

Website Evaluation Report

Websites Evaluated

The websites evaluated pertain to dog walking within the Saint Louis, Missouri area. The first site is WAGS Dog Walking, found at <http://www.wagswalkers.com/>. The second site is Pet First Pet Care, found at <http://www.petfirstwalkersnsitters.com/>.

Website Design

WAGS and Pet First are both subdivided into logical supporting pages. WAGS' St. Louis page has a top banner that scrolls through information about the company. The user can click on any to "Learn More". The top of the page also includes several tabs, including "Services", "About Us", "Happy Client", "Contact", "Locations" and "Book in St. Louis", that users can click to be taken to another page. Pet First has their tabs on the left side of the page, including all of their services, a blog, "Testimonials", "Contact Us", and more. Once the user clicks on the "Dog Walking, Pet Sitting & House Sitting" tab, they are taken to another webpage. The information on this page is very detailed and requires the user to scroll quite a bit.

Both sites display sound design principles, with uncluttered spaces, subdued backgrounds, and coordinated colors. Pet First's site however is a bit bright, which may be displeasing to some users. Navigation appears to be easy to understand, with clearly labeled tabs, sections, etc. The tabs stay the same on each page, which makes for easier navigation for the user. The homepages on both websites appear to be linked on all subsequent pages. The WAGS homepage can always be accessed by clicking on the WAGS icon in the center top of the page. The Pet First homepage can always be accessed via the "Home" tab on the left side of the page. The multimedia used most by both websites are

pictures, and they appear to be used correctly. They are in appropriate places on the webpage, add to the content, and load quickly. Both websites utilize sans-serif type font that is large enough to read and contrasts nicely with the background, without being too stark. The sites content is perfectly accessible, though the information given on Pet First is abundant and requires a lot of scrolling.

Website Content

The title for each of Pet First's webpages is the same "Top Dog Walking & Pet Sitters in St. Louis – Top Dog Walking, Pet Sitting & House Sitting in St. Louis". The title used for WAGS changes depending on the tab accessed. For example, clicking on the "About Us" tab gives the title "About Us – Wags Walkers in St. Louis, MO". The links on both websites seem to be appropriate to the content within the site. The majority of links found within Pet First appear to be in working order. However, one broken link was found, <http://www.meetthefutureofpetidentification.com/>. There are fewer links within WAGS, and all appeared to be in working order.

The content on both sites is in-depth. They each answer questions and give information pertaining to the pages interest. Both pages are geared toward animal lovers and the information is given in a friendly manner. The information on both websites appear to be accurate and current, however more in-depth research would have to be done to learn if pricing has changed. The sites serve useful purposes for animal lovers interested in dog walking and other services.

Website Credibility

The Pet First website includes copyright information for the page and logo, and includes a "Meet the Owner" tab that allows users to read about the owner of the company

and site. The WAGS website includes copyright information for the page, and an “About Us” tab that allows the user to get to know the owners. WAGS has a “Contact” tab that gives phone number, email, mail, and their hours. Pet First has a “Contact Us” tab that gives users the phone number and email address. There is also a “Contact Us Today” form on every webpage. Neither site appears to have any bias (unless pet lover is a bias).

The material on the sites appear to be original to the site. Punctuation, spelling, and grammar are appropriate on both. The content on Pet First appears to be excessive, and would have been better broken into sections or bullet points. The Pet First site was created or updated in 2016, and WAGS was updated or created in 2015. Overall, both sites have their benefits and drawbacks. For instance, WAGS appears to be easier to navigate than that of Pet First, but Pet First’s contact options were readily available on every page.

Frank Talerico Jr

11:04amSep 2 at 11:04am

Hey Angelica,

I was interested to see how well these websites were developed considering that they were made to give information on a specific group of people (dog walkers in the St. Louis area). I was surprised to see that there were 2 websites available for this demographic. The fact that the Pet First website had an actual broken link may turn people away since this can look as unprofessional and lead people to use the WAGs page instead. Also, when it comes to getting information on such a specific topic like dog walkers, a web page with less links (WAGs) may be the better option because it does not require the user to have to navigate more than is necessary.

Both websites rely on basic multimedia (photos) but both may want to reconsider this the next time the pages are updated. Having more and more people expecting a slick and up-to-date web page requires the developers to design a page with this in mind. Utilizing more advanced multimedia may give one page an advantage over the other.

You did a great job overall on this assignment. I would like to have seen a few more examples of the benefits/drawbacks of these websites in the credibility section. Nice work!

Courtney Horr

6:29pm Sep 2 at 6:29pm

Hello Angelica,

Between the two sites, I believe that WAGS has a more user-friendly and streamlined appearance. All of the information needed appears to be in one convenient area. This site also has less tabs than Pet First's, but I think it would be up to the client as far as personal preference. I know some who would prefer Pet First's business because they get to see a more personal side of the business, such as information on the owner and her furry daughter.

These were both fun websites to explore! Thanks for sharing these.

Nicole Tuter

9:25pm Sep 2 at 9:25pm

First, I think it is a cute touch that the WAGS logo "wags" when rolled over. I feel that WAGS has the advantage over Pet First in multiple areas. At first glance it is the more professionally done and the more attractive. When I am looking for information from services such as these online, a site that is easy to navigate and streamlined in appearance, shows me that their business is as well. A website that has broken links and is harder to use gives me a poor image of that business. Also, the next thing I look for are references from other customers. Both sites have these, but WAGS includes pictures that are laid out in an interesting format, which I think is refreshing.