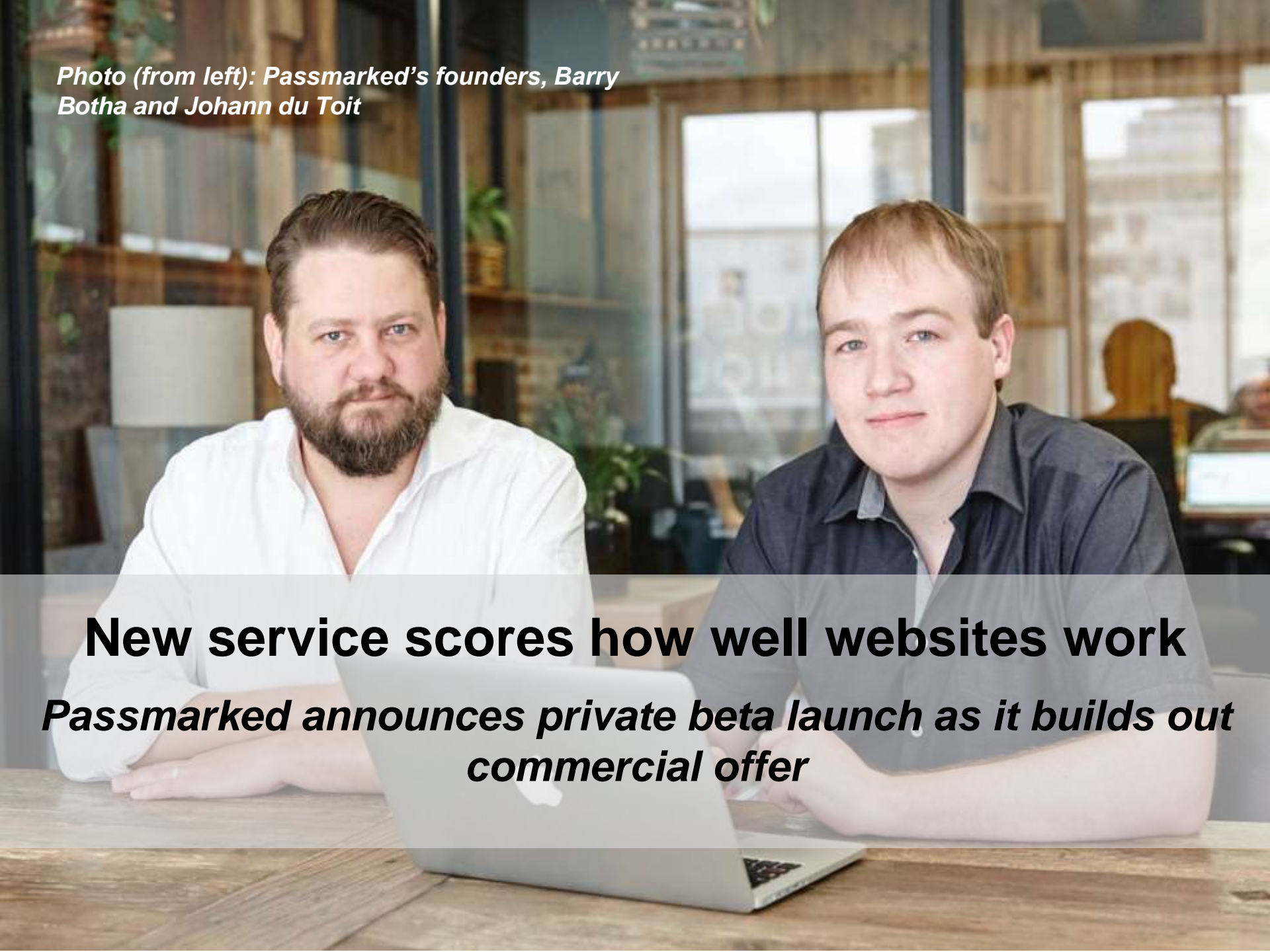


Photo (from left): Passmarked's founders, Barry Botha and Johann du Toit

A photograph of two men, Barry Botha and Johann du Toit, sitting at a wooden desk in an office. Barry Botha, on the left, has a beard and is wearing a white shirt. Johann du Toit, on the right, is wearing a dark blue shirt. A silver laptop is open on the desk in front of them. The background shows a modern office environment with large windows and wooden accents.

New service scores how well websites work
Passmarked announces private beta launch as it builds out commercial offer



8 December 2015

Passmarked, the world's first quality score to measure how well your site works, has entered private beta.

Using Internet standards and best practices, Passmarked tests a site's performance in terms of security, compatibility, and code and has scored over 17 million pages to date.

"We built this tool for developers, because, as developers ourselves, we needed it. Our closed beta is our first step in sharing our thinking with developers across the globe so that collectively we create a tool that can support us all in creating and maintaining better websites and services," says Barry Botha, head of Passmarked, which went live on [BetaList](#) today.

Objective

To introduce a new services that will make the Internet a better place by creating and maintaining websites with better security, content and compatibility

Goal

To introduce the concept to media and influencers to get their support for the launch announcement

To get the development community involved first to collectively fine-tune the service

Commercial launch to businesses and agencies



Tactics

Introductions with digital agencies and media

Issuing press release as soon as Passmarked goes live on Betalist

Introductions

Agencies: Andrew Michau (Publicis Africa), Kenny Inngs (22Seven), Klaus Germann (Hello Computer), Claire Brayshay (Ogilvy One)

Media: Arthur Goldstuck, Adam Oxford (Htxt Africa), Jon Tullet (ITWeb), Jane Steinacker (Brainstorm), Stuart Thomas (Memeburn)



Results

[ITWeb](#), [DisruptAfrica](#), [AfricanTelecomIT](#), [BizCommunity](#), [IT-Online](#),
[TheMediaOnline](#), [MediaUpdate](#), [TheMarketingSite](#),
[FreshEcoGreenSource](#)

