

To: Rebecca Hellwig of Greater Area Fresno Chamber of Commerce
From: Marc Singh & Alan Gutierrez
Date: September 30, 2014
Subject: FCC Website Evaluation

We (Marc and Alan) took a look at your current website and did a brief evaluation about your content and layout. The purpose of doing this evaluation is to attempt to assist your organization's websites by proposing more ideas and feedback, and hopefully point out some points you may have overlooked.

A. Analysis of Content

- There is great content on the website, information and dates about event and mixers all seem to be in place.
- The "ABOUT" page could be a little more specific. Although it is great now it gives a general idea of what the FCC does, I believe it should state more things the FCC does and handles, because there is more, maybe compile a small list of services or The FCC's areas of expertise at the bottom

B. Analysis of Navigation

- Navigation is easy, it is comfortable, all the information is easy to consume.
- All the options for choosing is listed at the top part of the page, this is really good as it provides easy navigating and looking for content.
- On the "MEMBERS" option, it might be better if a complete list of the FCC'S members is listed. There is currently ways to search for it, but it is not easy to just see all members in a same list at ease.

C. Analysis of visuals

- There is much white space on the website, which is good, the information is not all crammed up in one place, it is really

comfortable for readers.

- Colors are very nice and soothing.
- Maybe add an event's promotional flyer/ picture on each event at the events section.

D. Analysis of usefulness

- The "Hot Deals" option does not have any deals, maybe leave it out until there is a deal available?
- Most posts are not Facebook friendly in a way, meaning when I share the link on Facebook, it will not appear with the right photo for whatever I am posting
- The "RSS Feed" icon at the bottom of the page does not seem like it is working.
- The "Youtube" icon at the bottom of the page does not lead to a FCC Youtube page, there should be an official Youtube page.

E. Like hood of revisiting

- Current webpage has a modern feel to it, which is really good. It looks really beautiful. It is possible I would revisit for more information regarding events.
- Make pictures appear when on a post when the link is shared on Facebook, that way the webpage would generate more attention and people. Information would be able to get across easier.

With these tips we hope to strengthen your webpage and better so serve your purposes and interests.