**C-NET**

Your Name (First M. Last):

Date:

**C-NET**

**Part 1:**

**Evaluate client communication with customer via website.**

Website under evaluation is cnetnurse.com. C-Net is a testing agency that provides test and administration services and exam services regarding each nursing field. It is essential for every company to have effective client communication via their website. Its website provides all the relevant information regarding each testing to its customers and has an average readability grade that can be tested easily through any web testing service, which means that it can be improved. Also, it has a search engine and contact us information page which is an important aspect of web communication, but overall all methods of communication on the website are old.

Client communication can be improved by adding live automated chat software. Contact us page can be improved through streamlining the contact forms. Social Media has become essential for communication and increasing brand awareness. Thus social links should be added on the website. Add clear action button and add reviews of the satisfied customers. This will add value to the website and attract more clients (Bayuk, 2016).

**Part 2:**

In order to improve business communication, effective styles and methods and communication should be used. If done wrong, it can affect the business and its name negatively.

**Characteristics of effective communication styles for business**

1. Use Courteous and conversational tone.
2. Always pitch your point politely and concisely.
3. Make sure that message is delivered accurately without any errors and mistakes.
4. Avoid ambiguity and deliver ideas and objectives clearly with precision in short sentences that are easy to understand.
5. Use purpose specific correct terminology for content.

**Methods of business communications**

1. Face to Face Communication, in form of meetings and conferences.
2. Email is used as a fast way of communicating, as it is an efficient and fast method that helps in keeping a record of important communication.
3. Teleconferencing and video conferencing are used to communicate within the office and outside the office.
4. Instant messaging services are also brought into offices. It is effective for communication when some employees are offsite (Shaehan, 2019).

**References**

Bayuk, L. (2016, March 10). 45 Tips to Improve Customer Communication on Your Website. Retrieved from <https://www.purechat.com/blog/45-tips-to-improve-customer-communication-on-your-website/>

Shaehan, K. (2019). Business Communication Methods. Retrieved from https://smallbusiness.chron.com/business-communication-methods-115.html