What makes you an internet outlier?

Your H.E.M!

Son, what is a good web page?

I asked my ten year old and he answered:

1. "It needs to work"
2. "It needs to have interesting information on it"
3. "It has to be sorted and organized so I can find what I want to find easily."

He brought up Amazon and talked about the menus and color coding and how easy it was to find what he wanted. He had the basics down….

Is the page Holistic

"Relating to or concerned with wholes or with complete systems rather than with the analysis of, treatment of, or dissection into parts." Do all the parts of this page make a complete system?

Measurement:	Defined or measured by:
Code Compliance	An assessment of relative compliance based on the W3 validator for your doctype
Page Speed	Y-Slow
Page Relevance	Measure word repetition broad and exact match, Internal link analysis, and keyword visibility
Tally of Features	Does the page have these things: Grid view, reviews, ratings, search, categorized view, tag based view, videos, photos, sub-headings, related products

Code Compliance

Compliant pages are more useful, better organized and easier to understand.

Measurement based on assessment of W3 validator.

- If the page validates, it works on more browsers, more often and functions properly for the largest portion of your audience.

Page Speed

Why care about page speed?

1. Less cost to serve per page
2. Higher ROI per visitor
3. Greater LTV

0.1 second improvement in load time = 1% increase in Revenue

Source: Amazon

Page Relevance

A relevant page gives the user the information he/she is looking for.

Page relevance is measured by:

1. Analyzing keyword repetition using broad match and exact match

2. Looking at internal links – are all pages well connected?

3. Looking at the occurrences of the keyword (broad and exact) above the fold = keyword visibility

Tally of Features

A well organized content rich page holds interest longer

What are the most important product features to a good landing page?

- Grid view
- User reviews
- User ratings
- Easy access to search
- Categorization system for products
- Tag based navigation system for products
- Videos
- Photos
- Sub-headings
- Related products

Does the page provide Enlightenment

"The attainment of knowledge or insight." Did people 'get' this page?

Measurement:	Defined by:
Social Proof	1. Inbound links 2. Facebook fan count, Twitter followers, Google +'s, YouTube Channel 3. Online news mentions without a link
Reading Level	Linguistic Analysis Tools

Social Proof

If you are socially accepted you are more popular.

Do other people care enough about this page / brand to talk about it and share it elsewhere online?

1. Inbound links
2. Facebook fans
3. Twitter followers
4. Google+ followers
5. Youtube subscribers
6. Online news mentions (no link)

Reading level

The right reading level leads to instant understanding

Reading level can indicate a few things about a document:

1. Intended audience

2. Subject Matter Expertise of the author

3. How the company / publisher views the market

Test results for reading level

Readability Results

The following table contains the readability results for http://www.amazon.com/ ⬈.

Reading Level Results

Summary	Value
Total sentences	650
Total words	1471
Average words per Sentence	2.26
Words with 1 Syllable	838
Words with 2 Syllables	315
Words with 3 Syllables	155
Words with 4 or more Syllables	163
Percentage of word with three or more syllables	21.62%
Average Syllables per Word	1.76
Gunning Fog Index	9.55
Flesch Reading Ease	55.87
Flesch-Kincaid Grade	6.03

http://juicystudio.com/services/readability.php

The Gunning Fog index, shown in the right, depicts the grade level for a given text.

Test for Nytimes.com

Readability Results

The following table contains the readability results for http://www.nytimes.com/ .

Reading Level Results

Summary	Value
Total sentences	691
Total words	2889
Average words per Sentence	4.18
Words with 1 Syllable	1700
Words with 2 Syllables	593
Words with 3 Syllables	294
Words with 4 or more Syllables	302
Percentage of word with three or more syllables	20.63%
Average Syllables per Word	1.72
Gunning Fog Index	9.92
Flesch Reading Ease	56.88
Flesch-Kincaid Grade	6.36

http://juicystudio.com/services/readability.php

A score at or near sophomore level, high school, seems optimal based on the Nytimes.com home page.

H.E.M. = Holistic Enlightenment Metric

Is your page Holistic? It is if it gives clear, well rounded, comprehensive information.

Does your page Enlighten me? Do people look at this page and get it instantly? Is it a "eureka" moment for them because their reason for visiting the page was justified?

What is your H.E.M?