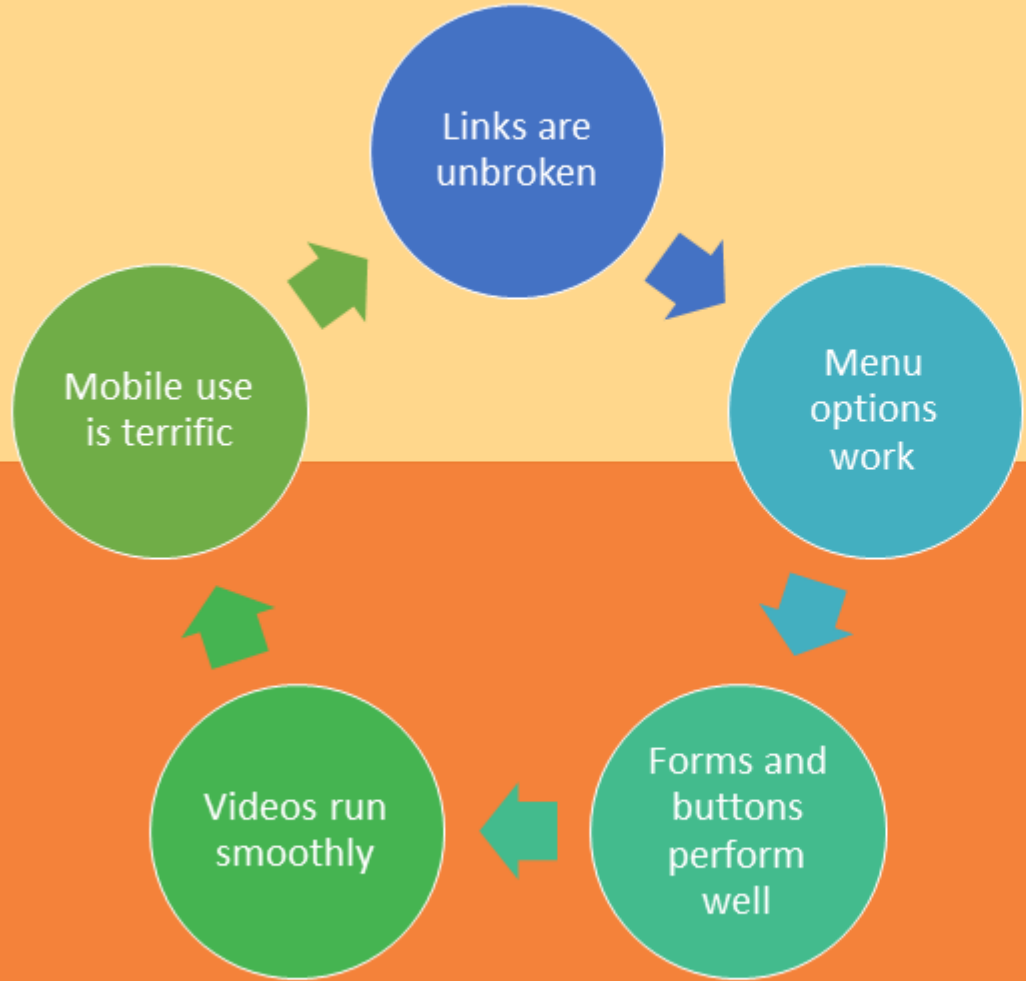
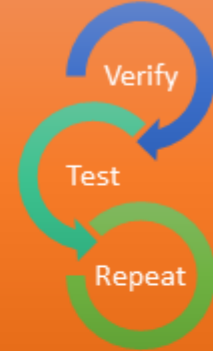


Website Functionality



- Do a functionality check at least monthly
- Test on mobile devices as well
- Test all new functionality both before and after it goes live
- Have someone else test that wasn't involved in design process



Consistently good functionality



- Lowers abandonment rate
- Raises viewer satisfaction
- Fosters confidence in your process
- Increases rate of return traffic
- Supports your website message