

# Evaluation

I will evaluate this website from point of user view , so the main points that I will focus on :

## 1. Design

- Responsive web design
- colors

## 2. Usability

- Buttons
- Easy to do digital Ads

## 3. Functionality

- Automated Ads
- Chat pot
- Optimisation and A/B testing
- Pushing this Ads on (Google Adwords, Facebook Ads, Bing , .....)

## 1-Design

- Responsive web design :-

The website has refleixable view in many devices so when I try it in phone the view of website was vey good

- Colors :-

The colors for the website was suitable and using white Colors in fonts with dark colors in the background that Make you speak to the user. And using A red button to draw your viewers attention so they are more likely to click that button.

## 2-Usability

- Buttons :-

The buttons is not much more need so it is useful for The people who use the website for the first time and Guide them in a good way.

- Easy to do digital Ads :-

The steps for doing an campaign or simple Ads is easy and can do it in fewer steps.

## 3-Functionality

- Automated Ads :-

This function help you to make your creating of Ads if very easy by using AI

- Chat pot :-  
It helps you to know more about the website and ask for any thing that is not clear and get more communication with the user
- Optimisation and A/B testing :-  
Using this technic you can compare between different version of your website and choose and determine which one is better.
- Pushing this Ads on (Google Adwords, Facebook Ads, Bing)  
By using this methods to make your Ads it`s increase the people who see the Ads by cover many people in many stages.
- This is some suggestion :-
  - First we can add up arrow to make you up to the top of  
The website without scrolling up for while.
  - you can make app for this website to make the user keep with their campaign news and make it easy to do Ads and using website but from phone.

