

FUNCTIONALITY REPORT

Website name: www.kworks.in

Business Type: Providing Language outsourcing & translation services

Problem: Website getting hits but not generating queries or Business.

Report:

Our team of online business experts has reviewed your website, understanding the requirement based on which we would like to tell you most of such cases we receive are of problem with the landing page. Most of internet users close the page with in 30-50 seconds on an average because most of the website lacks to hold and deliver thr right information at the right place for the visitors.

We are suggesting the points to make it a perfect landing page for visitors, so that you have more conversions...

- Spelling of since to be corrected on home page "Siznce 2003" being a language conversion company visitor expects you be very correct on language for yourself.
- As most of visitors from the search engine or referral reaches you in search for Language translation solution. We strongly recommend more prominent placement of languages in which you have the translators available as there is huge variety of languages in which translations may be needed. (It can be a flash animation instead of right static names of each languages)
- A website is independent element, to make any conversion it should be able to generate trust and equal worthiness one can make meeting face to face. The images used in the website are all virtual, it should be real images of interpretation center or we need to show office location, people working and in-house images to hold the visitor.
- We also recommend adding a new LINK Called "OUR TEAM" in the top panel, where one should display a set team members with their name & picture attached with their profile and qualification. If you could ask your team members to write the short Para in the language they know, like a Spanish translator writing it about himself in Spanish would give real positive effect & a professional image to your work.
- Most important: You are an outsourcing service provider and there is no link called Outsource to us or why Outsource which is not suggesting the foreign visitor that you are seeking outsourcing works as well, It should have small write-up on why they should outsource to you and your specialization in this field.
- Last but not the least, the access to request for any information should be very easy and just a click away showing your care for your customers precious time. So a quick point of contact like Request a Free Quote, Request free Information to enable people to contact or leave their contact information on each page is very important.

Reports submitted by: Robert, Online Marketing Analyst - SWT Group.