A model for monitoring Web site effectiveness

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Abstract

Presents a model which organizations can use to monitor Web site effectiveness. Argues that anecdotal evidence can be colorful but is not useful in structuring and managing an effective site. Suggests that traditional disciplines of composition and communication - explicit purpose, coherent structure, relevant conclusion - should be applied to Web site design. Concludes that customer feedback must be managed in a disciplined way, by ensuring that feedback is representative of the customer population as a whole, not just of those with a propensity to comment; and that the purpose and aims of a Web site must be thought through with the utmost care and attention to give a higher likelihood of creating an effective site.

Keywords

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Day, A.: A model for monitoring web site effectiveness. Internet Res. 7(2), 109–115 (1997)CrossRefGoogle Scholar. Mason, D.D., McCarthy, C.: Museums and the culture of new media: an empirical model of New Zealand museum websites. Mus. Manag. Curatorship 23(1), 63–80 (2008)CrossRefGoogle Scholar. Shang, S., Li, E., Wu, Y., Hou, O.: Understanding Web 2.0 service models: a knowledge-creating perspective. While efficiency and effectiveness are by now a consolidated policy priority of eGovernment both at EU and at Member State level, the evidence proving the achievements remain still limited and anecdotal as shown in most recent state of the art reviews. Much still remains to be done in terms of devising and implementing robust methodologies and of building measurement capacities across EU27 before the eGovernment benchmarking of impacts envisaged in the i2010 eGovernment Action Plan becomes a reality. For this reason five of the essays in this issue are of a reflective nature and provide theore To determine the necessary set of measures to ensure security, a model for creating a security system was built. To take into account the interests of all those involved in the process of implementing new information technologies, a model for assessing the effectiveness of the security system has been built. However, automation, in addition to increasing the effectiveness of professional activities, is accompanied by the strengthening of traditional and the emergence of new risks to the safety of professional activities [4, 5]. Topical issues of initiatives of academic excellence are management models and the role of the state, methods for assessing the effectiveness and distribution of funding between universities [6]. 2. Terms of reference.