

Website evaluation

[Business](#), [Marketing](#)



The site creates a 'Keep It Simple Stupid (K. I. S. S)' impression among its users. It does not disappoint in terms of its usability and mobility. Once a user is on the homepage, everything is well illustrated to direct him or her to the next step. Grammarly. com places much emphasis as to why it is the world's best grammar checker. It goes ahead to outline ten reasons why its users will love it. It also employs the inverted pyramid principle of relaying information. The site emphasizes on correcting grammatical errors as its main service, then continues to outline at the bottom that it is also a plagiarism checker. Such an organized layout ensures that the homepage captures the important information to convince its users as to why they should proceed to use it. The site achieves a convincing value-proposition from the layout and inverted pyramid structure of information. The site also recognizes the value of social media as a platform for online exposure. It is integrated with Twitter (38, 000 followers), Facebook (3 million likes) and Google (1. 7 million). The website covers all the aspects of good web design. In addition, the homepage includes some of the users' testimonials. New users would be convinced to use the services offered when they get to read the feedback of previous users. However, the website has some few negative aspects. Firstly, the homepage has lots of information that the users might not get to read all of it. Secondly, the website is too simple; that is, it has concentrated too much on the 'Keep It Simple Stupid' impression. It has limited its target group to students only, locking out the corporate individuals. Grammarly. com is a product of good web design. Every student should give it a try with their assignments to check for grammar errors. It is truly a convincing value-proposition website.