

## **CIDC2006 Conference Paper Abstract details**

**Title:**

*Crawler visibility and human usability of a government services website from a technomunity angle.*

**Abstract:**

The primary objective of this research project was to determine how the capegateway website measures up in the website visibility and usability stakes. The correct use of search engines could assist users in identifying and assessing relevant information in the shortest time possible. For this process to be successful, the search query must be formulated correctly. This involves the nomination of keywords, perceived by the user to be the most accurate in describing the information need. Secondly, the way in which the website has been designed plays an important role. This is to not only ensure that the website is indexed by search engines, but also to ensure that the website is ranked highly during a search. The capegateway website was analyzed and measured against generally accepted good practice measures in visibility elements. Secondly, the human element in website design involves recognition of the usage patterns and preferences of the human visitor. Much research has been done about user-friendly design, reading patterns, click rates, etc. However, it is also claimed that the implementation of these issues in real-life websites lag far behind the theory. A number of usability tests have been done to determine if this claim is true or not for the chosen website. Results seem to indicate that the website under consideration does not make full use of either visibility or usability techniques. As a result, it might not reap the maximum benefit possible in terms of being Internet exposure, and of providing a satisfying user experience. The primary conclusion reached is that implementation of basic good practice of both issues at hand will improve the standing of this website.

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