

Website Audit



The website audit will evaluate the effectiveness of your website. The purpose of this audit is to evaluate your website in regards to:

1. User experience
2. Digital branding
3. Conversion optimization
4. Search engine optimization (SEO)
5. Performance and technology

Each of the five sections details key factors that influence the effectiveness of your website. Your website will receive one of the following grades for each factor:

-  Proficient – This factor is implemented and performing well.
-  Developing – This factor is a work in progress and can be improved.
-  Incomplete – This factor is not implemented or not performing correctly.

The grades will highlight your website's strengths, areas for improvement, and weaknesses. To help you prioritize, each of the factors range from high impact to low impact based on how much the factor influences your website's conversion and search engine rankings. It is up to you to implement and improve your website accordingly!



Provided by:
Kristina Koslosky, MBA
Kreative Solutions LLC
kristina@kreative-solutions.us
kreative-solutions.us
262-424-7761

User Experience

The strategic process of user experience and design aims to enhance a website by integrating visual elements, promoting usability and accessibility, fostering user friendliness, and leveraging an intuitive design.

Professional Design

High Impact

Your website is often a customer's first impression of your business. Your website should look professional, build trust, and enhance your credibility.

First Appearance

Medium Impact

Today's visitor is tech savvy and will judge your business within the first 3 seconds. You have three seconds to engage or lose the visitor.

Intuitive Navigation

High Impact

Your website should be simple and intuitive to use. Page visitors should be able to easily navigate and find what they are looking for. The menu should be straightforward to use. Don't let the user get confused.

Simplified Menu

Medium Impact

Don't overcomplicate your menu. Keep things simple for the user. Limit your primary menu items to no more than seven.

User Experience

User Friendliness

Medium Impact

Make it easy for the user to do what you want them to do. Don't make them dig for your "Subscribe" button. Include a contact form, so that visitors can easily get in touch and start a conversation.

Be a Resource

Medium Impact

Position your business as the expert and be a resource for the user. If you give the user something small, free, and helpful, it opens a door and makes it easier for them to take the next action. Plus, it builds your credibility.

User-Driven Content

High Impact

Frame your content to fit the visitor's needs and position yourself as the solution. Remember it is about the visitor, not you! Don't just list your solutions... list the problems you solve and benefits of your solutions. Reflect on the customer journey and tailor your content accordingly. Your content marketing strategy should incorporate content that helps create awareness, generate interest, ease evaluation, facilitate purchase, and build loyalty.

Copy Relevance

High Impact

Headlines should grab the visitor's attention. The page copy should be clear and concise. Use bullets to break up paragraphs. Your website should explain what you do, who you work with, and why they should choose you.

User Experience

Visual Design

Medium Impact

Visuals and color promote engagement. Don't let your website be text-heavy. Integrate visuals and icons to substitute text. With how limited our attention spans are, most visitors will scan, not read your website. Use motion and animation strategically to guide the eye.

Visual Relevance

Medium Impact

High-quality, relevant images and videos increase user engagement and help build your brand. Visuals are easier to consume than text, so make it easy for visitors to learn about you and your business! Ensure the visuals align with the intended message.

Accessibility

Medium Impact

Your website should be accessible to everyone! Even if you are not legally required to make your website accessible, it is still a best practice you should consider implementing.

The Website Accessibility Checker suggests: ____ known problems, ____ likely problems, and ____ potential problems. To run the test, [click here](#).

Transparency

Medium Impact

The Global Data Protection Regulations went into effect in 2018 in the European Union. Every website should have a privacy policy, cookie notice, and terms of service at least. You should be transparent with visitors to promote trust and confidence in your business at the very least.

Digital Branding

Branding is the process of translating the intangible brand perception into a tangible brand identity. A logo is a great starting point, but there is much more to your brand identity. Consistency is key for brand recognition. Brand recognition is a prerequisite to creating brand awareness and eventually building brand loyalty

Visual Identity

Medium Impact

Your website should align with your visual identity – logo, color scheme, typography, and images. The colors should be consistent across mediums from print to electronic. The logo should be quality and not pixelated.

Voice Identity

Medium Impact

Your website should align with your voice identity – personality, tone of voice, word choice, key messages, call-to-actions, etc.

Physical Identity

Medium Impact

Your website should familiarize customers with your office or store location. Your website should include a map, photos of the exterior to promote recognition, and photos of the interior to set expectations.

Cohesive Identity

Medium Impact

Your brand should be integrated across traditional and digital marketing channels. Your website's look and feel should match your business cards and other promotional materials. Don't overcomplicate your menu. Keep things simple for the user. Limit your primary menu items to no more than seven.

Conversion Optimization

Conversion optimization is the process of increasing the percentage of website visitors who take a desired action. It is all about designing your website to fit the customer's journey to increase the number of visitors who take a desired action (i.e. sending a contact form request, purchasing a product, signing up for a demo, etc.).

Differentiator

Medium Impact

Your website needs to clearly describe how your product or service solves a customer's needs better than the competition. Your unique selling proposition should be prominent and highlight why your business is the best choice.

Trust Checks

Medium Impact

Awards, affiliations, and associations help promote trust in the eyes of the visitor. Certifications also promote your credibility and verify your skills.

Portfolio/Gallery

Medium Impact

Case studies, work samples, a gallery, or a portfolio add to your credibility and build trust. Examples help the visitor visualize the possibilities and can serve as a selling point.

Testimonials/Reviews

Medium Impact

Testimonials and reviews provide an outside perspective from people your visitors trust the most—other customers. Ask your happy clients for testimonials and encourage customers to review your business on Google or Facebook.

Conversion Optimization

Social Links

Medium Impact

Your social media profile icons should be easily found. Visitors will expect to find these links in the header or footer of your website.

Primary Call-to-Action

High Impact

A call-to-action (CTA) asks visitors to take a specific action on your site – contact, buy, subscribe, etc. Your primary CTA should be prominent and incorporate compelling text to entice visitors to take the desired action. It also must be easy to take the desired action. If the desired action is to contact you, make sure there is a contact form or a button linking directly to the contact page.

Secondary Call-to-Action

Medium Impact

Some visitors may need nurturing or additional information before taking the desired action. Integrate complementary calls to action to engage your visitors and prevent them from leaving without any action. Social media or email newsletters are two great ways for you to nurture a lead towards a purchase.

Contact Information

High Impact

Make it easy for website visitors to contact you. Display your phone number and email in the pre-header or the footer. Display your key contact info on every page. For the visitor's convenience, link your contact information appropriately so that they can click to call, click to email, or click your address to get directions to your location.

Conversion Optimization

Contact Form

High Impact

Some visitors will not want to call you, so make it easy for website visitors to send a message or email you. A contact form is a great way to streamline communication. Keep fields to a minimum. Use required fields for all the necessary information.

Lead Form

High Impact

To pair with your secondary CTA, give visitors a way to stay in touch and learn more without directly contacting you. A newsletter subscription or an email opt-in is a great way to capture a lead while nurturing the visitors. A free download in exchange for the visitor's email is also a great option.

Search Engine Optimization

Search engine optimization (SEO) is the process of increasing the online visibility of a website in the organic, unpaid search results. The higher your search engine ranking, the greater the website's exposure and potential traffic. SEO helps your consumers and prospects find your business online.

Branded Keyword Ranking

High Impact

Your company name should rank #1 on Google. If it doesn't, you have work to do. The first search result gets increased visibility and traffic. Your brand or company name should be at the end of all your page title tags.

Keyword Strategy

High Impact

To target specific search engine queries, you need to target specific keywords. Your targeted keywords will need to be integrated throughout your website in the text, headings, image alt attributes, page titles, and meta description.

On-Page SEO

High Impact

On-page optimization includes proper use of headings, optimal use of keywords in heading tags, use of image alt attributes, and optimal use of keywords in the image alt attributes.

Meta Title and Description

High Impact

Control how your pages display in the search results by specifying a page title and a meta description for each page. Your page title should include your brand or company name. Both should include your targeted keywords. Both should be of the appropriate length.

Search Engine Optimization

Unique Content

High Impact

Search engines seek unique content and penalize for duplicate content. Ensure that your website uses unique content!

Fresh Content

Medium Impact

Search engines seek quality, fresh content not dated, irrelevant content. Make sure you are updating your website on a frequent basis. Weekly or monthly updates are ideal. Don't let your website go years without new content.

Sufficient Content

Medium Impact

Search engines seek quality and relevant content that best serves the searcher's intent. Longer content has a better chance of ranking in Google.

Sitemap

Medium Impact

A sitemap lists the pages on your site and makes it easy for search engines to find your pages. Once you have a sitemap.xml file, you need to submit it to the search engines for indexing.

Index Accessibility

High Impact

Search engines have to be able to crawl your site. Your robot.txt file either permits indexing or blocks your site from being crawled. You can test yours with by [clicking here](#).

Search Engine Optimization

Schema Markup

Medium Impact

Schema markup code helps search engines return key information about your business and can help boost your website rankings. Test and validate the schema tags with [Google's Structured Data tool](#).

Content Stream

Medium Impact

A blog or a resource center is a great way to add fresh, quality content to your website while providing value to your visitors and positioning your business as an expert. The blog content can also be re-purposed for social media and email newsletter content. Make sure you link the social posts and emails back to your website to generate links!

Social Shares

Low Impact

Make it easy for visitors to share your content across social media platforms with just one click.

Google Analytics

High Impact

Google analytics help you better understand your visitors and their behavior to improve the design of your website and to promote conversions.

Local Listing

High Impact

Leverage a free Google My Business list to get your business to show in the local search results – on Google Search or Google Maps.

Performance & Technology

To improve the visitor's experience and increase conversions, make sure your website is secure and performing as expected. The technology directly influences performance!

Caching & Compression

Medium Impact

These techniques speed up your web pages and reduce loading time. Image file sizes should be reduced and compressed. Caching technology should be integrated.

Ease of Updates

Medium Impact

Your website should be easy to update through a Content Management System or website builder. There is no need to know how to code to update images, text, etc.

Page Speed

High Impact

Every second counts. Your website pages should load quickly to promote a positive user experience. You can test your website with [Google's Page Speed Insight Tool](#).

Your website scored _____ on mobile and _____ on desktop.

Mobile Friendly

High Impact

Ensure that your website passes [Google's Mobile Friendly test](#)! Google suggests that 61% of users are unlikely to return to a mobile site they had trouble accessing and 40% visit a competitor's site instead.

Performance & Technology

Responsive Design

Medium Impact

Your website should automatically adjust to the user's device and provide a quality experience from mobile to tablet to desktop. There should be one version, not two versions of your website.

Full-Width Design

Medium Impact

Your website should make the most of the available real estate with a full-width design. Boxed-layout websites look dated and do not make the most of the space.

HTTPS Secured Site

High Impact

Your website should be secured with an SSL Certificate to promote trust. This prevents visitors from receiving a security warning when they try to visit your website. An SSL certificate also protects your website from attacks.