

1. First Impressions (1 - 9 score) Assessed according to: Graphic quality, general appearance, speed of load	6	Search engine friendly (5 tests)	
2. Ease of use (1 - 9 score) Assessed according to: Structure, menu / navigation, accessibility	3	Search engine friendly 1 / 5 (1 - 9 score)	2
3. User experience (1 -9 score) Assessed according to: Interactive features, functionality, general engagement	4	Page title tags	
4. Credibility (1 - 9 score) Assessed according to: Access to contact info, grammar, typos	6	Search engine friendly 2 / 5 (1 - 9 score)	4
5. Marketing tool (1 - 9 score) Assessed according to : calls to action, customer focused, up to date, impact of key messages	2	Meta tags	
6. Conversion (1 - 9 score) Assessed according to: Original, innovative content / ideas / features that may have a positive effect on visitor conversion	2	Search engine friendly 3 / 5 (1 - 9 score)	3
		Links	
		Search engine friendly 4 / 5 (1 - 9 score)	6
		Copy	
		Search engine friendly 5 / 5 (1 - 9 score)	4
		Architecture	

Conclusion

A credible site with a professional look and feel, and relatively easy to navigate. Lacking in interactive features and has a rather introverted perspective, focusing on products and services rather than client / visitor needs. If search engine traffic is important to the success of the site, more work could be undertaken to achieve better rankings.