

This document is a brief summary of an original 2000-word document produced for 'Reading film and video makers' in May 2005 by **Get Sticky Design**.

Website Evaluation for readingfilmandvideomakers.org.uk

Functionality

The site currently works well, at least on the surface, in **Internet Explorer 5.01/5.5/6.0** and **Firefox 1.04** on a Windows system (other browsers/systems as yet untested), but much of the code used behind the pages is deprecated and will soon cease to display correctly, if at all, in future Web browsers. The program used to create the pages (**Adobe PageMill 3.0**), is out of date (1999), and does not insert the correct code to ensure that the site will display across all systems and Web browsers. Either the program should be updated, or the code should be inserted manually, or the site should be updated externally in order to ensure the long-term functionality of the Website.

The size of the pages is generally very low, which is good, apart from a few exceptions of over-large .jpeg images.

[snip]

Search Engine 'friendliness'

Prospective new members will most likely use certain keywords when trying to find your Website. They are more likely to use country-specific search engines (google.co.uk rather than google.com, for example), as they are searching for a local service.

The Website has the advantage of longevity on its side, such that Google UK and Yahoo UK rate the keywords **reading, film, video, club** very highly in a number of combinations. The choice of Website domain name, **readingfilmandvideo.org.uk**, was also important here, and helps ratings significantly, as three very key words are used. Repetition without excess, of these words on the 'homepage', and in the title of the document, also helps. The domain extension (.org.uk) has been correctly and wisely chosen.

[snip]

1. Overall Assessment Summary

The site lacks visual appeal; something which should go hand-in-hand with a club whose main premise is to be visually creative. The navigation may be obvious and meaningful to the current membership, but much interesting and valuable information is hidden deep within the Website. Even basic membership information and details of how to join the club are hidden away within an Adobe .pdf file. This information should be directly accessible from the homepage. A contact form could also be added, as could a search bar, and a forum for either current members only or for general Website visitors.

2. Problem Area Report

There are basic HTML coding issues which need to be addressed. These are simple to remedy, and at the same time, the coding could be 'upgraded' to XHTML, and make use of CSS (Cascading Style Sheets), for all formatting. In essence, what this means is that the Website would be assured to display well across a range of Web browsers and computer platforms both now and in the foreseeable future. Formatting changes to colour/size/positioning etc. are much easier and faster to make 'site-wide' when using CSS.

3. Recommended Next Steps

- Update coding
- Correct link errors
- Adjust text sizing and alignment
- Put a link on the homepage to tell potential members how/where to join
- Keep the homepage **current** – remove any archive material to another page
- Get rid of any text that says 'Click here' – we all *know* that we have to 'click here'!

[snip]

**COMPARISON VIEWS OF R.F.A.V. WEBSITE – Current Website/potential new Website
(both displayed at 1024px x 768px/Windows XP Pro/Firefox Web browser/viewed Full Screen)**

Note: The potential changes have been given a colour scheme as suggested by a generic photo chosen for its attractiveness, *not* its relevance.

Reading Film and Video Makers

web site maintained by Tony Colville

Welcome to our web site

[Click here to play a short Flash movie with sound \(135Kb\)](#)

[Click here to view a 1min30sec film of 2003 Oscars night](#)

The movie above needs Windows Media Player installed on your PC

Reading Film and Video Makers are an active group of keen film-makers and videographers who meet regularly and we aim to help, support and encourage anyone interested in film or video by providing :

- Regular [weekly meetings](#) from September through May
- Advice on equipment
- Practical demonstrations
- Sharing knowledge and experience
- Talks from experts
- [Making club videos](#) and films
- Visits to and from other clubs
- Club and inter-club [competitions](#)

R.F.V.M. is affiliated to the

Reading Film & Video Makers

[add us to your favourites](#)

Welcome to Reading Film and Video Makers

We are an active group of keen film-makers and videographers who meet regularly and aim to help, support and encourage anyone interested in film or video.

Why not Join Us?

- ▶▶ Regular [weekly meetings](#) from September through May
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- ▶▶ Club and inter-club [competitions](#)

R.F.V.M. is affiliated to the I.A.C.

[Play a short Flash movie with sound \(135kb\)](#) - requires Macromedia Flash

[View a 1min 30sec film of 'Oscars Night' 2003 \(2.38Mb\)](#) - requires Windows Media Player

Website maintained by **Tony Colville**

Points to note (basic list)

- The frames have been disposed of
- There is added colour interest and a cleaner, brighter look
- The photography is of a professional standard
- The pointed list has been given customised graphics (reminiscent of a clapperboard chevron)
- The menu items change colour/background on highlight or selection (the current page is always highlighted – you know where you are within the site)
- There is an add to favourites link at the top of the page
- The quality of the previous graphics has been improved (plus one – 'IAC' - is now in colour)
- The headings and content are now more structured, and more semantically correct
- Default text sizes have been changed and particular points have been re-positioned according to importance and relevance
- The navigation structure has not yet been altered, but already it is clearer and easier to read