



APRIL 22, 2019

# VISCARDI INDUSTRIAL SERVICES

## WEBSITE REVIEW

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MGMT 333 EBUSINESS, FALL '18

## Elora – Introduction

We here at Dr. Cheek's MGMT 333 eBusiness class have been hired as Social Media Consultants for your website, located at <https://viscardiindustrialservices.com/>. In this report, we will be going over our first impressions, the structure of the website, the content of the website, and our final thoughts. Our goal is to make suggestions and direction to improve the website with minimal effort on your part in implementing any changes.

## Amanda – First Impressions

People make snap judgments. It takes only 1/10th of a second to form a first impression about a person, and websites are no different. The viewer's first impression is so important because it is the determining factor of how they see your business or product<sup>1</sup>. Your website is a user experience and should always be a good experience. The "hello" to your website is like greeting a customer at the front door your site needs to make that impression quickly and in fewer pixels.

These key elements included:

- Your Logo: The average time spent focuses here was 6.48 seconds
- Navigation Menu: 6.44 seconds
- Search Box: 6.0 seconds
- Written Content: 5.59 seconds
- Bottom Edge of Website: 5.25 seconds

## Elora – Structure

In this section, we will be going over the structure of the website. Here we will make specific recommendations for parts of the site that may need touch ups or rehaults. Overall the website as is, is very clean, simple, and easy to navigate. Our recommendations will be building off this existing format, so your company can quickly make changes and get back to focusing to other tasks.

The top section of the website is where first impressions are made. This typically consists of the banner, logo, and navigation menu. The banner takes up adequate real estate showing a construction worker. This is excellent given the nature and field of the profession in which the site is showcasing. The navigation menu sits up on the top right of the website in traditional placement and is easily visible over the banner. There is no logo, but there is your company's name that is also easily visible in the top left corner of the site.

There are a few suggestions we would make for a lasting impression to this area. First would be to have a picture of a project your company is very proud of to replace the stock photo in the banner. Show potential clients what your company is capable of. As there is no logo, we would highly recommend getting one as soon as possible. Logos help create brand identity, recognition, and are more inclined to make potential clients remember you<sup>ii</sup>.

One other suggestion in this area we would make is to add social media outlets, such as Facebook or Instagram, next to the navigation menu in the top right. Alternatively, you can place them in your website's footer for ease of access<sup>iii</sup>. You want to make it easier for clients to get to know your company and it adds accessibility for potential clients to see what you have done and a means for contact.

The middle section of the website is where bulk of the information goes. Currently, the home page has company information followed by “What We Do”, “Working Together”, “Why Choose Us” and a Contact Us widget.

Our group recommends removing the images for “What We Do”, “Working Together”, “Why Choose Us” and moving that section just underneath the banner with the company information. Competitors such as Acadiana Group<sup>iv</sup> and Acadian Construction Services<sup>v</sup> both do this and it an effective first impression. Businesses have 5 seconds to answer a client’s questions through their websites before they change their mind and leave<sup>vi</sup>. Your website has the information, just not in the ideal order.

Your “Services” tab has adequate information. Our only suggestion would be to even out the “Find Out More” buttons so they’re visually leveled with one another.

There is one addition our group highly suggests that your company should add to your website. Your website lacks a project gallery showcasing what your company has and will be working on. We found that your competitors have this and would recommend you have one too to remain competitive.

## Paige – Content

A website is either passive or active. A passive website is informational, which is often used as an advertising tool. They also accept potential customer contact information for potential business relations, while on an active site, business transactions can occur. A major difference between a passive and active website is content of the information. A passive site's information does not change, while on an active site, each page is tailored to meet the needs of each user.

For this particular company, a passive website works for their goal, advertisement. We find that it works because of the type of user, individuals looking to form an abstract thought into a concrete vision. As well as the type of company, industrial. If the website was active, it would allow the user access to too much information, that could result in information overload, and too many ideas, with no professional guidance on how to map out a plan.

Keywords are words designed to help guide a path for easier utilization on the website. They connect the audience. The website utilizes keywords to highlight the different types of projects they design such as: design/build, construction management, renovations, tenant improvements. But, they lack visibility. Why would a customer want to contact the company, if they are not sure they can complete their project or idea?

Although Viscardi uses images on the website, we find that they can be used more effectively. In order to improve visibility, we find the usage of pictures on each page with the different type of projects they can perform, shows the customer that the company is not inexperienced. While also allowing them to visualize what Viscardi can do. Pictures are an integral part to a good website design because a well depicted image displaying the service for sell, is far more eye-catching than a lengthy paragraph, which is displayed on competitor, JB Superior Construction LLC, website<sup>vii</sup>. It immediately grabs the user's attention, while allowing them brief access to your portfolio.

A call to action is a marketing term that evokes an immediate response. Viscardi's call to action reads, "We'll Help Get the Job Done", followed by a link to book an appointment. Although the appointment link implies an immediate response, we find that the CTA in itself does not. We suggest a call to action such as "Build your vision with Viscardi", followed by the words, "Let us help you." In this case, Viscardi is showing the user they can trust them, further reinforcing the phrase, "Building trust with quality work". Competitor, Westmark Constructions', call to action, "Get a Home You'll Treasure for Life", followed by "Hire Westmark Construction to Redesign It For You", is inviting and personal<sup>viii</sup>. This approach allows the user to feel a sense of individuality, because we want to help them mold their particular vision into reality.

Another important factor we took notice of on the site, is the "About Us" section. Viscardi writes they are recognized as an "industry leader" and have a "portfolio of awards and recognitions", but the website doesn't have any endorsements showing the accreditation. If they want to show potential customers their value, we suggest that they list some awards or recognitions they have received to solidify their statements, similar to Manecke Construction<sup>ix</sup>, where they have been accredited by BBB.

## Elora – Final Thoughts

As mentioned earlier, the website as is, is very clean, simple, and easy to navigate. It has a solid foundation that requires only minimal changes to make it more effective. The passivity of the website makes it prime for it to be used as advertisement and to showcase previous jobs.

With this, we strongly recommend the following. Your website should include a project gallery showcasing what your company has worked on as well as current projects to remain competitive. The call to action should be updated to allow potential clients to feel that you can customize projects to their needs while also reinforcing immediate action. By reorganizing the homepage and removing the “What We Do”, “Working Together”, and “Why Choose Us” images and moving those sections to under a banner with company information, it will allow potential clients to get clear and concise information. And lastly, adding social media to keep current and potential clients updated on what the company is doing.

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- iv <http://www.acadiana-group.com/>
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- vii <https://www.jbsuperiorconstruction.com/>
- viii <http://westmarkconstructionco.com/>
- ix <http://www.maneckeconstruction.com/>