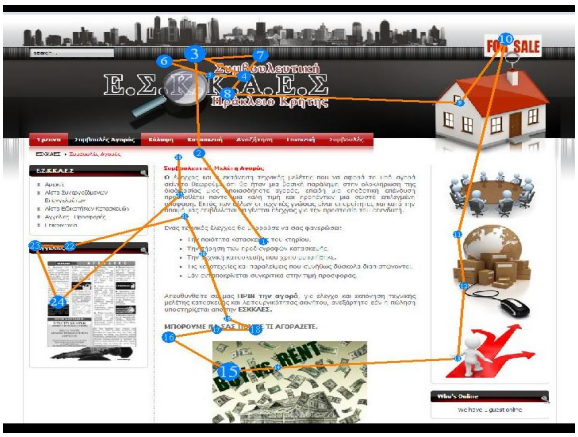
{gspeech}The websites are studied for their architecture and functionality by using web usability techniques. This enhances the webpage design for optimal navigation efficiency.{/gspeech}

- If your website features exclusively products marketed by your company, we can provide feedback that will help make the user navigation easier and more effective, encouraging him to buy more.
- If your website also features competitive products, then our feedback will focus on making your products look more appealing than the respective competitive ones.

The **Eye Tracking technology** will give you the possibility to track the user/website interaction, and will offer valuable information regarding the areas that capture the user's attention, the areas that can distract him and those that are completely ignored.





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