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Tools of Web Marketing

SCS 2118-020

Individual Project I: Website Review

**Company chosen: A C Nielsen -** *http://www.acnielsen.ca/*

AC Nielsen is one of the world's leading survey-based marketing research firms. The company is the top 1 in the market research sector with 5,000 million dollars (USD) sales in 2009. Nielsen’s faces lots of competitors in the research market such as Kantar Group, IMS Health Inc., GfK AG, Ipsos, Synovate, IRI, Westat and Arbitron.

1. **Design:**

The look and feel of the site is in blue and white, assuring readers’ eyes don’t get tired. Flash images catch reader’s eyes the minute that I he first sees the website.

Headlines are usually bold but still black and do not differ a lot from regular content. The big section at the home page called “news and poles” confirms that the website is daily updated. However it is not possible to find some old news, as there is no archive section.

The website is totally consistent as company’s logo is located on the top left with link to homepage. Main Navigation on top horizontal. Sub-navigation on the left. Search box to the top right. However there is no Secondary navigation menu.

Three types of fonts have been used. Cambria is the one chosen for titles at the home page. Calibri is the one chosen for the menus and content (body) and Times New Roman is the one chosen for titles on inside pages.

The content that comes along with the images answer a lot of questions, such as who are they and what is their expertise helping readers find info quickly. There is also a big section in the home page called “news” and that shows the website is often updated. An archive section offers old reports and information.

There are no links or anything related to social media web sites such as Facebook, Twitter or Blogs in the company’s website. Also there are no videos in the website. And there are no lists of clients or samples of previous work.

1. **Easy to use:**

Navigation isvery simple to use. The Main Navigation is on top horizontal. The Sub-navigation is on the left and there is no secondary navigation. The breadcrumb menu is on the left and Search box on the top right. Almost all information available can be found in two clicks (considering the first one to be on the main menu).

All links on the website are working perfectly. No broken links found. However there is no site map link on any part of the website, which makes it harder for reader to scan information quickly and can lead to frustration. Also reader may just give up, call the company and not come back to the website.

There is a search box located on the right top of the web site. It works quick but not fast. A couple of seconds are necessary in order to get results.

1. **Copywriting:**

Topics at the home page are listed in groups making it easier for readers to find what they are looking for. A second click brings more information about a topic. Headlines are short, concise and straight to the point. No “marketese” anywhere in the website.

The content is easy to understand. Readers don’t need to be in the research market to understand what Nielsen is talking about. Bullets are also used to make it simple and easy to understand. Vocabulary is consistent as well as the tone used in the whole website.

1. **Content:**

There is no interactivity in the website, such as no videos, no chats, no forums, no webinars, no audios and no downloads. However it is possible to interact with the company over their e-mail. Most of the pages in the website have a link to Nielsen’s customer service’s e-mail. There are lots of reports available as well as new releases and it is also possible to find old information or old news in the archive section.

Most of the information on the website has not been updated. For example the section “news” latest article was posted in July, 2010. Again there is an archive section for 2008 and 2009 news releases.

Each section of the website presents a different image, which is good in order to make it a little more alive. However the images don’t follow a standard. They are all different, with different themes and occasions. Some are more formal, reminding an office or a workplace. Some are just more casual and fun.

1. **Interactivity:**

As the website is not really a dynamic one there is no chat, email lists or downloads available. On the other hand a contact us link can be found in most of the website pages, but not all. There is no feedback section or Frequent Asked Questions (FAQ). There is however a link to send to a friend in case you like it, what is a great time to make things easier and save readers time.

Something that calls attention once readers find out about it is the blog site called Nielsen Wire which can be accessed thought an outbound link from Nielsen’s newsletter section. Besides being more dynamic it offers videos, links to social media (Facebook, Twitter, LinkedIn and RSS feeds) and downloads. It is also more updated (latest news at the home page is dated today’s date). It brings life to Nielsen’s brand as Wire’s logo is not only blue but also yellow. Besides that subtitles are blue and not black as Nielsen’s website.

1. **Innovation and distinctiveness:**

In my opinion Nielsen’s site is behind when we think about digital. It is not dynamic, it is fast but not so fast. It is almost like it doesn’t talk digital. However the Nielsen Wire blog does all that. What brings people back to the site is the brand’s power. Nielsen is a well known company and people know that. It has a strong reputation, years of history and experience and it is above all the number one on the research market.

**Competitor chosen: IPSOS -** http://www.ipsos.ca/

Ipsos is one of the world's leading survey-based marketing research firms. With 1 billion US dollars sales in 2009 the company is one of the 5 top in the research market and one of biggest Nielsen’s competitors in North America.

1. **Design:**

The look and feel of the site is in blue, green and white, assuring readers’ eyes don’t get tired. Headlines are blue and differ from regular content what makes it easier to scan info and go straight to the point. A video and a couple of images can be found at the homepage calling readers’ attention to website sections. The big section at the home page called “news and poles” confirms that the website is daily updated. However it is not possible to find some old news, as there is no archive section.

The website is not totally consistent when we talk about fonts. There are three types of font used in the website. Cambria is the one chosen for link titles. Calibri is the one chosen for the menus and content (body) and Times New Roman is the one chosen for titles when usually there is no link associated. However there are some exceptions. On the other hand there is consistency when we notice that company’s logo is located on the top left with link to homepage. Main Navigation on top horizontal. Sub-navigation on the left and second menu on the bottom. That is where sitemap can be found. There is no Search box.

1. **Easy to use:**

Navigation isvery simple and user friendly. Almost all information is available in two clicks (considering the first one to be on the main menu). Sometimes a third click is necessary for further detail. All links on the website are working perfectly. No broken links were found.

The main navigation is located on top horizontal and sub-navigation on the left. The breadcrumb menu helps readers not to get lost in the website. The second navigation is located on the horizontal bottom of the page and is pretty complete. The sitemap is located there helping readers to save time when they are not sure where to find the information they are looking for. However there is no search box in the web site what makes it harder for readers to find what they want.

1. **Copywriting:**

Ipsos’ content is very easy to understand. Readers don’t need to be in the research market to understand what Ipsos is talking about. Topics at the home page are listed in groups saving readers’ time and patient. Headlines are short, concise and straight to the point while vocabulary and the tone used in the whole website are really consistent. Font size change accordingly to readers’ preference.
Key words seem not to be a great concern for the company. When words as “research”, “pools”, “knowledge”, “marketing research” are typed at Google Ipsos showed up only couple of times in the organic space of Google. Nothing ever in the paid space.

1. **Content:**

Lots of resources are available at Ipsos’ website. Only Videos are are listed by topic. Articles, Case Studies, Fact Guides, Presentations, Webinars and White Papers are available in one page. In order to access them it is required to register first. The most interesting thing here is the “feeder” system the site offers to readers. Once registered on this “feed system” reader will receive updates when the selected content changes saving a lot of time.
A list of events happening on the current month can be easily accessed from the homepage. And links to social media (a giant list including almost if not all of them) is also available.

1. **Interactivity:**

As previously said there are many ways and it is very easy to interact with the company.The “contact us” link above the top horizontal menu offers numbers, emails, social media links and link this page. Also most of the pages offer information regarding the employee responsible for that topic such as contact number, email and a picture of this person. So readers have an idea to whom they will write or call in case they decide to. And that includes the president of the company.

The only thing that was not found here was a live chat that would or not save some company’s budget. But in order to analyze that further I would need some more details as for example why people call, what is the call duration, do they ever come back to the website after a call is made, and etc...

1. **Innovation and Distinctiveness:**

What makes the site unique is the quantity and quality of information and materials available at no cost in the website. Lots of resources as social media, downloads, presentations and videos also keep readers coming back. They know they will find the news and most updated reports fast. They know they can trust on it. And they know they won’t waste their time.

**Conclusions and Recommendations:**

# I find that Ipsos is a great website. It is certainly my choice when comparing it to AC Nielsen’s wesite. Ipsos website’s content is great, lots of information regarding the company, the market and new trends. There are lots of resources that make readers’ life easier saving their time. Information is delivered at the moment it becomes available at no cost in readers’ phone, email, twitter, facebook or most of social media. The site is user friendly and fast. Downloads are quick and so are the videos. Navigation is good, readers don’t get lost, it is fast, trustable, consistent. The look and feel doesn’t make readers eyes tired. It is very easy to interact with them over email, phone or social media. Cases of success help readers to understand what the company does and what their expertise is.

# Recommendations - Ipsos’ Website:

# Although the site seems great there is always room for improvement. Company’s history: In order to help new readers to understand the company I would suggest more information about Ipsos available at the home page.

**Social Media**: Due to its importance today in the digital world I would suggest the same links that are used in some internal pages in the website were also available at the home page. Actually they should be always available on the right top on every single page of the website. This would give the website a sense of freshness, real live.

**Search Box**: there is no way to search for anything in the website using a search engine as there is no search box. I find this is a big mistake as the website does contain a lot of information regarding many different topics. Readers will probably find it once you navigate through the site. However the search box would save a lot of time and patient from readers who just don’t know where to find or scan the information they are looking for. If readers don’t find what they want they may not return to the website. Not only that would be a sales loss for the company.

**Key words and Search Engines**: the company should definitely invest on key words and search engine. It is just unbelievable that when the work “research” is typed at Google Ipsos name don’t come out on the results. That is the core business of the company. Research is what they do.

**Contact us:** I would suggest the contact us was always available visible at all pages in the website. It is important to save readers’ time and patient. If they have a question they should be able to ask at anytime, anywhere.

**Research:** I would research about readers’ expectations to understand if something is missing, if new information is required, etc. This way Ipsos would understand readers better in be more effective on information, products and services offered.

Reference materials: Wikipedia.ca, Ipsos.ca, acNielsen.ca