



Digital Communication: Website Evaluation

This activity is designed to reinforce the module-wide focus on how our clients view preventive healthcare, and is executed through the lens of a website evaluation. Students will have the opportunity to practice the material taught in the digital communication section of the online module.

Website Evaluation

Time: 30 minutes

Group Size: 4–6

Materials Needed: Printed worksheets; Computer/projector

Student Requirements: Personal computers / tablets / smart phones

NOTE: The websites in this activity are displayed as static images, and are not interactive. This has been done so the activity can be performed in a limited amount of time.

Divide students into groups, and pass out the activity worksheets. Assign groups to one of the three websites, and provide approximately 15 minutes for students to evaluate the sites based on the criteria from the online video lecture and the worksheet.

After students have had the opportunity to discuss in groups, bring the class together again. Load the website PowerPoint, and lead a discussion with those groups assigned to website A. Repeat for the other websites.

Facilitation questions might include:

1. How did you feel about the clinic you were evaluating?
2. Why would you / would you not visit them?
3. What does this website do well?
4. What would make this website even better?
5. What, specifically related to preventive care, would encourage you to visit this practice more?

Website 1: Averie Animal Hospital

Keys to a Client-Attracting Website

Group Evaluation of this Website

BEAUTIFUL	<p>Positives:</p> <ul style="list-style-type: none"> + The colors of the website are warm and inviting + There is an obvious button for emergencies <p>Considerations:</p> <ul style="list-style-type: none"> - The site does not showcase the human-animal bond. In fact, the pictures of the hospital building with an empty parking lot, an empty surgery suite, and the kennels detract from the clinic's overall image - The surgery picture and dentistry pictures are too graphic
What is your overall impression?	
Does it showcase the human-animal bond?	
Is it warm and inviting?	
SIMPLE	<p>Positives:</p> <ul style="list-style-type: none"> + The pages are not overcrowded, and are easy to navigate + The team photo is friendly and inviting + The surgery and dentistry information is clear and written at a level appropriate for clients <p>Considerations:</p> <ul style="list-style-type: none"> - The bios do not correspond to individuals in the photo; we do not know who is who - The bios are of varying lengths, and could be made more uniform - Depending on the clinic, it might be best to remove the references to politics and religion from Dr. Bernard's bio
Can you find the information you need?	
Do you know what you should do next?	
EFFECTIVE	<p>Positives:</p> <ul style="list-style-type: none"> + There is a phone number listed to call for appointments + There is an obvious button for emergencies <p>Considerations:</p> <ul style="list-style-type: none"> - There are no online services, such as a pharmacy or appointment scheduler
Is there a clear call to action?	
Is there a reason to return to your website in the future?	

Website 2: Park Grove Veterinary Clinic

Keys to a Client-Attracting Website

Group Evaluation of this Website

BEAUTIFUL	<p>Positives:</p> <ul style="list-style-type: none"> + The website contains many images that showcase the human-animal bond <p>Considerations:</p> <ul style="list-style-type: none"> - The photos listed under Pinterest might be off-putting and should be changed
What is your overall impression?	
Does it showcase the human-animal bond?	
Is it warm and inviting?	
SIMPLE	<p>Positives:</p> <ul style="list-style-type: none"> + There appear to be a number of buttons, but the website is fairly easy to navigate + The bios make clear the role of the individuals in the clinic + The surgery and dentistry information is clear and written at a level appropriate for clients <p>Considerations:</p> <ul style="list-style-type: none"> - The photos of the staff are not uniform in any way. The photo for Becky might be considered unprofessional - Some of the bios are written in first person, some are written in third person, and one is missing
Can you find the information you need?	
Do you know what you should do next?	
EFFECTIVE	<p>Positives:</p> <ul style="list-style-type: none"> + There is a "My Pet Portal" button which, though not explained, can be assumed to be a reason to return to the website <p>Considerations:</p> <ul style="list-style-type: none"> - There is no clear call to action
Is there a clear call to action?	
Is there a reason to return to your website in the future?	

Website 3: The Pet Vet

Keys to a Client-Attracting Website	Group Evaluation of this Website
<p style="text-align: center;">BEAUTIFUL</p> <p>What is your overall impression?</p> <p>Does it showcase the human-animal bond?</p> <p>Is it warm and inviting?</p>	<p>Positives:</p> <ul style="list-style-type: none"> + The staff photos are uniform and professional <p>Considerations:</p> <ul style="list-style-type: none"> - The home page is unattractive and features a “wall of text” - The photos of the surgical and dental equipment are high quality, but do not showcase the human-animal bond
<p style="text-align: center;">SIMPLE</p> <p>Can you find the information you need?</p> <p>Do you know what you should do next?</p>	<p>Positives:</p> <ul style="list-style-type: none"> + The bios make clear the role of the individuals in the clinic <p>Considerations:</p> <ul style="list-style-type: none"> - There are too many options, making this website difficult to navigate - Two bios are missing, and should be added for consistency - The surgery and dentistry information are not written at a level appropriate for clients
<p style="text-align: center;">EFFECTIVE</p> <p>Is there a clear call to action?</p> <p>Is there a reason to return to your website in the future?</p>	<p>Considerations:</p> <ul style="list-style-type: none"> - There is a call to action, but no phone number listed - A “make appointment” button is buried on the right side - There are many reasons to return to the website, however the poor navigation likely negates these reasons