

**YOUR WEBSITE HAS
THOUSANDS OF PAGES
AND IT'S GROWING EVERY DAY.
HOW ARE YOU GOING TO FIND OUT
ABOUT THE CRITICAL ERROR
ON PAGE 4,692?**

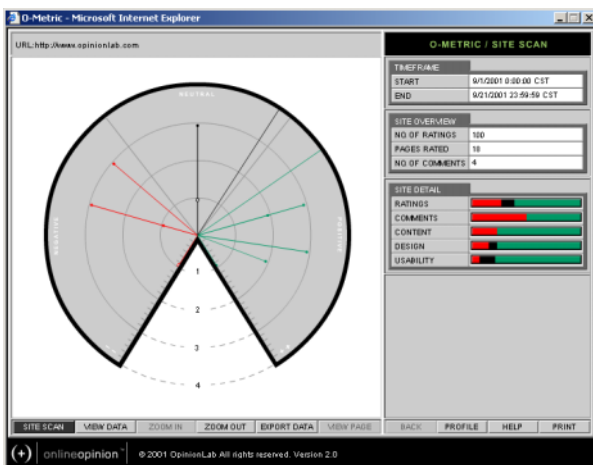


USER EXPERIENCE OPTIMIZATION

Given that the average commercial website has hundreds, if not tens of thousands of Web pages, it is highly probable that numerous content errors exist on the website. The question becomes how do you identify and fix these issues? The task becomes even more daunting when you consider that many websites change daily, if not hourly.

Fortunately, OpinionLab has proven that if you empower your Web users with a continuous, page-specific feedback system, they will tell you about the problems they encounter.

OpinionLab offers a suite of Enterprise Solutions that enable large, commercial websites to optimize their user's experience across thousands of Web pages.



O-Metric Report

• **24/7 Metric Toolkit:** An always-available toolkit of data collection and reporting tools used to diagnose problems with specific Web pages.

- In terms of data collection, the Toolkit includes the standard "O" and all its variants - e.g. Search "O", Transactional "O", etc.
- In terms of reporting, the Toolkit includes the Scan Graphic, the O-Metric report, the Page Viewer, and if necessary, the ability to export your data into your own analysis software.

**LISTENING TO ONLINE USERS IS A LONG-TERM COMMITMENT.
A WEBSITE CANNOT LISTEN TO ITS USERS TODAY,
AND IGNORE THEM TOMORROW. VISITORS WILL NOT ACCEPT THAT.**

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