

Appendix A - Summary

The table below shows the main issues with the site in order of priority.

1	Is the cost of each product/service clearly identified? (155)	5	Yes
2	Does the home page have clear links into other areas of the site? (212)	5	Yes
3	Does the homepage clearly show the site's USPs and benefits to visitors? (136)	5	Yes
4	Is it clear whether prices on the site include tax and delivery? If not, are these easy to work out? (156)	5	Yes
5	Does the home page download in less than 15 seconds? (141)	5	No
6	Is it clear how to purchase a product or service? (160)	5	Yes
7	Is the navigation within the site clear and consistent? (138)	4	No
8	Are there 'contact us' details clearly available? (145)	4	No
9	Does the site publish a physical address? (146)	4	Yes
10	Does the site have a terms and conditions page and does it show information about pricing, placing an order, payment options, cancelling orders, delivery, returns and the complaints procedure for the site? (147)	4	No
11	Do all pages have different (and enticing) titles? (171)	4	No
12	Does the website have a good search engine saturation? (179)	4	Yes
13	Does the home page have clear branding? (210)	4	Yes
14	Does the site use SSL to ensure visitors' personal information (including credit card details) are safe? (217)	4	No