



Assessing the Quality of Robi Website

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Submitted To

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Letter of Transmittal

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Subject: Solicitation for Acceptance of the Project Paper on “Assessing the Quality of Robi website”.

Dear Miss,

With due respect, I draw your kind attention that I have finished the project paper in accordance to your guidelines and glad to submit it. I would like to submit this report on *Assessing the Quality of Robi website*. The report focuses on robi.com.bd, which is the official website of Robi Axiata Limited. The report has been prepared for the completion of the course ‘BUS400’.

Therefore, I tried my best in preparing this project paper and left no stone unturned to make the project paper a vivid and comprehensive one. I hope that you would be kind enough to accept the report. However, I will be glad to clarify any dispensary that may arise.

Thanks with best regards,

Sincerely yours,

Kazi Abrar Moeen - 12104251

Acknowledgement

Firstly, I would like to express my profound gratitude and wholehearted respect to my instructor Nusrat Hafiz, BRAC Business School, for giving me the opportunity to work on this project and for giving me the privilege to explore the project in writing.

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Thirdly, I am grateful to my company supervisor, Obayedur Rahman to allow me to do internship at Strategeek Digital. A warm gratitude goes to the employees of Strategeek Digital for providing me essential information related to the project.

Lastly, I wish to my gratitude and love to the people who offered encouragement, information and assistance during the entire period of preparing this term paper. Without their help, my project paper would not be fruitful.

Executive Summary

In this report, I have tried to assess the quality of the Robi website. I found some problems ([Section 3.0](#)) and based on the problems I have given some recommendation at the end ([Section 5.0](#)).

Robi's website has problems in their Meta Title and Meta Description. They also have problems with their navigation system, contact, Logo and Homepage linking, late update, too many contents and so on.

Then, we have compared the website with the website of Grameen phone who are the market leader at the moment and with Citycell who started their journey first in the country.

To give a better recommendation, we have taken survey from 20 respondents and suggested a better Meta for robi.com.bd in the recommendation part. I am hopeful this report will make Robi Axiata Limited to find out the problems and make the website better for the consumers.

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1.0 Introduction

Think of laptop bag which has only shoulder strap, it has no short handle to hold in your hand. Will you use such bag? Of course you won't. Same case with the website.

People leave the website if it's not usable. Importance of web usability has intrinsically related with the development of a particular website. It is all about the oversight of design, information, and ease of use as it moves in a process direct to the end users. Before launching a website, it is very important to test its usability. Usability testing involves evaluating the functionality and features of your site by trying it out with users. Some of the things you need to look out for when testing include navigation functionality, responsiveness and cross browser compatibility. But working on Robi website, I found few problems. Hardly anything is explicitly explained in the website of Robi. Without explaining necessary information in their website they are now far behind their competitors' website. We all know Robi is one of the leading communication companies in Bangladesh but only their website diverts their customer mind set to jump another company. Now importance of web usability in all over the world stands as one of the most progressive element in development in the field of e commerce.

A poor user experience will have a negative impact on you. A good website experience is expected by users, especially when competitors are one click away. If you are too close to your site or application to see it from a fresh perspective, good usability can help you to take a step back and focus on the features that really matter to actual users. Users should not have to think too hard when they are using a website. Every successful website must take the user experience into consideration. Matter of fact that Robi is still not taking this kind of initiatives but Robi has emerged as an important supplier of quality network in the market of Bangladesh. They have their own website. In this term paper I will analyze the Robi website. We found some specific findings. Not all the websites has these types of

problem as Robi has. In this paper it has been shown. Then I explained the Meta problem in Robi website. This is most serious problem as Robi website has. At the same time I compare it to the competitor website. I found some problem there as well. In this report, i also propose some Meta for Robi website. I reviewed the whole process and put few recommendations because Robi should implement their new ungraded website as early as possible to gain the competitive advantage like the others competitors. People nowadays are more likely to check for offers in the web. Their hectic schedule sometimes doesn't allow them to go to customer cares or see the advertisements in TV. In this current situation, Robi should use all the good usability for their customer satisfaction.

1.1 Objective of This Report

Main objective of this report is to find the problems of Robi website (robi.com.bd) and give some recommendations at the end. I will analyze the websites' back end and based on the analysis, solution will be provided.

1.2 Methodology

For preparing this term paper I have used some official documents provided by HR officers of Strategeek Digital.

1.2.1 Sources of Data Collection

Primary Sources

- Fruitful conversation with Finance and Human Resource personnel.
- Survey of the users through Google Doc.

Secondary Sources

- Frontend of robi.com.bd
- Backend of robi.com.bd
- Job circular form of Strategeek Digital

1.3 Research Type

I followed convenience-sampling method while taking the sample as I had limited time and money. From this huge number of population, I did a survey on 20 people (sample).

1.4 Survey Technique

I used CAPI (Computer Assisted Personal Interviewing) for taking the interview. I created a Google Doc form and sent it to different users of mobile networks. The survey has been conducted online, which saved my time and money.

1.5 Sampling Frame

The sampling frame is the Internet users, who are using mobile networks. They were ready to fill up the form when I asked.

1.6 Limitation

Managing time was the main challenge of this report. As I also have to attend office and beside that, I have to complete the report within a due time.

1.7 Importance of Web Usability

“Usability is like oxygen, you don’t notice it until it’s missing”. For a website, this quote is a dare truth. The most important element of web usability is ensuring that the content works on various devices and browsers. Another concern for usability is ensuring that the website is appropriate for all ages and genders. Visitors no longer tolerate websites that are slow to load, ugly to look at and difficult to navigate. If the website is not usable, there are thousands options. Slow loading speeds and bad functionality will drive visitors away, significantly boosting jump rates whilst reducing alterations. There are four simple things those organizations can do to improve your website’s usability-

1. Understand your visitors
2. Make sure your navigation is easy to use
3. Design clear calls to actions
4. Have a clear and short website design

Web usability is a field that studies what factors affect the visitor’s ability to navigate through a website (Herring, 2012). Website usability is a critical term for assessing the quality of a firm's presence on internet (Agarwal, 2002). A measure of usability not only provides a global rating for a specific website, preferably, it should also brighten specific strengths and weaknesses associated with site design. In this paper, we describe an exploratory evaluation procedure for examining the usability of Web sites. As the internet continues to expand exponentially, there are people who believe specific standards are necessary to provide valid and valuable information in a visitor-friendly mode. This is the field of web usability and its main goal is to design and develop websites easy to understand and intuitively navigable.

Visitor loyalty and positive word-of-mouth (WOM) have been traditionally two main goals aimed at by managers. Due to their importance, this work analyzes the role of satisfaction and website perceived usability in developing visitor loyalty and positive WOM in the e-banking business (Casalo, 2010). Companies are beginning to

understand that to ensure visitor loyalty and return; they must provide their sites to their visitors' needs as well as making sure they portray all the necessary information. As with many limitations, the company must understand that their target audience does not have the same understanding of their services and needs to be influenced during the first impression. According to statistics gathered by the Website Standards Association, visitors will remain on a web page for about 10 seconds before deciding to leave or stay. Creating a bad first impression online can be more hurtful than in person as it is more difficult to reach out to the visitor. However, if anyone takes the time to understand the needs and the motivations of the visitors, they can tailor the content accordingly, along with overall visitor experience. Relatively, they must complete the more difficult task of drawing the audience to them.

For small business websites, creating and maintaining a positive visitor experience proves crucial to visitor retention. Web usability measures the quality of a visitor's experience while interacting with the website. Employing certain usability principles can help to prepare web content that is useful, engaging and suitable for target audience and help combat visitor unhappiness. The content and design of the website should be attractive, accurate and different to establish reliability. Many factors play a role in establishing reliability. They are the use of correct grammar and spelling, being honest and not deceiving visitors. Moreover, the fonts, which will be used, will express the quality small business's online presence. For example, formal institutions may depend on fonts such as Times New Roman and Arial; on the other hand, fashion houses may use some designer fonts Circular and Homestead rather than formal ones.

The quality of the online relationship with visitors and how well the website meets their needs have a direct influence on bottom line. It is one of the prior importance of web usability. Web usability testing is often conducted to find out what visitors' experiences are on a website, and the feedback gathered is used to implement improvements. One can find sample templates, questionnaires and more at

usability.gov to help with designing, testing and maintaining a visitor-centered website.

Another important thing of web usability should be remembered that is it is the unhappy visitors who complain regularly about their experiences. According to the White House Office of Visitor Affairs, a dissatisfied visitor will tell between 9-15 people about their experience, while around 13% of dissatisfied visitors tell more than 20 people. Multiply that 20 people by the number of followers the complainers have on Facebook and Twitter and now we can see the problems (Thyfault, 2013).

So last but not the least it is more meaningful to plan for usability before designing a website. The cost of fixing a poorly designed website is greater than just the time and money involved in the fix. As everyone can see from the statistics above, by the time you get around to fixing a site, you have already lost potential business.

2.0 Company Overview

A dynamic and leading GSM communication provider, “RobiAxiata Limited”, is one of the pioneers in the telecommunications sector in Bangladesh. Formerly known as Axiata (Bangladesh) Limited, RobiAxiata Limited is a joint venture company between the Axiata Group Berhad, Malaysia and NTT DOCOMO INC, Japan. It started its venture in Bangladesh to meet the communication needs of people here in the year 1997, under the brand name of Aktel. Afterwards, on 28th March, 2010, the company was rebranded to “Robi”. Robi has got more than 50 million subscribers as of 24th June, 2016. By serving the urban dwellers and rural people in tandem, Robi is going to fulfill the country’s vision to make communication a basic necessity and with the influence at all levels of the society. Sharing Robi’s experience and expertise with people of Bangladesh will not only assist in the development of the telecom infrastructure in the country but most importantly the people of Bangladesh remains connected and closer with each other (Company Profile, 2016).

By serving the urban dwellers and rural people simultaneously, Robi is going to fulfill the country’s vision to make communication a basic necessity and with the reach at all levels of the society. Sharing Robi’s experience and expertise with people of Bangladesh will not only assist in the development of the telecom infrastructure in the country but most importantly the people of Bangladesh remains connected and closer with each other.

Robi is truly a people-oriented brand of Bangladesh. Robi marches ahead with innovation and creativity. The company is providing the telecommunication services to support national telecommunication policy for a higher rate of telecommunication ratio and coverage in Bangladesh. Robi is committed to provide warm, friendly approachable services to its valued customers as well as mass society. Robi

serves its subscribers with the philosophy of the excellence with the limited interconnection.

To ensure leading-edge technology, Robi has the international expertise of Axiata and NTT DOCOMO INC that support 2G voice, CAMEL phase 2 and GPRS/EDGE service with high speed internet connectivity. Its GSM service is based on a robust network architecture and cutting edge technology such as Intelligence Network (IN), which provides peace of mind solutions in terms of voice clarity, extensive nationwide network coverage and multiple global partners for international roaming (IR). It has the widest International Roaming coverage in Bangladesh connecting 553 operators across 207 countries. Its customer centric solution includes value added services (VAS), quality customer care, easy access call centers, digital network security and flexible tariff rates.

As a customer focused Information Communications Company, Robi believes in providing superior service that leads to good business and good development in the society. Robi believes that quality is continuous and never ending journey. Hence, any step taken by Robi is always upgrading, in order to expanding their network for better and more efficient services to the subscribers.

3.0 Analysis and Findings

Robi is currently one of the leading companies in the telecommunication industry of Bangladesh. As a leader, it should have a website, which is easy to use. This is a matter of great wonder that this website has so many problems, which needs to sort out as soon as possible. After looking at this website, I have found the following problem in the website (Robi, 2016).

In this report, I have worked to find out the problems in the website of Robi and then tried to give some recommendation, which will make the website more usable to the viewers. The website has been accessed on June 24, 2016 to have the findings. I have tried to have a clear view about Meta.

3.1 Analysis on Meta

Meta helps people to find their desired website. Meta title should contain the title of our website and in Meta description, the explanation of the website should be written. On the other hand, Meta Tag or Title Tag helps us to inform search engines about the page.



Figure 1: Google search of Meta Description



Figure 2: Meta Description Tag_1

Here in figure 1, we can see that, we have searched 'Meta Description' in the Google. Now in figure 2, at the first line, the blue font refers to Meta Title. Again, under the link the words are called Meta Description. Meta title should contain the name of the website (Title Tag, 2015).

Different person may search by different words. It varies from person to person. As an example, if a person does not know the spelling of 'meta', may search on Google by writing 'Mata description'. The following result will be seen (Figure 3).

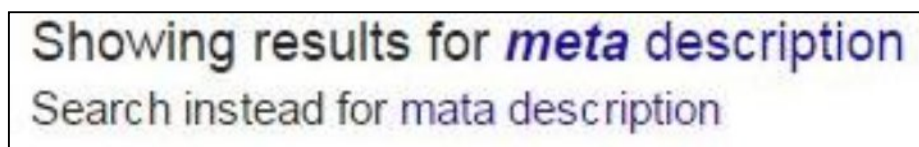


Figure 3: Google search with wrong keyword

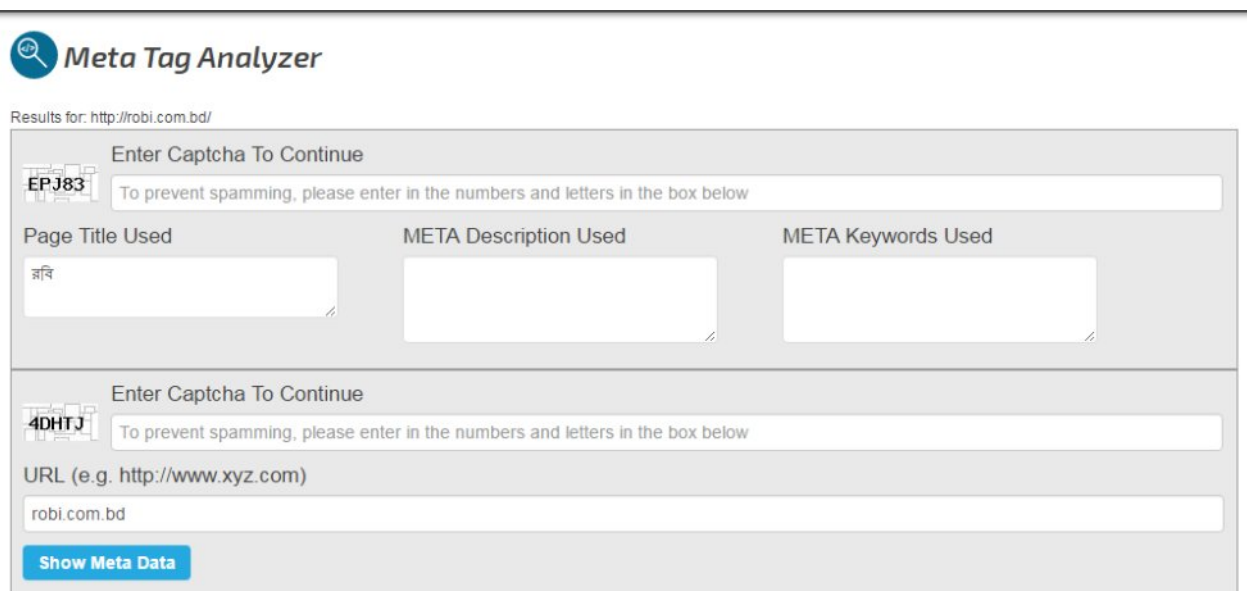
The person has searched with 'Mata description', although the search keyword was not correct, but Google understood it and showed the results of 'Meta Description'. Therefore, while setting the Meta title and Meta description, we have to try our best to read the minds of the people, which means, we need to find out what people may search. It is not possible to know exactly what people search, but at least we have to try to get closer to it. This is why selecting Meta Tag and Description is so important. While setting Meta Tag and Description, we have to put all the possible words that can come in the mind of the viewers that goes with the details of the company.

3.1.1 Meta Analysis with SEOCHAT

Meta tags are a perfect way to provide search engines with information about your web pages. The Meta tag analysis tool is there to give webmasters an in-depth analysis of their Meta tags and web pages. This SEO tool analyses not only the Meta tags but also the keywords on the page.

Meta tags are extracts of text that describe a page's content. The Meta tags do not showed up on the page itself, but only in the backend. The little content descriptors help tell search engines what a web page is about. They do help the SEO but not all of them and not all of the time.

While doing Meta-Analysis of Robi website, I have used "SeoChat" (<http://tools.seoChat.com/>) to have a clear idea about their Meta. (SEOCHAT) They only have Meta Title, which is not accurate enough, addition to that; they don't have any Meta description either. Moreover, their homepage does not include any Meta Keywords. Here is the following screenshot of the result:



The screenshot displays the 'Meta Tag Analyzer' interface. At the top left, there is a logo and the title 'Meta Tag Analyzer'. Below this, it shows 'Results for: http://robi.com.bd/'. The main area is divided into two sections. The top section contains a captcha 'EPJ83' and a text box with the instruction 'To prevent spamming, please enter in the numbers and letters in the box below'. Below the captcha, there are three columns: 'Page Title Used' with the value 'রবি', 'META Description Used' (empty), and 'META Keywords Used' (empty). The bottom section contains another captcha '4DHTJ' with the same instruction, a 'URL (e.g. http://www.xyz.com)' field with the value 'robi.com.bd', and a blue button labeled 'Show Meta Data'.

Figure 4: Meta Analysis

3.1.2 Meta Problems in Robi's Website

To find out the Meta problem, we need to go to robi.com.bd and press 'CTRL+U' in the keyboard.

1. Meta title that has been used at the back end of robi.com.bd is not good enough. Only 'রবি' is not sufficient to make Google understand about the business. It is in the Bengali font and even some of the users don't know how to type Bengali in the keyboard. This is a major mistake. Only রবি cannot give Google or the viewers any idea about what the website is. According to Title tag 2015, having a good Meta tag is very essential because it creates a value in search engine result pages and helps Google to understand about the website (Title Tag, 2015).

```
<title>রবি</title>
```

Figure 5: Meta title of robi.com.bd

2. There is no Meta description for the website. It will be tough for the people to find the website using search engines if they do not know the name of the brand. According to Meta description 2015, it gives people a short explanation about the content of the website. That means Meta description should contain the words, which are related with the particular industry. For Robi it should be telecommunication industry (Meta Description, 2015)

```
<meta name="description" content="" />
```

Figure 6: Meta Description of robi.com.bd

3.2 Problems of Robi Website

Beside of having Meta problem, Robi website has other few problems that has been explained with figures where needed.

1. **Search Engine Optimization:** The website robi.com.bd, facing a serious issue with Search Engine Optimization that plays a very vital role in the organic search results, which means the company does not need to pay Google AdWords to show the website in the search results (Google Search Engine Optimization Starter Guide, 2010).
2. **Google Ranking:** Robi is an established company in Bangladesh and the website of the company must identify their brand clearly to the visitors, which helps to increase the usability of the website (Awad, 2008). We have searched in Google by writing 'leading telecommunication company bd'. We have found the following results in the first page. (Figure 6)

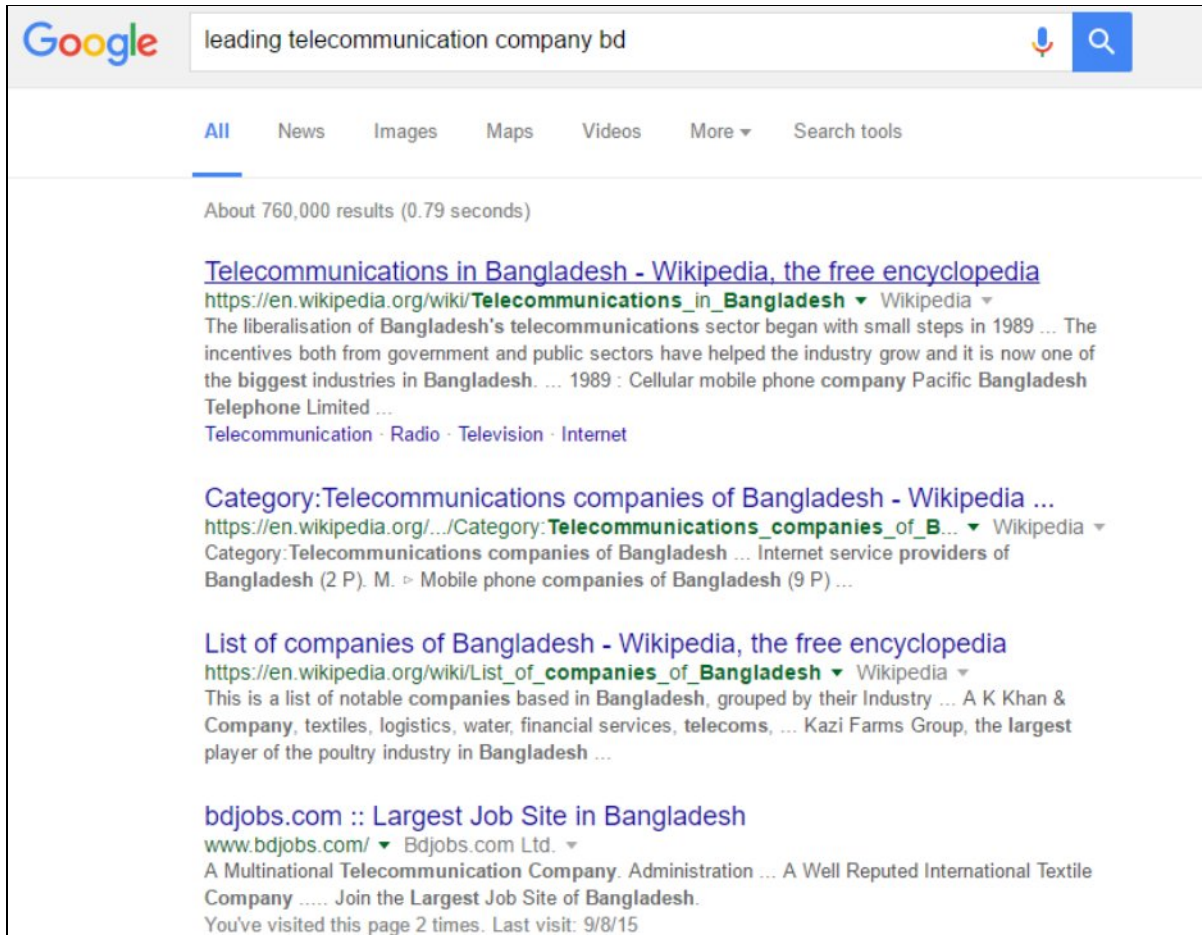


Figure 7: Google Search

In figure 6, we see that Google does not show the Robi website in the search result. This is because of poor Google ranking and the problem with search engine optimization (Google Search Engine Optimization Starter Guide, 2010).

3. **Google Suggestion:** Again, the website of Robi does not appear in the Google suggestion list.



Figure 8: Related Google Searches

4. **Brand:** Robi has clearly failed to identify their brand in the website. When we go to www.robi.com.bd, their homepage arrives and we see an animated image of Bangladesh Cricket Team. It seems like it's the official page of BCB which is a matter of concern. Here is the following image:



Figure 9: Animated Image of Bangladesh Cricket

5. **Navigation Problem:** The website is also having navigation problems. This website is not easy to navigate. The contents are not correctly organized, which is not making the website useable for the visitors. Navigation helps the people to find their needed information easily. Moreover, it assists Google to understand what webmaster thinks is necessary (Google Search Engine Optimization Starter Guide, 2010).

6. **Abundant Rate:** The front page of the website has too many contents, which has been shown in the following figure. Therefore, it will take extra time to load the webpage, which might make people to get annoyed and leave the website. It will increase the abundant rate of the website (Awad, 2008). It will lower the ranking of the website in organic Google search (Google Search Engine Optimization Starter Guide, 2010)

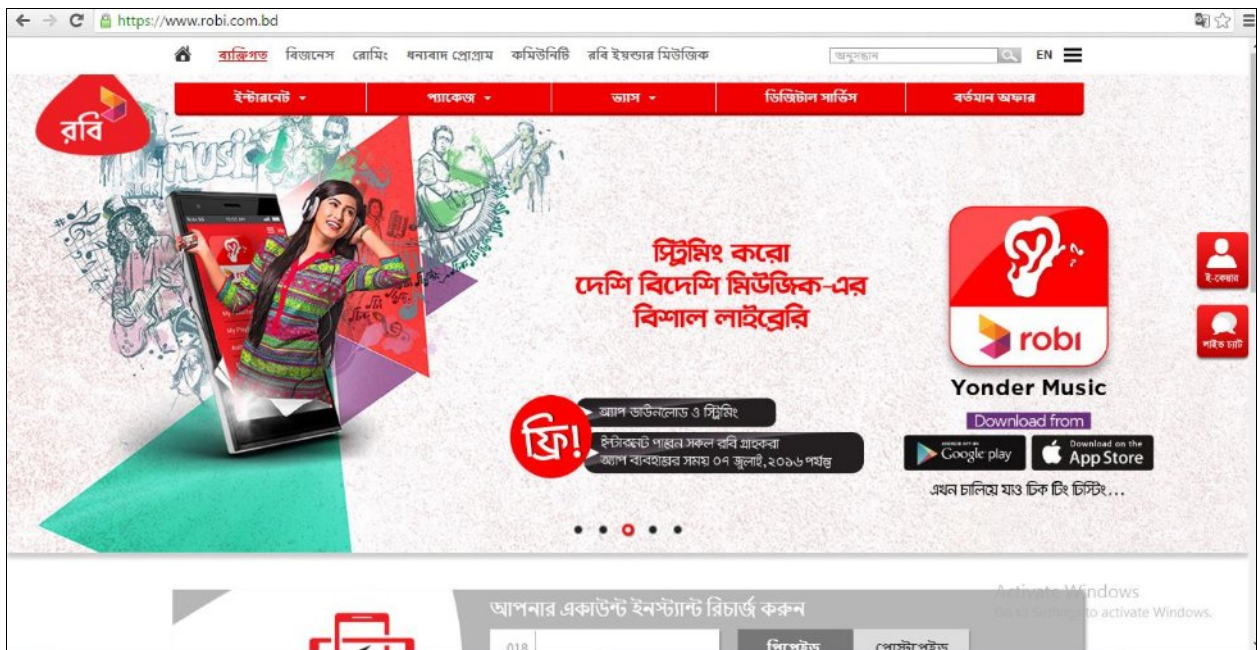


Figure 10: Homepage

7. **Logo Problem:** Robi has a nice logo and the placement of the logo is right from my perspective, but the problem is when we go to a certain page in the website and tried to go back to the homepage by clicking on the logo, it did not work. The logo should have the link of the homepage, which helps the user to go back to the main page of the website(The Beginners Guide to SEO, 2015).



Figure 11: Logo

8. **Too Many Contents:** There are too many contents in the homepage, which will make the viewers confused. They will surely have a hard time finding their desired information.
9. **Contact Information:** it is important for a customer to contact with them. Customers will find it hard to find their contact information. It is not placed correctly in the website. This contact link should be focused more in the homepage, as this is one of the important things for which customers will have a visit in the website.
10. **Theme:** The theme of this website is not attractive. Therefore, viewers will have a negative impression at the first look. Again, unnecessary flash has been used in this website, which does not go with the recent trends. In addition, customers are not used to see it now. Moreover, some customers may get annoyed by seeing these types of flashes.
11. **Late Update:** Robi regularly brings new offers to the customers, which is really appreciable, but they don't update their website according to the new offers. Therefore, it is a problem, which needs to be solved.

4.0 Industry Analysis

In the telecommunication industry of Bangladesh, there are few more companies other than Robi. I have selected Grameenphone and Citycell to make a comparison with Robi website.

4.1 Grameenphone

Grameenphone widely abbreviated as GP, is the leading telecommunications service provider in Bangladesh, with more than 56 million subscribers (as of January 2016). Grameenphone is the largest mobile phone operator in the country. It is a joint venture between Telenor and Grameen Telecom Corporation, a non-profit sister concern of the microfinance organization and community development bank Grameen Bank. Telenor, the largest telecommunications company in Norway, owns a 55.8% share of Grameenphone, Grameen Telecom owns 34.2% and the remaining 10% is publicly held. Grameenphone was the first company to introduce GSM technology in Bangladesh, and built the first cellular network to cover 99% of the country.

4.1.1 Website Analysis of Grameenphone

The web address of Grameenphone is gameephone.com. The analysis of the website is explained below:

- **Meta Title:** Grameenphone's Meta title is not good enough to identify its' brand. This Meta Title is shown in the following figure:

```
<meta property="og:title" content="Grameenphone | Go Beyond"/>
```

Figure 12: Meta Title of Grameenphone

- **Meta Description:** Unlike Robi, Grameenphone has a Meta Description, which is needed to make a good website. It helps Google and other search Engines to find the website when people search for the website. In their Meta Description, they wrote. '**Grameenphone is the leading telecom operator with highest number of subscribers & widest network in Bangladesh, providing best 3G internet service.**'

- **Logo:** When we click on the logo of Grameenphone, it directly brings you to the homepage of Grameenphone, which makes the website more usable than Robi.

- **Unnecessary Flash:** Unnecessary flashes have been used in the website for which it takes more time to load the website. This problem is similar to the Robi website. The homepage of Grameenphone has been shown in the Appendix.

- **Navigation:** The website of Grameenphone has a very good navigation system. It is very usable from our point of view and we think that the visitor will have a very good experience browsing this website.

After analyzing the website of Grameenphone, it can be said that, though the website of Grameenphone has some problems, but still it is better than the website of Robi. They need to sort out their existing problems so that they can maintain their leadership in this industry.

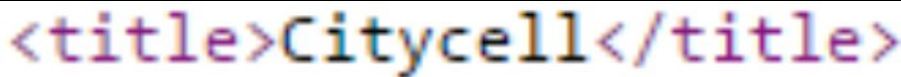
4.2 Citycell

Citycell is the oldest mobile operator of Bangladesh. It is the only mobile operator in the country using CDMA and EVDO technology. As of January 2016, Citycell's total mobile subscriber base is 0.867 million. Citycell is currently owned by Singtel with 45% stake and the rest 55% owned by Pacific Group and Far East Telecom. It is the smallest mobile operator of Bangladesh in terms of subscribers.

4.2.1 Website Analysis of Citycell

The web address of Citycell is www.citycell.com. From my perspective, this website needs to be improved soon (Pacific Bangladesh Telecom Limited, 2016).

- **Meta Title:** In their Meta Title, they have used only 'Citycell' as their title, which does not give any sort of idea about this company.



```
<title>Citycell</title>
```

Figure 13: Meta Title of Citycell

- **Meta Description:** There is no Meta Description of this website. It is one of the biggest problems of this website.
- **Homepage:** The homepage of this website looks horrible, which surely creates a negative impression on the mind of the visitors. It has been shown in the following figure:

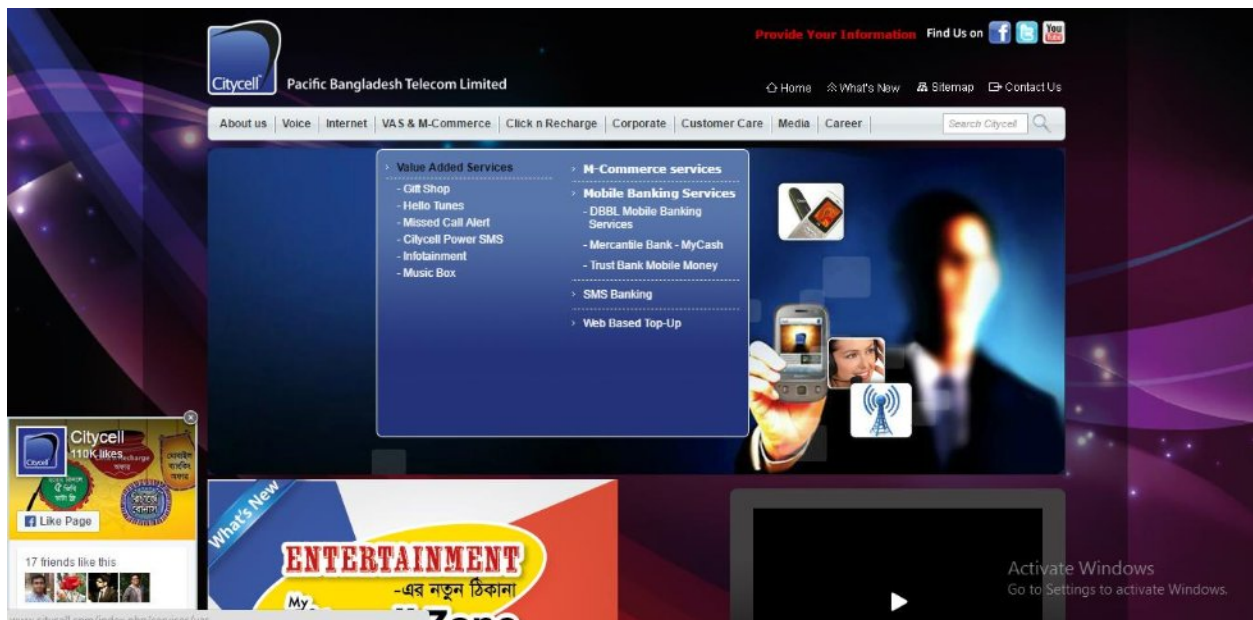


Figure 14: Homepage of Citycell

- **Background Color:** The background color of the website is not attractive. It needs to be changed.
- **Font:** The visitors won't have a good experience while going through the website because of their fonts. Font should be changed also.
- **Video:** There is video in the homepage which is not needed. It slows down the website. It also takes more data to load.
- **Messy contents:** The contents in the website are not organized. It makes the visitor confused. Thus the abundant rate goes up.

Compared to the website of Citycell, Robi's website is better, but to become the market leader and to grab more market share, Robi's website needs to be developed more.

5.0 Recommendations

Website of Robi needs to improve their website in order to attract their consumer and make them loyal for coming back in the website again and again. They need to improve their web usability because they have many lacks on it.

- Meta title of Robi should be stronger so that Google can easily find it. For example meta title can be: “Robi- Best Telecommunication and Network System Of Bangladesh”.
- The website of Robi doesn't have any Meta description. It is really necessary for any website to have proper and strong Meta title and description. Within 150-160 characters (with space) company should describe who they really are and what they do in to the point. Though Robi is a reputed brand of network in Bangladesh but search engine like Google could not find it on the first page. Proper modification of Meta title and description will solve this issue.
- There are a lot of unnecessary flashes which have been used in the homepage. It should be removed to make the website faster. Slow website increases the abundant rate.
- Offers are not updated there. It created problems while working there. Robi must do something do remove this issue. For an example, they can recruit more people to work on this sector.
- There is a social networking site link at the bottom of the page. I think the placement of the link is not good enough to catch the eyes of the visitors. It should be brought up.

- Loading time issues should be fixed so that users can visit smoothly. Optimization of image and content can solve the problem.
- In the website contents are not in proper way. Contents should be placed in a way so that user can find easily what they are looking for.
- Front page of Robi should be kept simple so that users don't get confused and stay on the page. This is how Robi can reduce bounce rate otherwise user will visit the site, get confused and leave it and look for alternative site.
- Logo of the website should be linked with homepage. While visiting pages people can go back and visit homepage again.
- Font color of the website should be changed. Present font color and the background are creating pressure on visitor's eye while visiting. So that proper balance between background and font color are needed for Robi website.
- Robi needs to work on search box in their website so that offers can be found easily. Otherwise going through all the offers and find the desired one is very difficult for the visitors.
- Contents of the homepage have to be very simple so that it attracts visitor for further visiting.
- Contact page needs to be more focused on the homepage and placed it correctly in correct place so that visitor can easily find it and make contact with the company.
- An official e-mail address should be added in the web site clearly.

- Robi needs a specific “About Us” page for describing who they are, what they do what their history, mission, vision and values instead of using several pages in the website.

If the website of Robi makes the necessary changes, web usability of the website will be increased. Abundant rate will decrease and will be convenient to use. Through this, web rank will be increased which will create good brand image of Robi.

5.1 Proposed Meta of Robi Website

I have taken 20 surveys from the people of different occupations to have a better idea about the minds of the online visitors (Appendix). Among the respondents, 50% were male and other 50% were female. Most of them (60) are students and aged between 15-25. All the respondents use internet regularly and 60% of them visited Robi website earlier. At the bottom of the survey question, I asked them a question, *‘Suppose you don't know the name 'Robi', you want to visit it by searching in Google. What are the words you would search with?’*

The answer I have got which are related to this topics are mentioned below:

- ◆ Mobile Internet
- ◆ Network Service In BD
- ◆ Mobile phone bd
- ◆ Aktel
- ◆ Bangladeshi Network
- ◆ List of tele-communication companies in Bangladesh
- ◆ Telecommunication companies of Bangladesh

- ◆ Internet package
- ◆ Mobile company Bangladesh

Based on the suggestions I got, following meta description can be proposed:

'Robi- Best telecommunication company of Bangladesh which has good network and internet packages for the mobile users, earlier known as Aktel'.

6.0 Conclusion

In a world where people stay online for most of the day, they visit a company's or service provider's website before making a purchase. And as more and more consumers make decisions based on their online experience, the appearance, usability, and accessibility of the website is more important than ever, especially if it's in a competitive market. Working on a website is the ideal time to consider the rest of your branding as well – message, color palette, and logo. The worst thing you can do is invest in a well-built, mobile friendly website, and not have the proper design elements to make the website stand out visually.

The main purpose of the report was to assess the quality of Robi website. I analyzed the website and found some problems that's affecting brand image of Robi and effecting online activities of the company. The major problem of this company is absence of Meta description which making them lack behind in the Google rank. Comparing with competitors website Robi is lacking behind and need to develop immediately. I have made some recommendations for them after analyzing their website. It will help to make their site better and achieve web usability. Robi should review their website for some months to check its developments.

They can make access easier and pleasant by improving the outlook of the website and removing the uses of flash player, which is creating problems for many users. This report can help Robi to make their web site good and reduce bounce rate. Through this report I have learned how to develop a website, maintain it and design and usability that consumer wants from a website.

A strategically developed website and online presence solution provides tremendous benefits. By building a website you are giving your business the opportunity to tell consumers why they should trust you and the testimonials and facts to back up those opportunities. Believe it or not, most people

will search the internet for a product or service before the purchase to check the credibility first. When you provide good service or product, positive word-of-mouth about your business is likely to spread. People tend to trust a business after they have done business with it. Using your website, you can continuously serve consumers online and increase your credibility as a business owner.

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Appendix

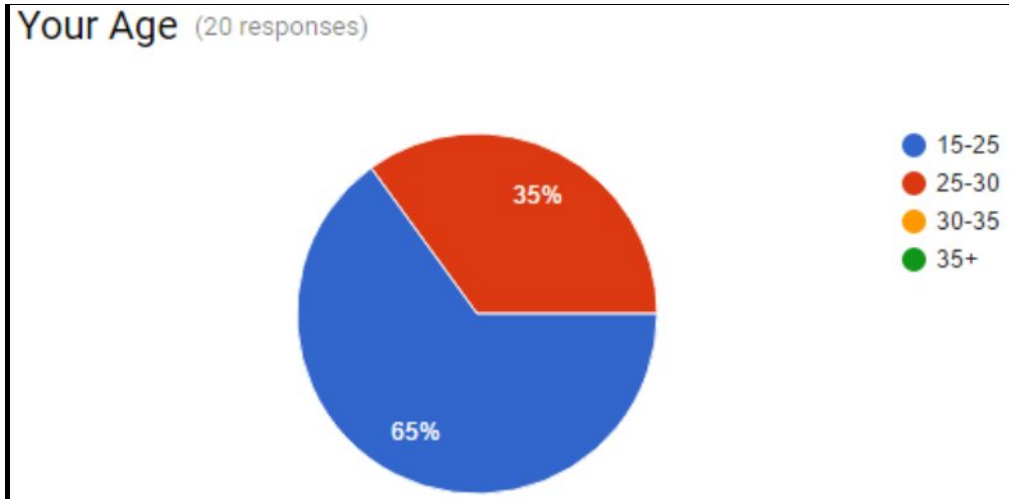


Figure 15: Survey age

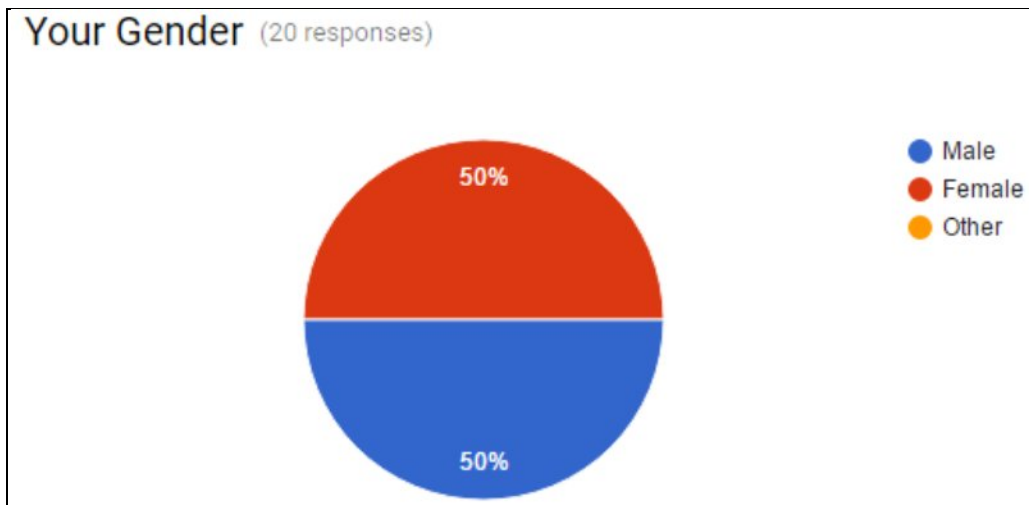


Figure 16: Gender of the Respondents

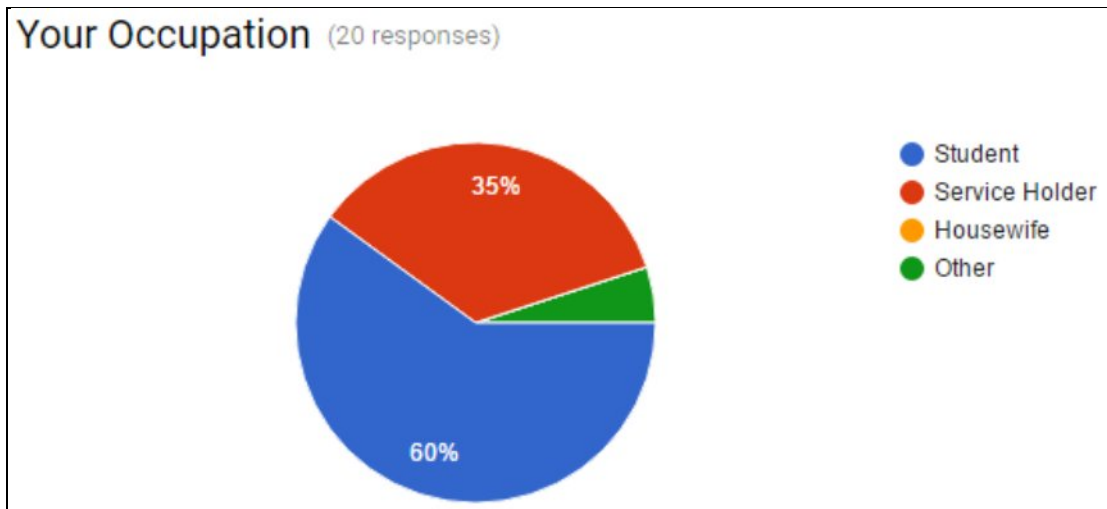


Figure 17: Occupation of the Respondents

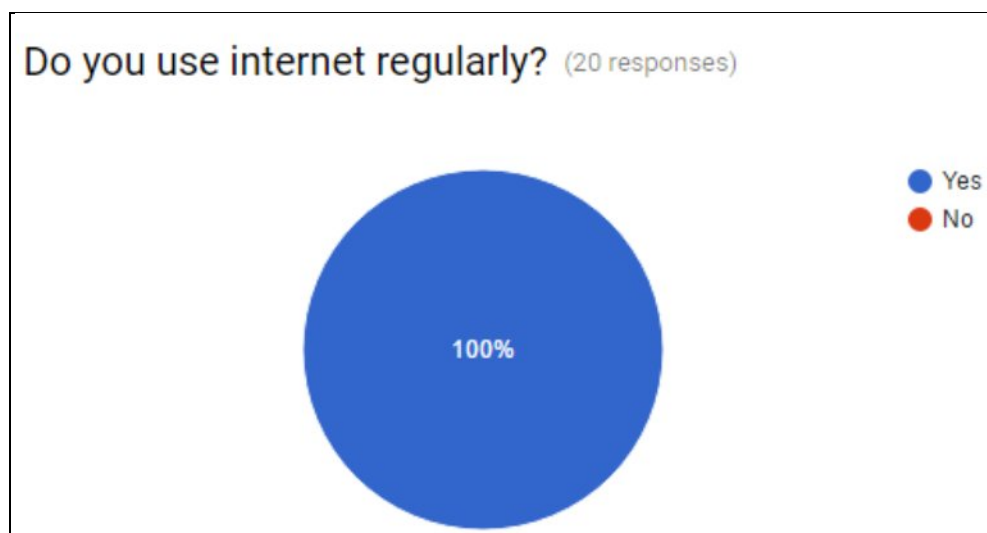


Figure 18: Regularity of the Respondents

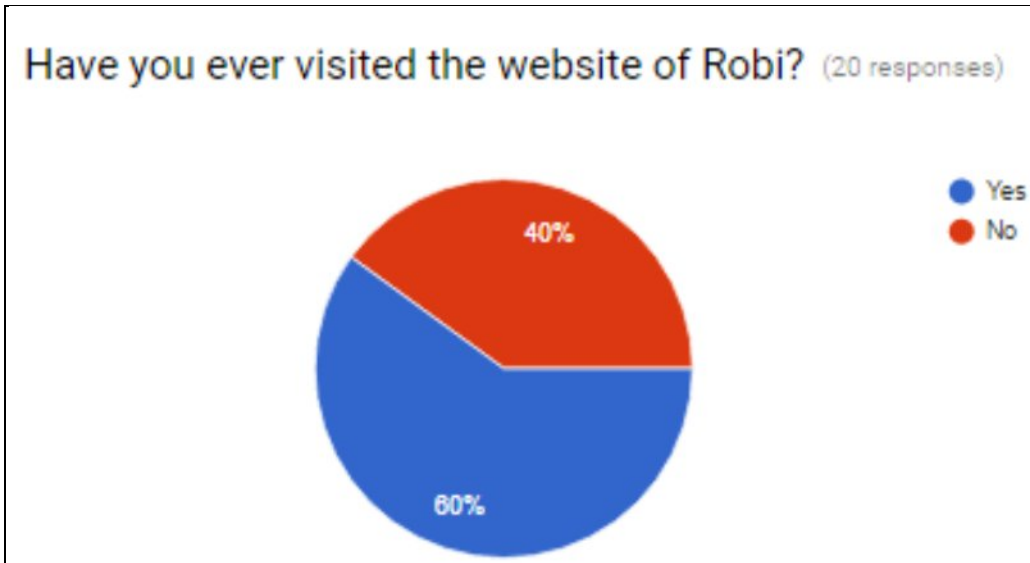


Figure 19: Visitors of Robi Website

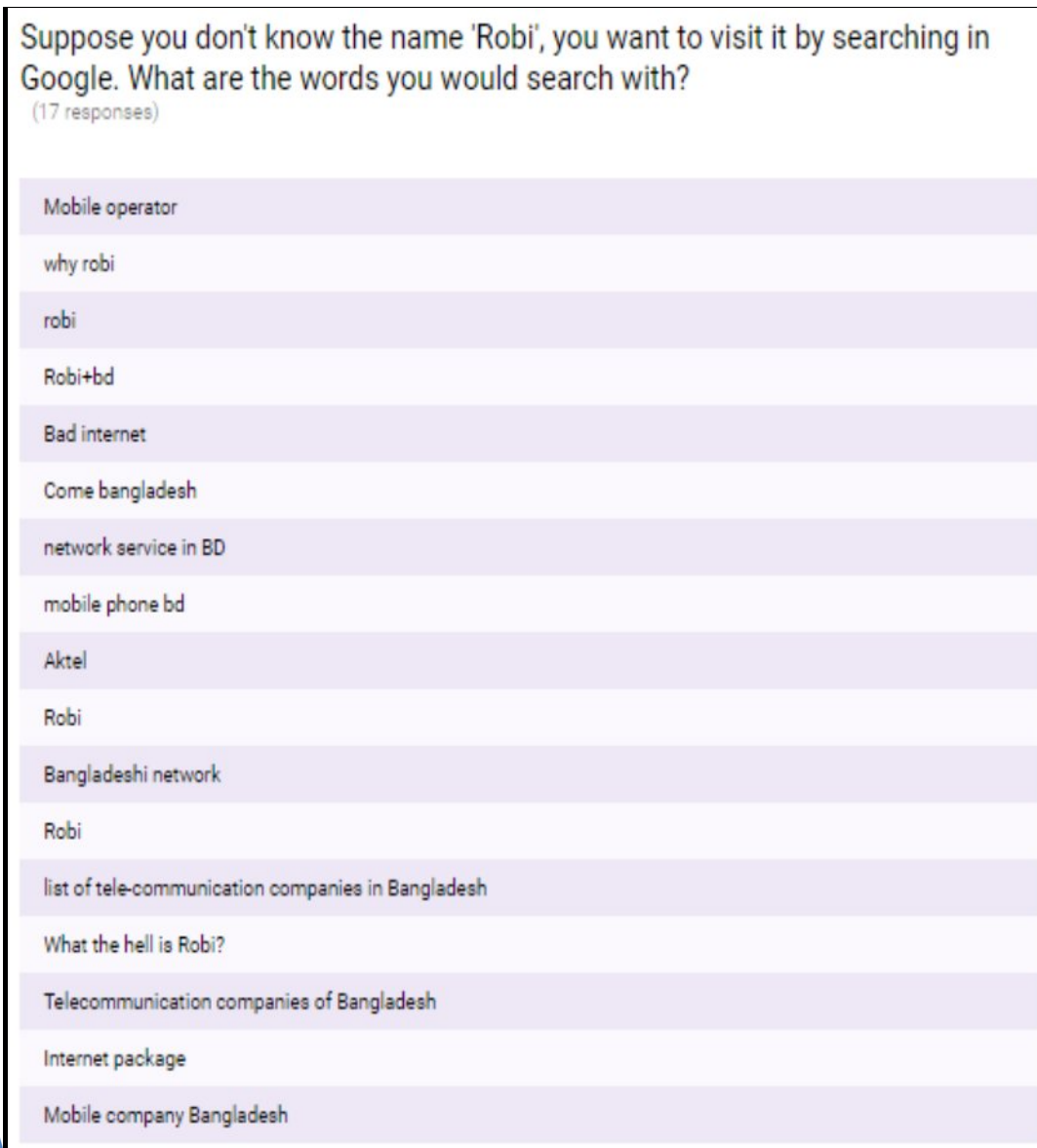


Figure 20: Meta Suggestions

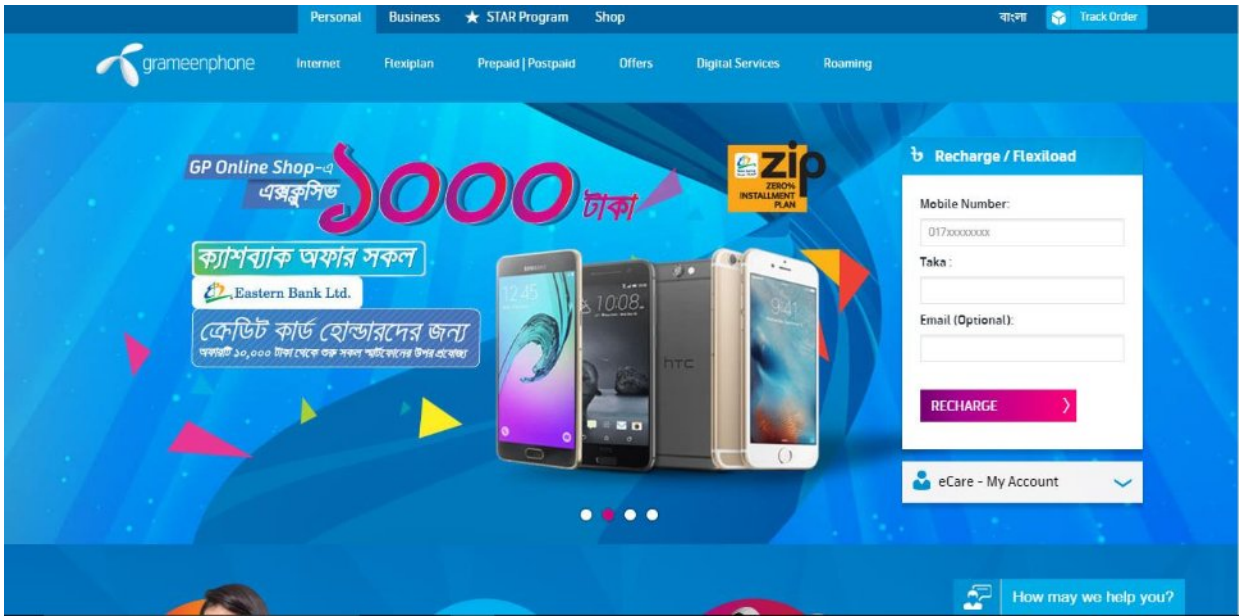


Figure 21: Homepage of Grameenphone