

Website Visitor Profiling and Usability

iReach Summer Seminar Series

Is your website driving sales or sputtering to a standstill as potential leads pass you by?

Website Usability can be considered in 2 parts.

First, does a website work as you envisioned when you first launched? When visitors navigate from one place to next, do they end up where you want them, doing what you expected? Are you promoting the brand message or products suitable to such users?

Second, are your initial intentions serving the needs of costumers, or do visitors leave your website frustrated, uninterested or generally lost? If you are not sure, consider scheduling a review. Internet usage continues to boom in Ireland, with 1.4 million online users representing 56% of the Irish adult population.

It's time for a tune up. If you believe your website is underperforming, It's time to get a usability check-up.

Seminar Content:

- iReach research findings on changing Online Demographics in Ireland
- Evolving Online Media and Advertising Channels
- Impact of Social Networking and New Media
- Discover the key Steps to Website Usability

Key Benefits:

LEARN about new research on Irish Online Usage and Demographics.

IMPROVE your understanding of new Online Marketing Channels to know when they are most suitable

APPRECIATE the changing dynamics of Marketing with new digital media.

ACQUIRE skills, knowledge and inspiration to run effective Marketing Projects in a Connected Digital world.

NETWORK with other marketing executive from across the Irish marketplace



Who should attend
Marketing Professionals, Brand Managers, Research Managers, Website Designers and Content Owners.

Upcoming Dates
July 22nd at 15:30pm
(Refreshments Provided)

July 24th at 12:30pm
(Lunch will be provided)

Location
Grattan House,
Temple Road
Blackrock
Co. Dublin

Admission is free

Registration:
Please call Brooke on 01-210 7000 or email
brooke@ireach.ie

Also available as
live Webinar

