**Chapter 12: Developing and Maintaining Effective Websites**

**MULTIPLE CHOICE**

1. When setting objectives for a website, marketers must be concerned about:

|  |  |
| --- | --- |
| a. | a website that offers entertainment to visitors. |
| b. | making sure the website is equipped to conduct ecommerce. |
| c. | the role of the site in overall marketing strategy. |

ANS: C REF: p. 323

2. Typical website objectives include:

|  |  |
| --- | --- |
| a. | creating "buzz" about the new site. |
| b. | providing information for employees. |
| c. | providing customer service and support. |

ANS: C REF: p. 320

3. The nature of website objectives will depend on:

|  |  |
| --- | --- |
| a. | tasks visitors expect to perform on the site. |
| b. | the types of hardware and software that will be used. |
| c. | how visitors are going to be attracted to the website. |

ANS: A REF: p. 323

4. In developing the site navigational structure it is important to:

|  |  |
| --- | --- |
| a. | have every page represented on the main navigation bar. |
| b. | construct a hierarchical diagram of site structure. |
| c. | turn it over to technical personnel who have the necessary expertise. |

ANS: B REF: p. 329

5. Which of the following are true statements about the content of a website?

|  |  |
| --- | --- |
| a. | Content must be determined by how much information the website is able to store. |
| b. | Most visitors will only skim the content. |
| c. | It can be taken directly from the enterprise's other marketing materials. |

ANS: B REF: p. 327

6. Among the web design elements that help create a satisfactory customer experience are:

|  |  |
| --- | --- |
| a. | dramatic and attention-getting graphics and other visuals. |
| b. | multiple navigations aids like breadcrumbs and different colors for followed links. |
| c. | pages that have a lot of text and are able to answer all the visitor's questions. |

ANS: B REF: p. 337

7. Overstock.com’s success on the web stems from:

|  |  |
| --- | --- |
| a. | the level of satisfaction with the customer experience on the site. |
| b. | its multichannel approach. |
| c. | both of the above. |

ANS: C REF: p. 331

8. A \_\_\_\_\_\_\_\_ is a partially-functional web page that target customers can evaluate.

|  |  |
| --- | --- |
| a. | prototype |
| b. | beta site |
| c. | wireframe |

ANS: A REF: p. 334

9. Among the types of testing that marketers can do to improve their websites are:

|  |  |
| --- | --- |
| a. | concept testing, beta testing, and monitoring customer feedback. |
| b. | prototyping, exploratory marketing research like focus groups, and beta testing. |
| c. | both of the above. |

ANS: C REF: p. 334

10. Which of the following are true statements about customer experience on a website?

|  |  |
| --- | --- |
| a. | Customer experience describes what happens to users on a single visit to a site. |
| b. | Marketers can do little to affect the nature of customer experience on a website. |
| c. | The components of good customer experience may be different in various channels. |

ANS: C REF: p. 339

11. Which of the following is a true statement about website maintenance costs?

|  |  |
| --- | --- |
| a. | Maintenance costs are not a concern of marketers. |
| b. | Maintenance costs will not begin to occur for several years after a site is developed. |
| c. | Yearly maintenance costs may be several times the size of initial development costs. |

ANS: C REF: p. 345

12. Typical website objectives include:

|  |  |
| --- | --- |
| a. | making sales. |
| b. | generating sales leads. |
| c. | both of the above. |

ANS: C REF: p. 320

13. Identifying and describing the target audience for a website:

|  |  |
| --- | --- |
| a. | is one of marketing's responsibilities in the website development process. |
| b. | requires marketing research in addition to that about the offline target audience. |
| c. | has already been done before website development begins. |

ANS: A REF: p. 322

14. Among the marketing objectives that help create a satisfactory customer experience are:

|  |  |
| --- | --- |
| a. | the visitor experience on the site. |
| b. | dramatic and attention-getting graphics and other visuals. |
| c. | interactive elements like games and videos. |

ANS: A REF: p. 342

15. Technology that is helpful in understanding how visitors consume website content is:

|  |  |
| --- | --- |
| a. | eyetracking technology. |
| b. | research technology. |
| c. | content maps. |

ANS: A REF: p. 327

16. The site navigational structure:

|  |  |
| --- | --- |
| a. | the first step in the web development process. |
| b. | a technical issue to be handled by the informational technology department. |
| c. | takes into account how easy it is to move around the site. |

ANS: C REF: p. 329

17. Tests that marketers can perform to improve their websites include:

|  |  |
| --- | --- |
| a. | alpha testing. |
| b. | concept testing. |
| c. | navigation testing. |

ANS: B REF: p. 334

18. In the Shopzilla (Bizrate) rating of website quality:

|  |  |
| --- | --- |
| a. | purchasers are surveyed at the time of purchase and after some time has elapsed. |
| b. | visitors are asked to rate the ease of using the website. |
| c. | both of the above. |

ANS: A vp. 335

19. Among the interactive elements that create engaging online experience on the Disney site are:

|  |  |
| --- | --- |
| a. | site content written by company experts. |
| b. | video clips and photographs posted by customers. |
| c. | site ratings by customers. |

ANS: B vp. 340

20. Improvements to a website may include:

|  |  |
| --- | --- |
| a. | frequent incremental improvements. |
| b. | major revision and relaunch as warranted. |
| c. | both of the above. |

ANS: C REF: p. 333

21. Deploying and tuning the site:

|  |  |
| --- | --- |
| a. | needs to be performed by the marketing department. |
| b. | indicates how other marketers are creating online customer experience. |
| c. | is essentially a technical task. |

ANS: C REF: p. 333

22. The Staples website provides a good example of:

|  |  |
| --- | --- |
| a. | a website that was functioning poorly and needed to be redesigned. |
| b. | a component in the program of a multichannel marketer. |
| c. | a support website to drive customers to the appropriate retail store. |

ANS: B REF: p. 343

23. A true statement about the Staples brand promise is:

|  |  |
| --- | --- |
| a. | it is integrated throughout their various sales and communications channels. |
| b. | a brand promise is not relevant to a retail store. |
| c. | a different brand promise drives website and offline communications. |

ANS: A REF: p. 343

24. The personas used in the redesign of the Staples website:

|  |  |
| --- | --- |
| a. | were the product of the outside design firm. |
| b. | were produced instead of doing research on the customer. |
| c. | represented important segments of Staples customers. |

ANS: C REF: p. 344

25. Which of the following is a true statement about website maintenance costs?

|  |  |
| --- | --- |
| a. | Maintenance costs will not begin to occur for several years after a site is developed. |
| b. | Yearly maintenance costs may be several times the size of initial development costs. |
| c. | Maintenance costs are not a concern of marketers. |

ANS: B REF: p. 345

**TRUE/FALSE**

1. Providing satisfying customer experience is a key criterion for successful websites.

ANS: T REF: p. 342

2. Alt tags are useful in providing information in detail about images on the site.

ANS: T REF: p. 330

3. Cascading Style Sheets make it more difficult to update a website.

ANS: F REF: p. 337

4. Website objectives should be established solely on the basis of the AIDA process that is well-known to marketers.

ANS: F REF: p. 323, 324

5. Bread crumbs provide the ability to track and measure site effectiveness.

ANS: T REF: p. 330

6. Designing site for accessibility by the physically challenged is too expensive to be a good business practice.

ANS: F REF: p. 322

7. Most website visitors skim content instead of reading it word by word.

ANS: T REF: p. 337

8. The navigational structure of the website is a technical issue to be handled by the IT experts.

ANS: F REF: p. 333

9. A heatmap helps visitors understand the layout of a website.

ANS: F REF: p. 327

10. The entire web development process should focus on usability from the perspective of the visitor.

ANS: T REF: p. 333

11. The site should be tested when and only when it is completely functional and ready for visitor use.

ANS: F REF: p. 333

12. A site is “sticky” if it is difficult to leave and often revisited.

ANS: T REF: p. 320

**ESSAY**

1. The process of developing a customer-focused website should be an iterative one, with research and testing taking place at several stages in the process. Discuss meaning and importance of this statement, giving detail about what kinds of research and testing can be done and at what stages.

ANS:

This question gives students an opportunity to talk about the stages as well as the type of tests that can be used. The trade off they should recognize is techniques like concept tests used early in the process can be relatively inexpensive and useful, but respondents don't have an opportunity to work with the full site. Later in the process, as a beta or complete site, they do. However, changes at later development stages may be difficult and/or expensive. This is a good argument for testing early and often.

REF: p. 323

2. Explain the kinds of measures that can be used to evaluate customer satisfaction with the website experience. Then explain in some detail how a marketer might go about using one of the specific techniques you have identified.

ANS:

Students could build their answer around concept, prototype, beta and full-usability testing. They could also discuss the Forester methodology for using expert judgment to evaluate sites. This is one of Forrester's research products, or a firm could train employees to evaluate their site and those of competitors on these criteria. Shopzilla is a commercial research product. The ratings are available free to consumers and they have other services built around the research data that they offer to marketers. Hopefully students will recognize that whatever technique is chosen, it should be used with care and consistency.

REF: pp. 335-336

3. Discuss how marketers might design their sites differently to optimize customer experience based on whether the site is transactional versus experienced based. Use an example of each kind of site and give three examples of tools and techniques that could be used to create a smooth customer experience.

ANS:

Students can use the Temkin web experience ratings to provide an example of a transactional site, i.e., Amazon. Smooth search, ordering and customer service are examples of ways to provide a seamless customer experience on a transactional based site. On an experienced based site such as Disney, marketers need to focus on interactivity and allowing customers to post their own information on the site and share their experiences with others, among other site elements.

REF: p. 338