

SCS 2118 – Tools & Fundamentals of Web Marketing

Project 1 – Website Review

Sharvan Salooja
October 27, 2010

In this project report two B2B company websites will be analyzed, evaluated and compared to determine which one is better. Recommendations will be made on how the selected site can be improved.

The two sites reviewed are:

Boston Scientific <http://www.bostonscientific.com>

A global leader in the medical device industry, Boston Scientific sells products, technologies and services for less-invasive medical specialties.

2009 revenues: \$8.19 billion

Medtronic <http://www.medtronic.com/>

The world's largest medical technology company.

2009 revenues: \$14.6 billion

CRITERIA	BOSTON SCIENTIFIC	MEDTRONIC
DESIGN		
Graphic Design	<p>simple fonts using only 2-3 colours (black, navy blue, red)</p> <p>simple design - no flashy videos/motion</p> <p>more text than visuals</p> <p>excellent use of images/graphics related to the content (human body organs) - aid explanation of technical concepts</p>	<p>simple font - only one colour</p> <p>elegant design, subtle colours, no flashy videos/motion</p> <p>text heavy, but each page has image/graphic at the top (means content gets pushed down)</p> <p>some 'About the Device' pages have interactive flash content which is very well designed and contains relevant information, but takes a few seconds to load</p>
Aesthetics	<p>tone/personality of site fits the type of industry/subject matter</p> <p>lots of white-space - good contrast - easy on the eyes</p> <p>simple design/look - doesn't overwhelm user</p>	<p>tone/personality fits the industry/subject matter</p> <p>lots of white space - good contrast, easy on the eyes</p> <p>the font style, use of colors and simple images/graphic give site a more elegant feel</p>
User Friendliness	<p>pages load reasonably quickly - some are slow</p> <p>home page link at top left with company logo/name - as expected</p> <p>main sections of site have a little blurb describing what it is - good!</p> <p>Navigation at the top, sub-nav at the left - as expected</p> <p>search at top right - as expected</p> <p>very neatly organized, very intuitive, not overwhelming</p>	<p>pages load quickly</p> <p>home page link at top left with company logo/name - as expected</p> <p>Navigation at the top</p> <p>Sub navigation is not consistent - on some pages, it is in the left column and on some pages it is below the image/graphic (that exists on most pages) in a horizontal row</p> <p>search at top right as expected</p>
Consistency	<p>home page inconsistent with other pages - big image at the top, no primary navigation bar at top - content organized into boxes - not very intuitive</p> <p>fonts and colors consistent</p> <p>layout of pages is generally consistent</p> <p>About Us section inconsistent with rest - videos, flash animation</p> <p>Sub-navigation column (left) doesn't start at the same horizontal location in all pages - stands out/gets a little annoying during browsing</p>	<p>better consistency between pages on this site - in terms of layout, fonts, colours, images</p> <p>'For Healthcare Professionals' section is slightly different from rest of site in terms of layout, graphics, colours</p>
Layout	<p>home page layout is inconsistent with rest of site - big image on top of page and some content goes below fold</p> <p>intuitive placement of navigation links and content on other pages - left column, top bar, bottom bar, etc.</p> <p>most of the content is above the fold for most pages - some pages have a lot of content below the scroll as well</p> <p>all pages don't strictly follow a consistent layout - there are slight variations</p>	<p>intuitive placement of navigation links and content</p> <p>image/graphic at the top of the page (just below the primary navigation bar) takes up space which means some of the content goes below the fold</p> <p>fairly consistent across all pages</p>
EASE OF USE		

Navigation and links	<p>Other than the home page, navigation links placement is intuitive - top and left column Organization of sections corresponds to users' needs Simple navigation at top - 3 main sections - Medical Areas, Procedures, Products 3 main sections of site have sub-sections of content - the 3 are present in the navigation bar at the top, but don't have pull-down menus that appear when you mouse-over the (3 main) links - makes it annoying to navigate from sub-section to sub-section Bread crumbs don't exist on all pages (missing in Newsroom) - when available, are incomplete - don't go down to all levels Keywords used for most links, but some say 'click here'</p>	<p>navigation links placement is intuitive - top and left column Organization of sections corresponds to users' needs - example Your Health, Our Therapies, For Healthcare Professionals secondary navigation bar (Contact Us, Site Map, Terms of Use, Privacy) was only at the bottom - should be on top as well Breadcrumbs exist on all pages which is good (similar to Boston Scientific) no pull-down menus appear when you mouse-over the primary navigation links</p>
Information architecture	<p>content is organized with users' problems/concerns in mind content linked to related content within the site external links for relevant information also provided in right hand column on some pages - 'additional resources'</p>	<p>content is organized with users in mind content linked to related content on site</p>
Sitemap	<p>Not detailed enough - Products, Newsroom, Investor Relations have no sub-navigation links</p>	<p>excellent site map - contains everything in the list - can get a little overwhelming, need to make it more readable by adding visual markers or something</p>
COPYWRITING		
Messaging	<p>key messaging throughout the site is clear and in sync with their mission: developing less-invasive medical devices for improving the quality of health care</p>	<p>messaging is clear and consistent throughout the site (across all medical conditions) - the company wants to develop Therapies to help patients, and it is clear in their content which talks about the medical conditions, explains the options and provides solutions</p>
Keywords	<p>no evidence of using keywords in page source (html), hyperlink anchor text does not show up on first page of google SERP for keyphrase: 'less-invasive medical device' - bad!</p>	<p>some keywords are used in the html meta tags of pages which are heavy with content - not used on home page</p>
Relevancy	<p>a lot of content (mainly text) on the site is about the details of the medical procedures and products - very technical - very relevant very good use of images - very descriptive - visuals make understanding the technical content easier</p>	<p>a lot of good, relevant content that speaks about the problems of the user - Medical Condition Definition, Causes, Symptoms, Risks, Diagnosis, etc.</p>
Quantity	<p>a lot of text on the site - quantity is good, but should focus more on quality in terms of keywords and searchability of the content - doesn't seem to do well on google</p>	<p>a lot of text on the site but the quantity is not too much on any page - doesn't overwhelm the user - very relevant, very concise</p>

Readability	<p>lots of sub-headings, bulleted lists, good use of images</p> <p>a few pages have big chunks of information in paragraphs - can be improved</p> <p>some of the pages sounded like 'marketese' (about us page) - can be improved slightly from buyers' perspective</p>	<p>content is very well organized - pages have bulleted lists, concise paragraphs and lots of 'user-friendly' sub-headings</p>
CONTENT		
Video	<p>some videos in the careers section</p> <p>some videos in the procedures and products section</p> <p>- not many overall - could use more video to better explain highly technical concepts</p>	<p>some videos explaining technical details of medical procedures/products - should have more</p>
Photo	<p>lots of photos/graphic drawings - helps visualize/better understand concepts</p>	<p>not many relevant pictures that assist in explaining technical concepts</p>
Audio	<p>no audio content</p>	<p>no audio content</p>
White papers	<p>lots of how-to documents / product specifications / related links (additional resources and info)</p>	<p>some papers explaining medical issues, treatment options - could use more</p>
Articles	<p>a lot of information about the medical procedures and product concepts</p> <p>external links included as well</p>	<p>a lot of information about the medical conditions, procedures, etc.</p> <p>some external links included as well</p>
Misc.		<p>interactive flash content that explains the features and details of the medical devices</p>
INTERACTIVITY		
Calls to action	<p>no specific calls to action - only 'Contact Us' option</p>	<p>Contact Us, Print or Email Page, Find a Doctor</p>
Contact us	<p>link at the top and bottom of all pages</p> <p>contact form with subject options, some email addresses, phones, international office addresses for snail mail</p> <p>different departments/sections can be contacted based on requirement</p>	<p>link only at the bottom of pages, should be located at the top as well</p> <p>worldwide addresses, telephones, faxes</p> <p>contact us form for queries/comments</p> <p>"innovative idea submission" form</p> <p>Media Contacts - names/emails/phones available</p>
Email lists	<p>Yes - information about email lists is only on the FAQ page</p>	<p>no</p>
Newsletters	<p>no newsletters</p>	<p>no</p>
Downloads	<p>PDFs of product specifications and how-to instructions for set-up and use</p>	<p>PDFs of content explaining medical issues, treatment options</p>
Chat	<p>not offered</p>	<p>not offered</p>
Misc.	<p>subscribe to RSS feeds, email alerts</p> <p>Facebook page link in Careers section</p>	<p>subscribe to RSS feeds, email alerts</p> <p>Facebook/LinkedIn/Twitter links in Careers section</p>
INNOVATION and DISTINCTIVENESS		
What makes the site unique	<p>expertise in the subject matter is displayed through their content</p> <p>simple design, personality/tone fits the industry/subject matter</p>	<p>expertise in subject matter is displayed across the site</p> <p>content is organized very well</p> <p>good web copywriting practices adopted</p>
What makes visitors return	<p>the content, the expertise, the innovation, the simplicity</p>	<p>expert content, good organization and navigation, and good visual design</p>

Analysis

Both sites are good overall. They have their own pros and cons, as stated in the table. I think the Medtronic site is better than Boston Scientific because of the following reasons:

- Simple, elegant design which fits the industry perfectly, and is consistent across the site
- Organization of content is excellent. It is clearly done with the users' needs/problems in mind – very intuitive and easy to follow.
- Web-friendly copywriting – the dense content is written in a very easy-to-read format – sub-headings, concise paragraphs, bulleted lists.
- The content itself is very detailed and good explanations of highly technical concepts are provided – use of pictures, video, interactive flash modules, external links for additional info.

Recommendations for improvement

A few areas where the site could improve:

- The biggest improvement has to be in the site's search visibility. There's some great content on the site, but it doesn't show up in search engines. Keywords should be used more effectively and backlinks built.
- Secondary navigation links are present only at the bottom of pages. These should be present at the top as well, so that users don't have to scroll all the way down to find the Contact Us page.
- Placement of sub-navigation links is inconsistent – some pages have a column on the left and some have a horizontal row at the top. This discrepancy should be removed and one style should be adopted.
- A lot of pages have a big chunk of the content below the fold due to the use of a image/graphic at the top of the page. The size of this image should be reduced (or it could even be removed altogether) in order to have as much content as possible above the fold.
- The Site Map has all the details, but the information can get visually overwhelming. This can be improved by using visual markers or different colours for different levels of information.
- A pull-down menu should appear when users mouse-over one of the main navigation links at the top.