdeler) as a grouping of independent national practices to create a strong European-based international firm. In 1987 KMG and Peat Marwick joined forces in the first mega-merger of large accounting firms and formed a firm called KPMG in the US. (http://en.wikipedia.org/wiki/KPMG#Early_years_and_mergers)

Website Criteria Rating (1-5 stars): Accounting Firms

Criteria	Deloitte and Touche	Ernst&Young	PwC	KPMG
Design				
Look and feel	★ ★	★	★ ★ ★	★ ★
Navigation	★ ★	★	★ ★ ★	★
Images	★ ★	★ ★	★ ★ ★ ★	★ ★
Pushes Design Envelope	★	★	★ ★ ★	★
Strong brand ID	★	★	★ ★ ★ ★	★
Usability				
Personalizaed approach	★	★	★ ★ ★	★
Find an Industry	★ ★ ★ ★ ★	★ ★	★ ★ ★ ★ ★	★
Clear Organization	★ ★	★	★ ★ ★ ★	★
Understand services	★ ★ ★	★ ★ ★	★ ★ ★ ★	★
Location Search	★	★	★	★

Deloitte and Touche Design and Usability Comparison



Very content heavy

Poor use of navigation techniques

Strengths

- Good use of breadcrumb trail
- Interactive map

Weaknesses

- Very copy heavy
- Multiple navigation elements makes the pages distracting
- Lack of hierarchical structure
- Lack of location search

Ernst&Young Design and Usability Comparison



Poor use of navigation techniques

Extremely content heavy

Strengths

- Good use of breadcrumb trail
- Obvious search box

Weaknesses

- Very copy heavy
- Confusing secondary navigation
- Lack of hierarchical structure
- Poor use of grid structure
- Lack of design consistency throughout site
- Found an immediate link error on secondary navigation link

PricewaterhouseCoopers Design and Usability Comparison

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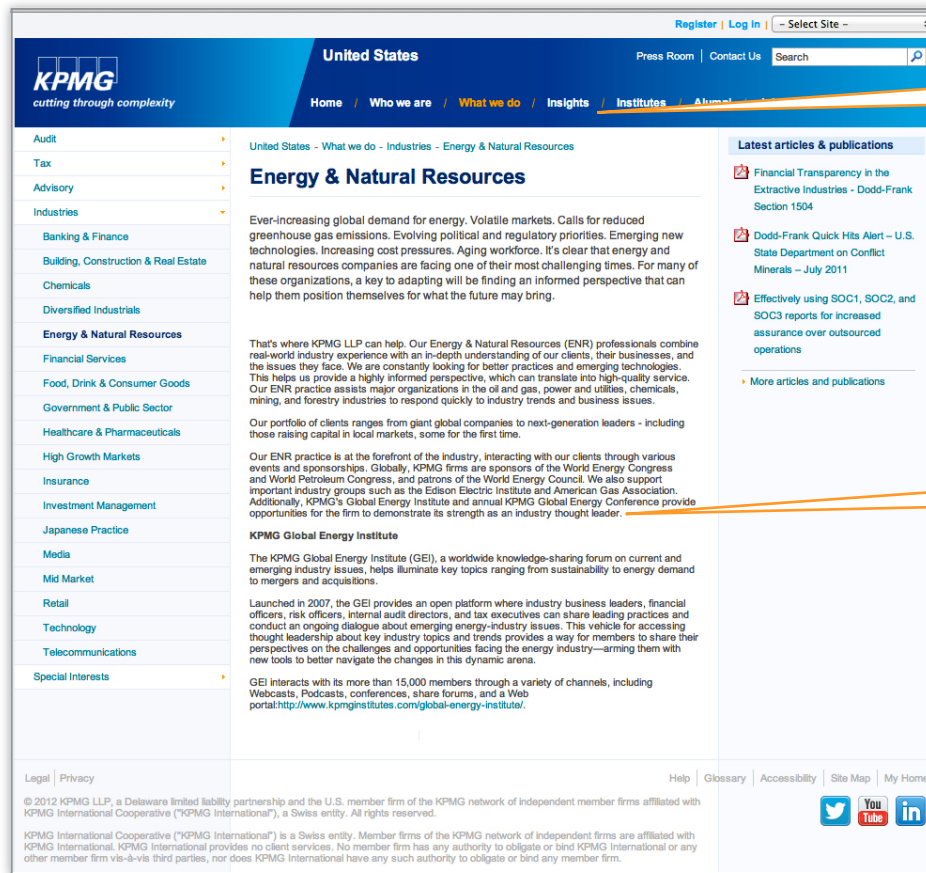
Strengths

- Good use of search box
- Interesting choice of color throughout site reflecting logo
- Good use of white space

Weaknesses

- Inconsistent overall site layout
- Difficult to read through monthly highlights
- Inconsistent navigation throughout
- Lack of location search unless in services area

KPMG



Difficult to read color navigation

Extremely content heavy

Strengths

- Good use of search box

Weaknesses

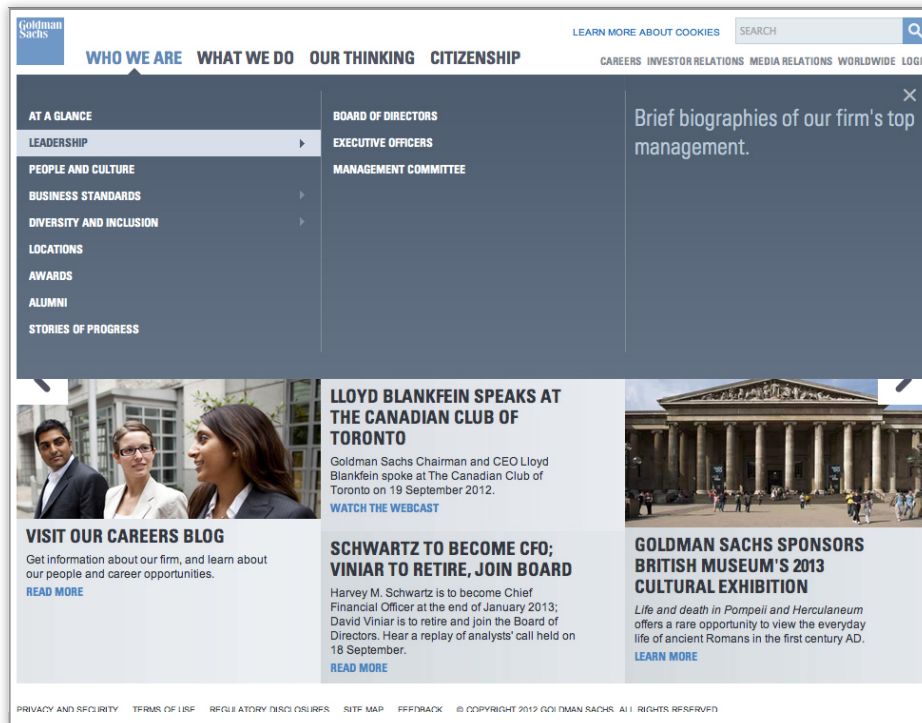
- Very content heavy
- Difficult to read navigation colors
- Difficult to use navigation
- Lack of location search unless in services area
- Inconsistent layout
- Inconsistent navigation

Recommendations

- Consider using more infographics than copy (i.e. text)
- Information should be easy to understand and direct
- Keep site consistent throughout, even when location changes, the look and feel should remain the same
- Always allow the user to know where they are located within the site
- Utilize a clear breadcrumb trail
- Keep a consistent secondary navigation
- Promote a clear and well structured people search
- Bring up information to promote less clicks
- Incorporate more images
- Utilize strong branding techniques

Best Practices

Primary Navigation (Goldman Sachs)



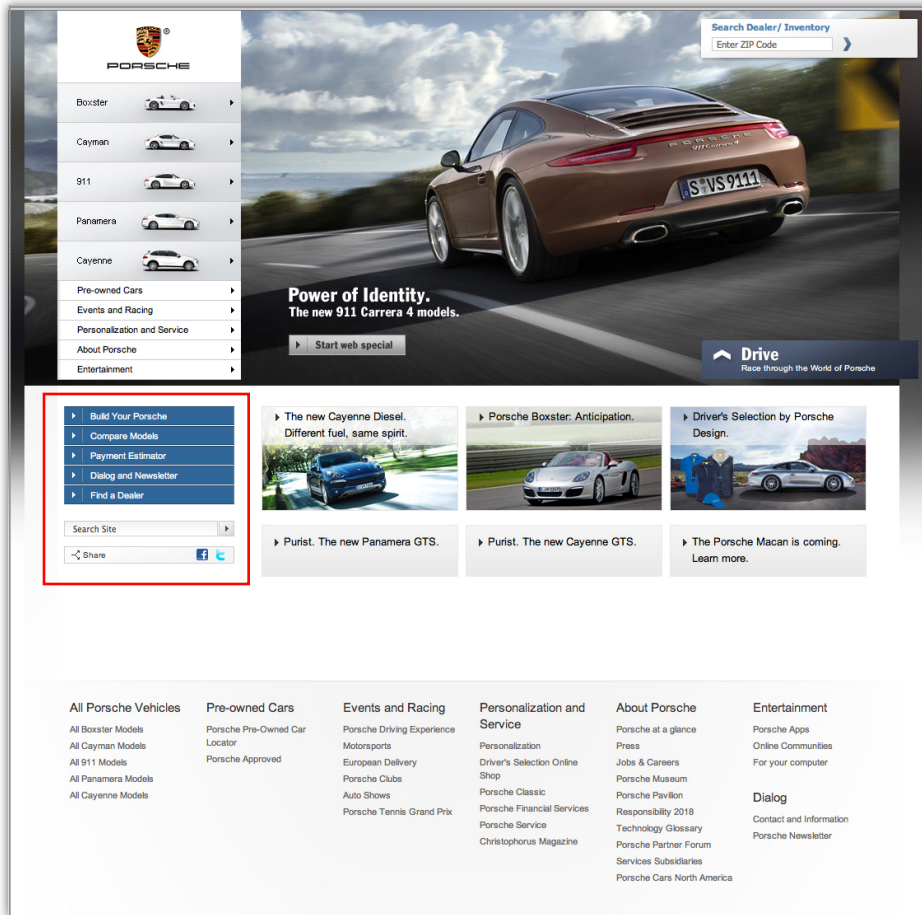
Main Navigation Done Well

- Primary navigation is clear and well defined
- Secondary navigation is laid out clearly
- Tertiary navigation is laid out clearly
- Allows room for inter-site promoting
- Navigation is consistent and covers same portion of header space

Recommendations

- Mega menu that stays consistent throughout site
- Clear secondary navigation
- Add inter-promoting website information

Secondary Navigation



Secondary Navigation

- Appears in the main section of the page that the users' pay attention to
- Can provide detail about the contents of each section
- Provides fast routes to information
- For example, secondary navigation could highlight new information on the front page

Recommendation

- Include a aesthetically pleasing secondary navigation
- Include a navigation that allows users to more easily navigate throughout page

Footer (theHartford.com)



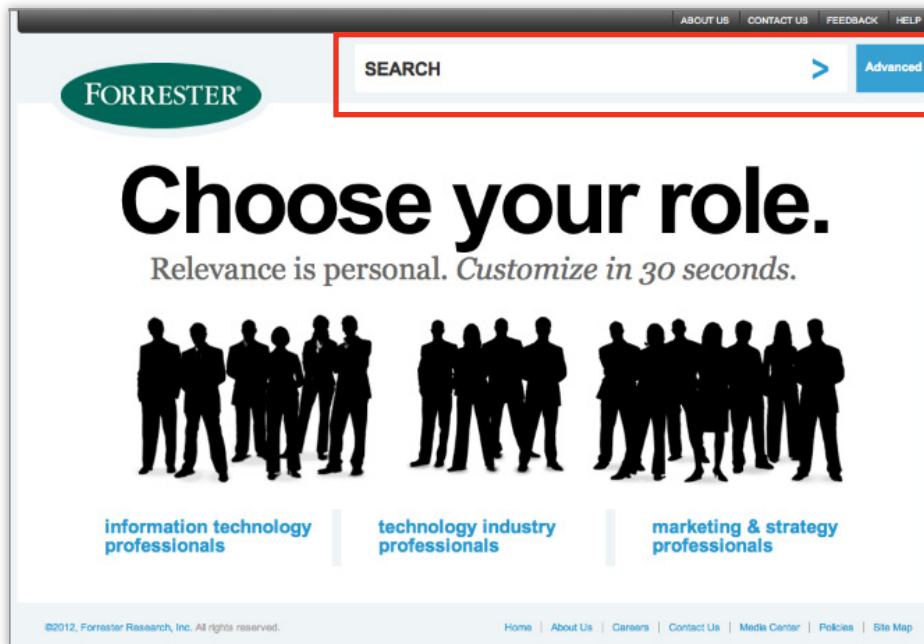
Footer Navigation Done Well

- Footer navigation is clear and well defined
- Mega footer allows for easy navigation
- Mega footer provides enhanced SEO

Recommendation

- Use a primary level site map in the footer

Search Box Best Practices (Forrester)



Search Box Done Well

- Consistent usability places search box at the top
- Default text is already in search box to allow users to understand the purpose
- Default text automatically disappears when the user clicks on the box
- Let people search using the enter key but still supply a search button
- Search box is not blending into page
- A “search in” section allows the user to narrow down their search
- Place a search box on each page of the site
- Provide an advanced options search

Recommendation

- Keep search box at the top in a clearly defined area
- Let users narrow down their search immediately
- Allow mechanism for type ahead

Segmentation and Personalization (Forrester)

The screenshot shows the Forrester website interface. At the top, there is a navigation bar with links for 'ABOUT US', 'CONTACT US', 'FEEDBACK', and 'HELP'. Below this is a search bar with the text 'SEARCH' and a blue 'Advanced' button. The main content area features the Forrester logo and the tagline 'Relevance is personal. Customize in 30 seconds.' Below the tagline are three groups of silhouettes representing different professional roles. Underneath, there are three tabs: 'Information technology professionals', 'technology industry professionals', and 'marketing & strategy professionals'. The 'Information technology professionals' tab is selected, showing a 'Select A Role' section. This section lists several roles: 'Application Development & Delivery' (highlighted), 'CIO', 'Enterprise Architecture', 'Infrastructure & Operations', 'Security & Risk', and 'Sourcing & Vendor Management'. The 'Application Development & Delivery' role is expanded to show a detailed description: 'Responsible for leading development and delivery of applications to support business strategies, you choose technology and architecture while managing people, skills, practices, and organization to maximize value.' Below this description is a '(Learn More)' link and a 'Make this my role' button. A photograph of a woman in a business suit is positioned to the right of the role description. At the bottom of the page, there is a footer with the copyright notice '©2012, Forrester Research, Inc. All rights reserved.' and a navigation menu with links for 'Home', 'About Us', 'Careers', 'Contact Us', 'Media Center', 'Policies', and 'Site Map'.

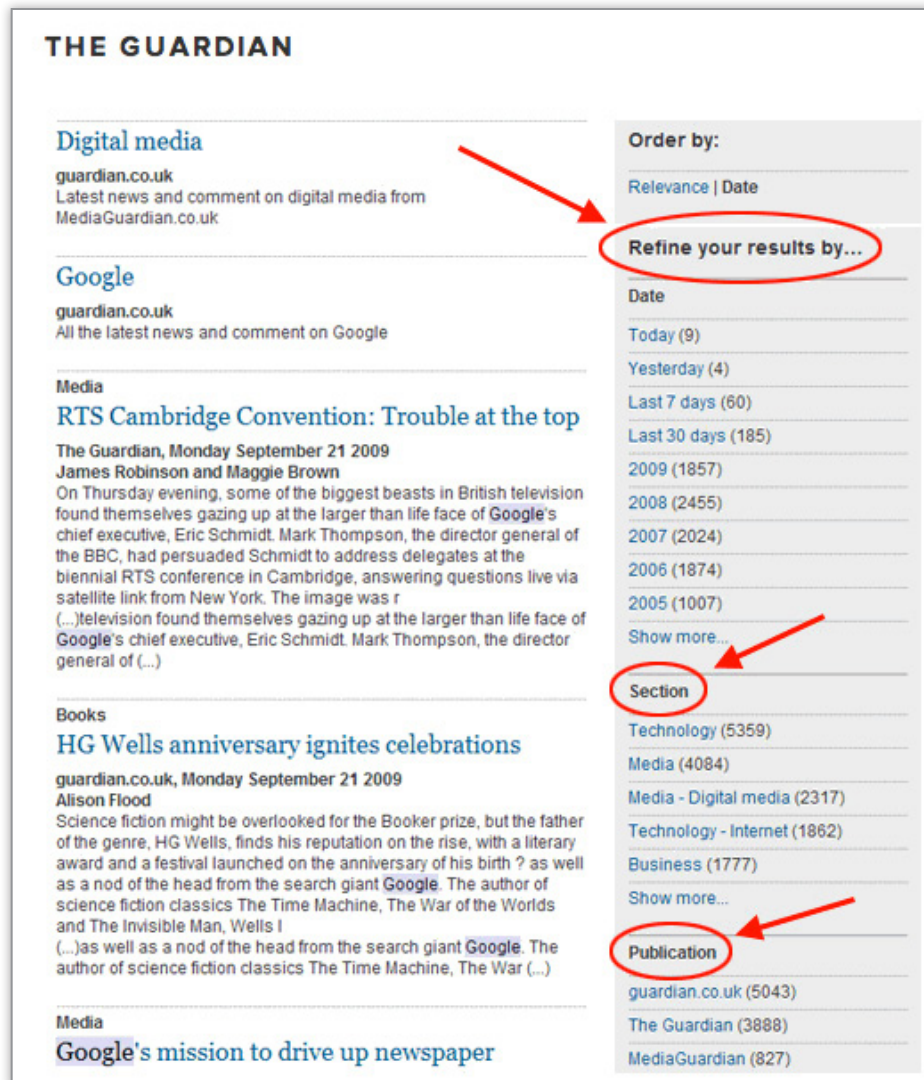
Reasons for Segmentation and Personalization

- Narrows down search
- Provides a unique experience for the user
- Let's the user know you understand their needs
- Provides a custom experience for the user

Recommendation

- Where possible, narrow down search for user
- Where possible, provide a customized experience for user

Search Results Page (the Guardian)



THE GUARDIAN

Digital media
guardian.co.uk
Latest news and comment on digital media from MediaGuardian.co.uk

Google
guardian.co.uk
All the latest news and comment on Google

Media
RTS Cambridge Convention: Trouble at the top
The Guardian, Monday September 21 2009
James Robinson and Maggie Brown
On Thursday evening, some of the biggest beasts in British television found themselves gazing up at the larger than life face of Google's chief executive, Eric Schmidt. Mark Thompson, the director general of the BBC, had persuaded Schmidt to address delegates at the biennial RTS conference in Cambridge, answering questions live via satellite link from New York. The image was r (...)television found themselves gazing up at the larger than life face of Google's chief executive, Eric Schmidt. Mark Thompson, the director general of (...)

Books
HG Wells anniversary ignites celebrations
guardian.co.uk, Monday September 21 2009
Alison Flood
Science fiction might be overlooked for the Booker prize, but the father of the genre, HG Wells, finds his reputation on the rise, with a literary award and a festival launched on the anniversary of his birth ? as well as a nod of the head from the search giant Google. The author of science fiction classics The Time Machine, The War of the Worlds and The Invisible Man, Wells I (...)as well as a nod of the head from the search giant Google. The author of science fiction classics The Time Machine, The War (...)

Media
Google's mission to drive up newspaper

Order by:
Relevance | Date

Refine your results by...

Date
Today (9)
Yesterday (4)
Last 7 days (60)
Last 30 days (185)
2009 (1857)
2008 (2455)
2007 (2024)
2006 (1874)
2005 (1007)
Show more...

Section
Technology (5359)
Media (4084)
Media - Digital media (2317)
Technology - Internet (1862)
Business (1777)
Show more...

Publication
guardian.co.uk (5043)
The Guardian (3888)
MediaGuardian (827)

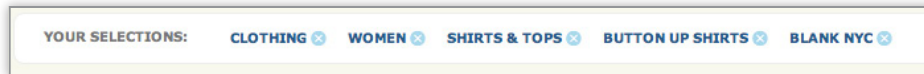
Search Page Done Well

- Allows search to be refined
- Search results are displayed under section headings
- Search terms are highlighted
- Titles are clickable
- Popularity or star ratings should be shown for individual results
- Include the option to increase the number of results per page

Reccomendation

- Allow users to immediately narrow down their search
- Search results are placed into sections

Breadcrumb Trail (Zappos.com)



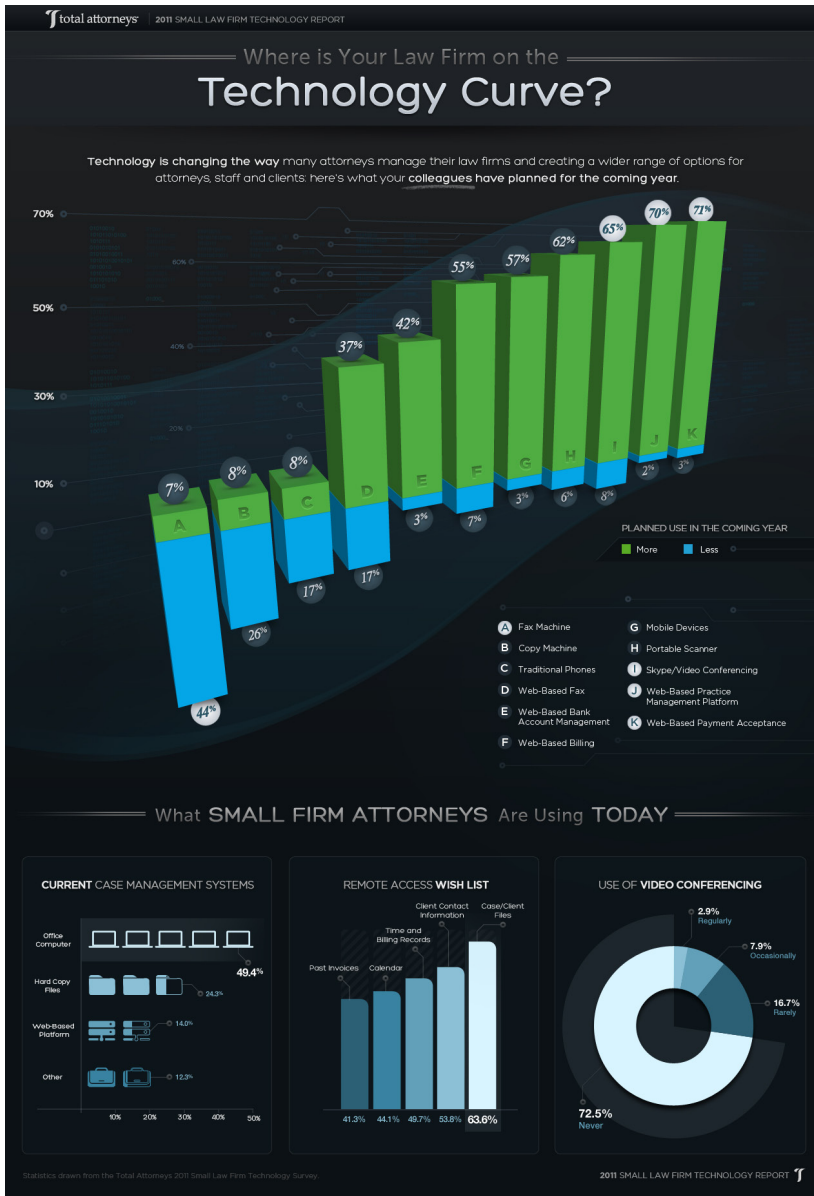
Breadcrumb Trail

- Convenient for users
- Reduces clicks or actions to return to higher level pages
- Uses a small amount of screen space
- Keeps users engaged on website if they have arrived from an external placeww

Reccomendation

- Always have a clearly labled and usable breadcrumb trail
- Provide ability to go backward and remove search options (where applicable)

Infographics



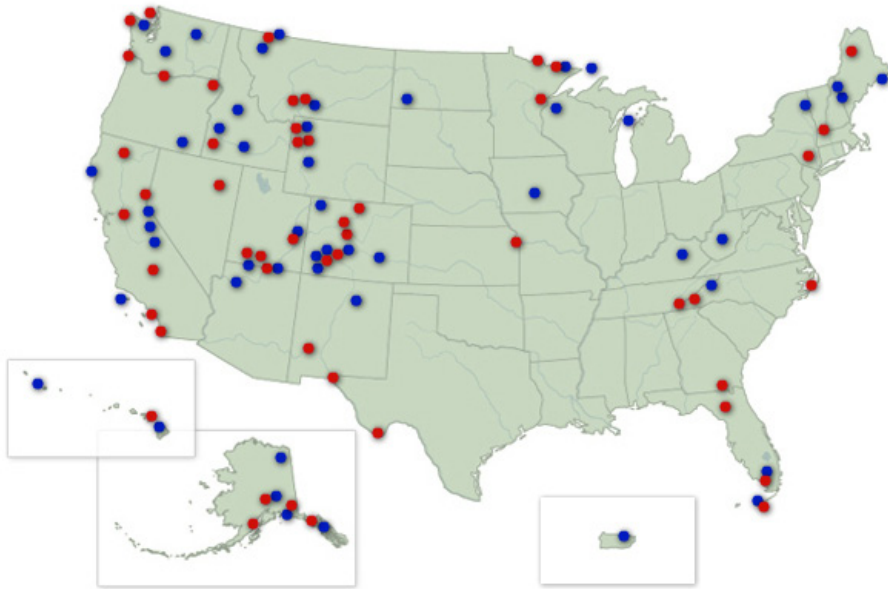
Why Use Infographics?

- Compelling and attractive
- Easier to understand and view
- Viral social networking capabilities
- Universally understandable
- Brand awareness
- Increases traffic
- Benefits search engine optimization due to the viral nature
- Provides an expert understanding

Recommendation

- Use infographics throughout site to add in user understanding of complex information

Interactive Map



Interactive Map

- Present data more effectively
- Engaging user experience
- Displays relationships between data
- Instead of having to read through copy (text), the map supplies a visual cue

Reccomendation

- Have an interactive map to engage users within your site

Keep Content as Concise as Possible (The Feast)

Less Copy the Better

- Web users do not read articles thoroughly
- According to Jakob Nielsen, 58% increase in usability can be achieved simply by cutting roughly half the words on the webpages being studied

Reccomendation

- Highlight keywords in site
- Get to the point as quickly as possible
- Cut out unnecessary information
- Use easy-to-understand, shorter, common words and phrases
- Use headings to break up long articles
- Break up long paragraphs with photos or bullet points

Importance of Call to Actions: Allstate

The screenshot shows the Allstate website interface. At the top, there's a navigation bar with links for 'INSURANCE', 'LIFE / RETIREMENT', 'TOOLS / RESOURCES', 'CUSTOMER CARE', 'ABOUT ALLSTATE', and 'CLAIMS'. A search bar is also present. Below the navigation is a large banner for 'GET THE ONLY CAR INSURANCE WITH THIS CLAIM SATISFACTION GUARANTEE'. A red box highlights a 'Start a Quote Now' button, which is a prominent call to action. Below the banner, there are several content blocks with images and text, each containing a call to action. At the bottom, there are four columns of links for different insurance services: Auto Insurance, Home & Renters Insurance, Financial Services, and Customer Care.

CTA's

- Use call to actions to engage your users within your site
- Most important element for lead generation

Recommendation

- Make your CTA's prominent
- Allow them room to breathe
- Have appropriate contrast
- Focus on text and not graphics as people looking for information are looking for texts and not graphics

960 Grid



960 Grid

- Width that is suited for the wide number of browser platforms
- Allows site to show accurately without horizontal scrolling
- Allows padding for legibility
- Always a 10px margin placed at the right and left of the main content column which allows smaller browsers to read all content

Recommendations

- Design within the 960 grid system

Responsive Design



Responsive Design

- Site design geared towards formatting towards a wide variety of screens
- Navigation, design and form layout gracefully shift and resize without breaking ensuring site usability
- Cost effective as multiple platforms can accurately address the design

Recommendations

- Design with the concepts of responsive design in mind