



# Your guide to auditing a website

This guide was created to help you do a website analysis.

The goal is to come up with a short list of actionable items that will both convince your client of your expertise and give you a roadmap for the website redesign.

You want to become proficient in this so that you will learn to spot more problems in less time.

It is not difficult. Many of the issues are obvious. This guide will help you see them more easily. Compile a small list by writing them down as you see them.

Remember, the owner of the website that gave you the opportunity to quote them on a new site already knows that they need a new site or a redesign.

Just point out the ways you can help them and the changes their website needs.

You'll see examples of what works well online (and what doesn't), and with a bit of practice you will be able to quickly identify and show to your clients what makes websites effective and what to look out for when auditing sites.

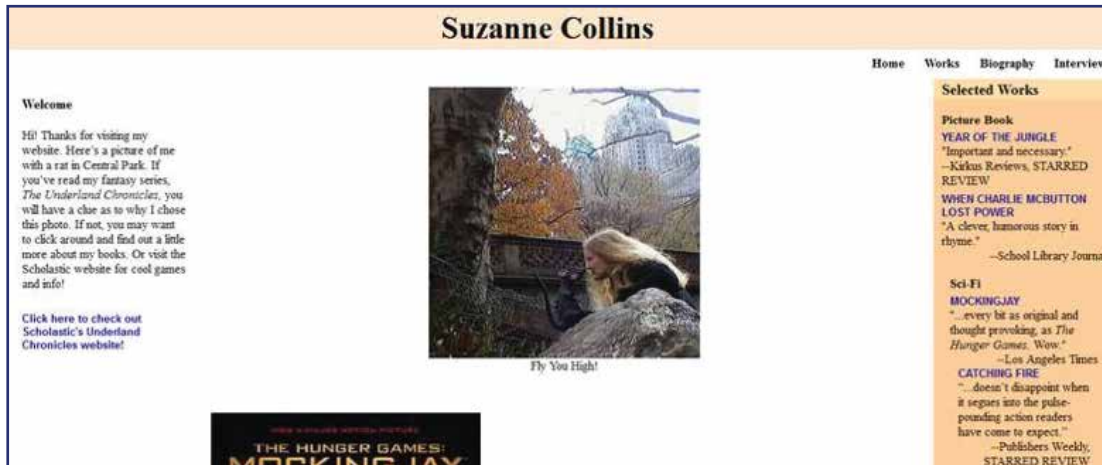
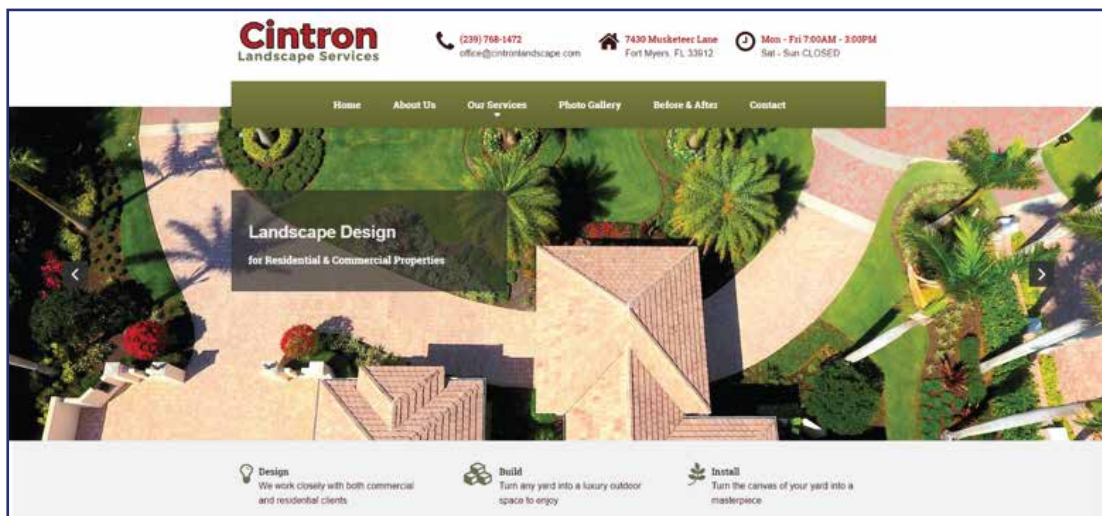




# First Impressions:

## A. Does the website look nice and professional?

Your website is one of the first impressions your customers have of you. It must have unity, order, and clarity, reinforcing the overall intention of the site.

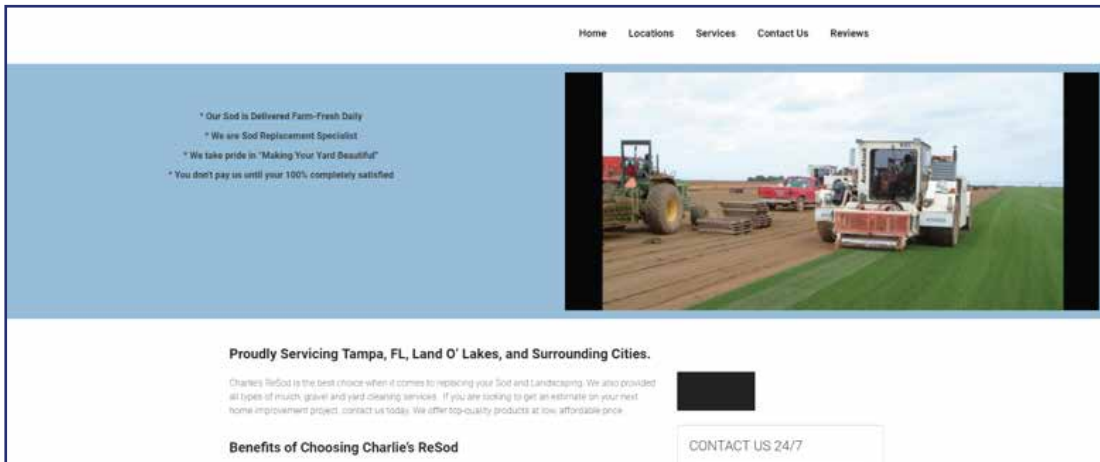




# First Impressions:

## B. Is there a professional logo?

Does the logo look like it represents the business's essence? Is it well designed? Is it simple and memorable? Is there any subtle connection to the business? If you picked someone off the street; would they immediately understand the logo's meaning?

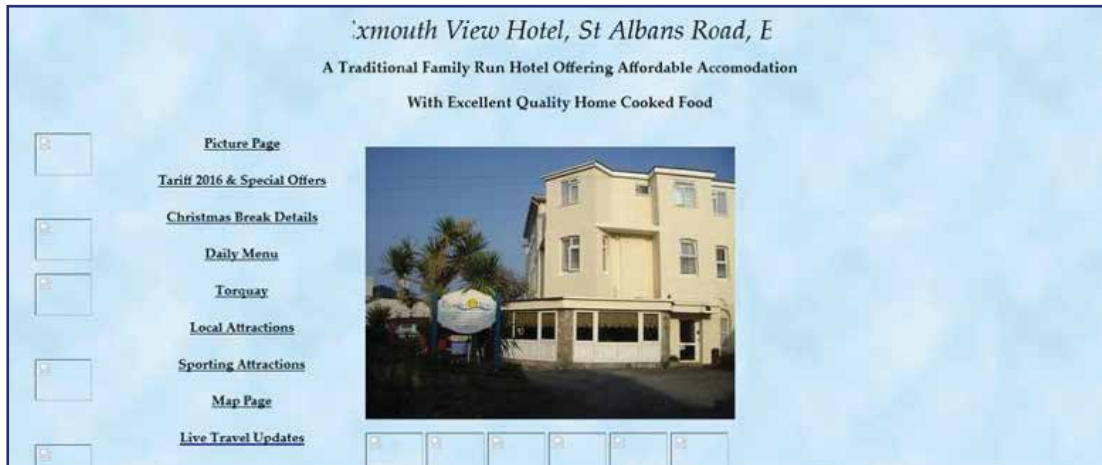
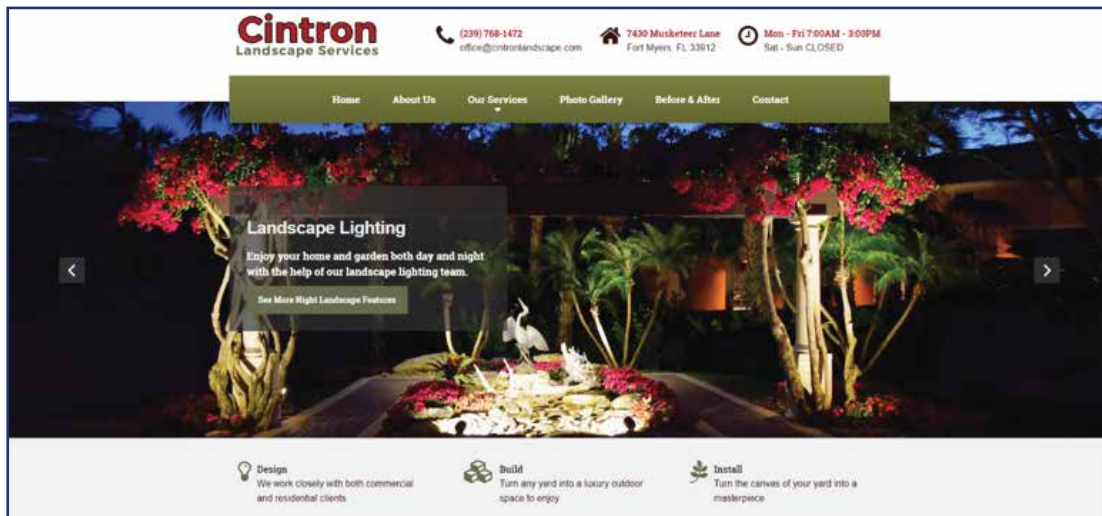




# First Impressions:

## C. Is there a call to action or key message in the main banner?

Is there some kind of message on the homepage that states what the company is about and how it can benefit its customers? It should clearly summarize the business and encourages further engagement with the website.







# First Impressions:

## D. Is there a contact number at the top of the website?

An easy to find phone number is one of the most important features of a website. The phone number should be clickable so that those who visit the site on a mobile device can call you easily.





# First Impressions:

## E. Is it obvious what their business does?

Potential customers need to be able to see engaging content, content that allows them to easily understand what the business is offering.





# First Impressions:

## F. Is there a primary action for visitors?

Is there an immediate element to get your customer engaged in the website? Add "Give us your email and receive a free brochure..." or some type of call to action along those lines that will keep the visitor on your site.





# First Impressions:

## G. Are there secondary actions to take?

Maybe customers are not ready to click on the call to action the first time around. Give them an opportunity to be able to contact you later in the page.



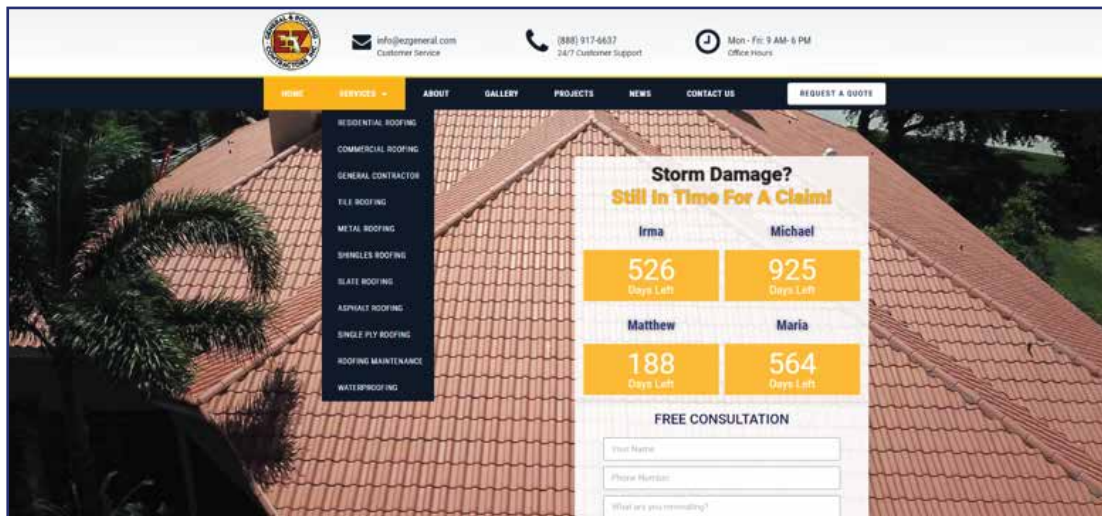




# First Impressions:

## H. Is the menu navigation easy to use?

Customers want to find the 'Home' button or 'Contact us' form quickly and without having to hunt around. The navigation should be logical and well-thought out.

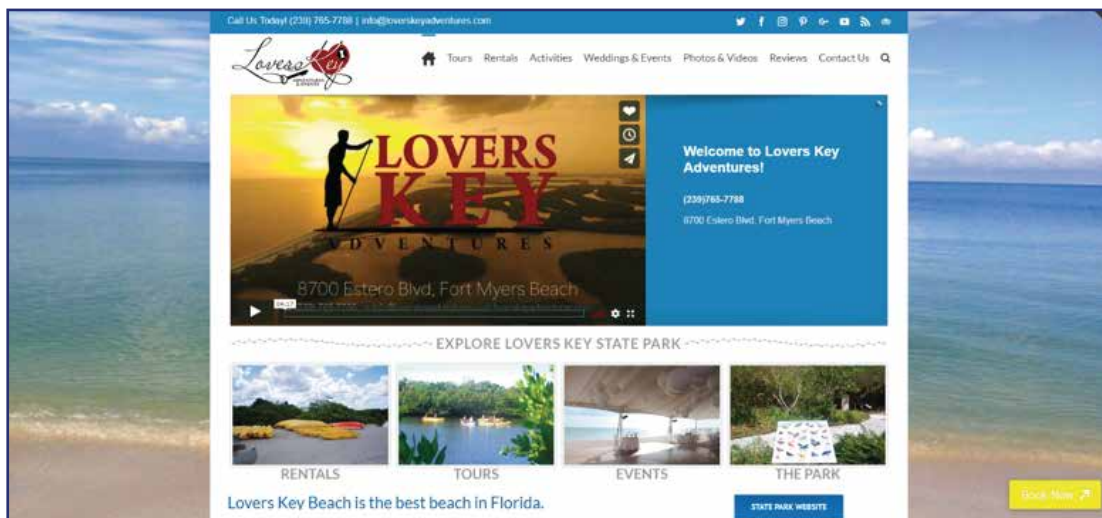




# First Impressions:

## I. Are there social media share buttons?

Social media helps a business engage with customers quickly, efficiently and inexpensively. Linking your social media accounts to your website will help with SEO.





# First Impressions:

## J. Is there a lead capture form on every page?

Give visitors the opportunity to contact you in multiple ways. You can even develop this form into a lead capture form, which will build your list of loyal customers.



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# First Impressions:

## K. Are there customer testimonials or reviews?

Testimonials and reviews are both powerful ways to gain credibility. Gather as many testimonials and reviews as possible which can be added to your site.



The screenshot shows a website page titled 'Reviews' for 'Lovers Key Adventures and Events'. The page includes several customer testimonials and a TripAdvisor widget. A red checkmark icon is overlaid on the left side of the screenshot. At the bottom of the testimonials section, there is a blue button that says 'LEAVE US A REVIEW'. The TripAdvisor widget shows a 5-star rating and a 'Book Now' button.



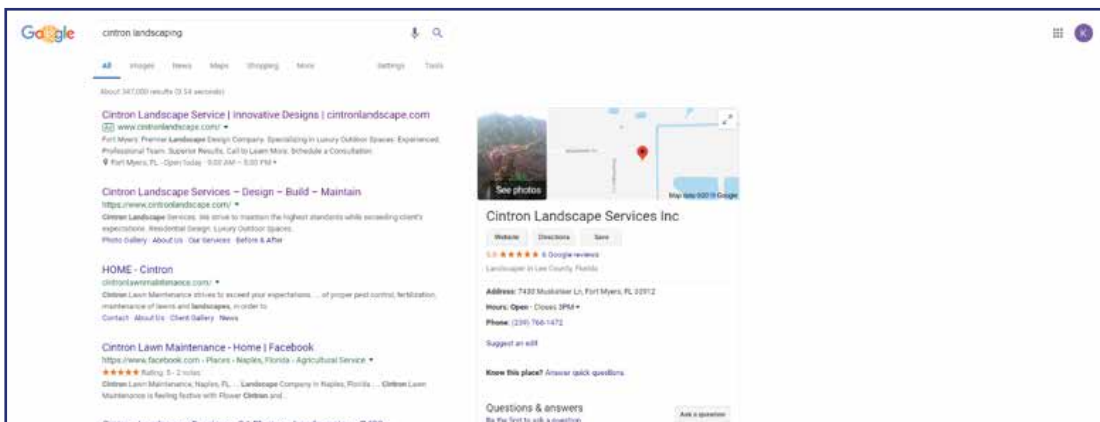




# Search Engine Friendliness:

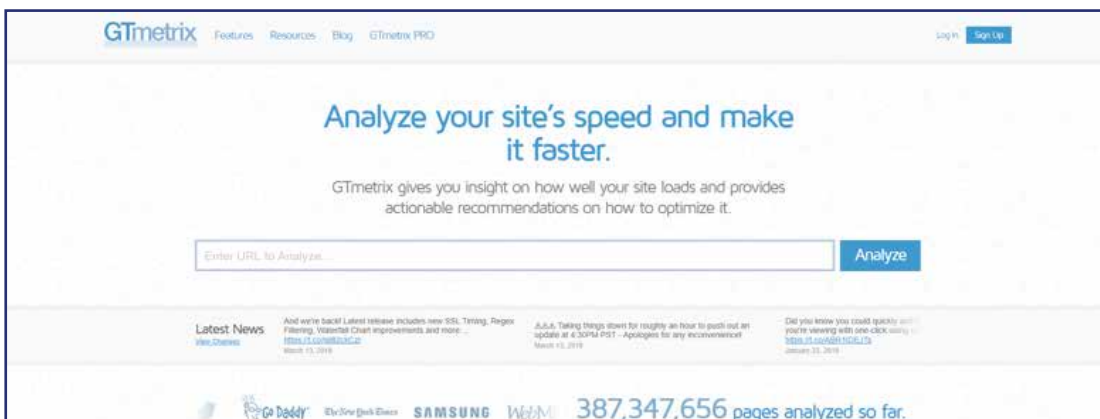
## L. Does it have 'https' in the URL or just 'http'?

If your site is listed on the first page of Google, there is a much higher chance of being clicked on. Google favors websites with an SSL certificate (https) over those without (http).



## M. Does the website take 3 seconds or less to load? (<https://gtmetrix.com>)

One of Google's many ranking factors is website speed and performance. A useful tool to measure and diagnose performance issues is to use this website, which lists various factors...



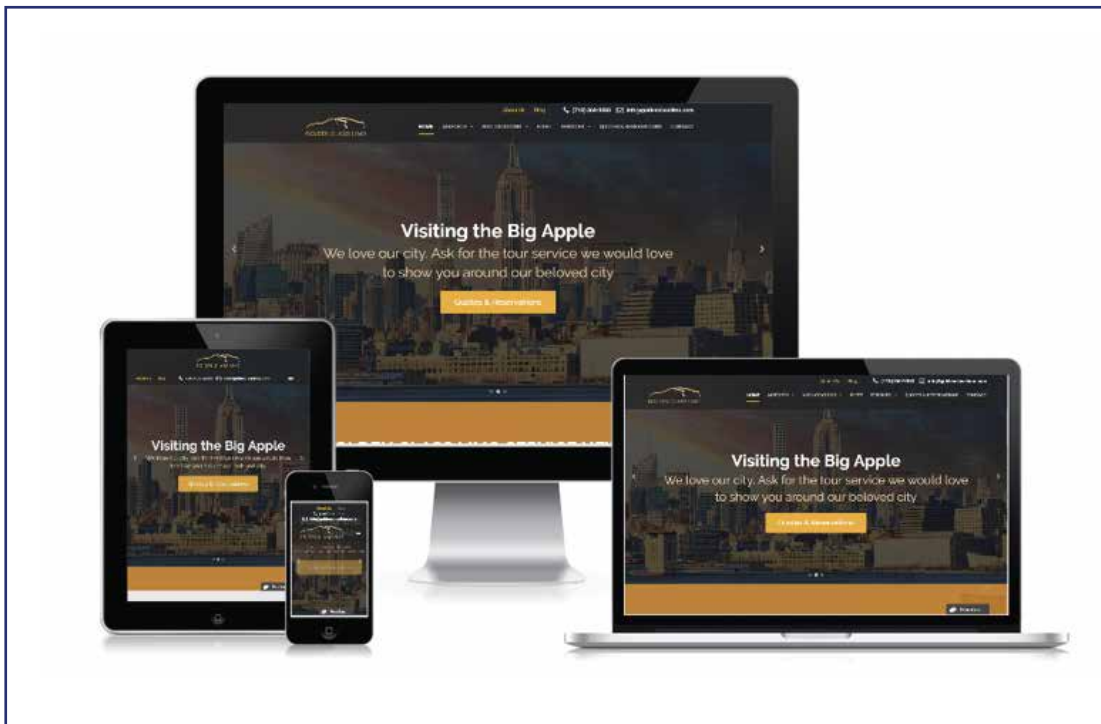




## Search Engine Friendliness:

### **N.** Is it responsive?

Make sure your site displays properly on all devices including phones, tablets, and desktop computers. In 2018, over 50% of all web traffic was generated through phones so it is important that your website displays properly on such devices.



### **O.** Is there a unique title tag on every page? (Check the browser tab)

The title tag is the short clickable headline for listings on search engine results pages. Effective title tags 'sell the click', ineffective ones get passed over.

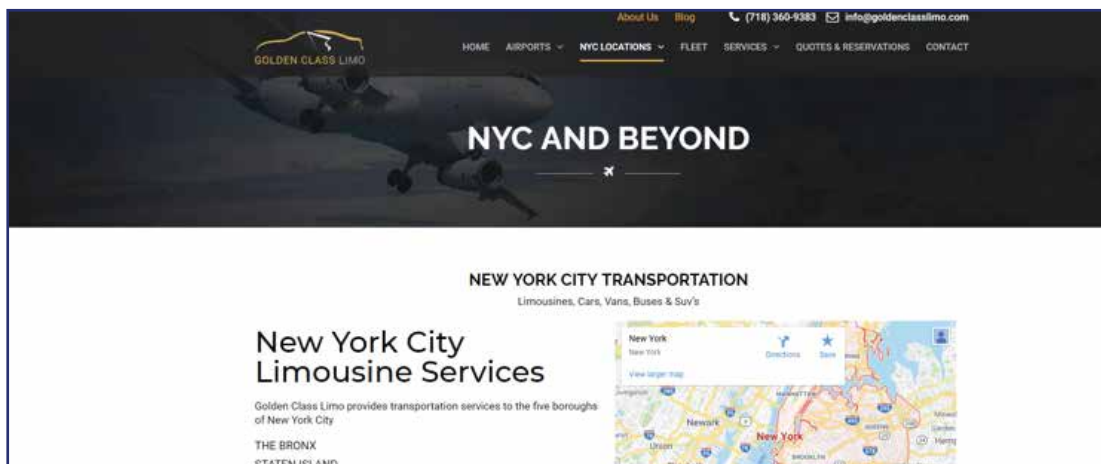




# Search Engine Friendliness:

## **P.** Is the title tag no longer than 60 characters?

Google looks for the name/brand of the business in the page title. Google displays the number of characters displayed in the search results to about 60 so the title must be written carefully to minimize truncation. Truncated title tags are not clicked as often as non-truncated ones.



## **Q.** Is there a unique meta description for each page?

(<https://www.seoreviewtools.com/bulk-meta-description-checker/>)

Meta descriptions are a summary of the webpage content. It is a part of search engine optimization. Good meta descriptions are 135-160 characters long that summarize the webpage content. Each page must have a different meta description.





## Search Engine Friendliness:

### R. Are there enough, at least 500, words on each page? (<https://wordcounter.net/website-word-count>)

When it comes to words, more is actually better as long as the content remains readable. Short content tends to be superficial and ranks poorly in Google. You should include as many keywords as possible while still sounding natural. One study suggests 1900 words of content.



### S. Is the content a good read?

Does the content connect with the reader? Does it show that the product or service will solve the visitor's problem? Does it encourage the next conversion step?



## Search Engine Friendliness:

### T. Is the content easy to digest with paragraph breaks and bullets?

Make sure sentences aren't too long and the paragraphs are easily readable. Heading and subheadings should be short and active. GOOGLE ALSO LOOKS FOR THIS!



HOME ABOUT NEW CONSTRUCTION CARNEY HOMES WHOLESALE HOMES LOTS AND LAND CARNEY LISTINGS RENTALS CONTACT

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### U. Is there content with keywords above the fold?

Have keywords above the fold. This is the area the visitor sees before scrolling. If there is something to catch their attention, they are more likely to stay. Longer visiting periods mean higher rankings for the page.



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## Search Engine Friendliness:

### V. Are there keywords in the headings?

Include the page's keywords in the headings. Search Engines pay close attention to those words. Each heading should be unique to its own page.



**NYC Private Transportation Services**

|   |  |   |   |
|---|--|---|---|
|  <p><b>Airport Transportation</b></p> <p>Whether you're heading to the airport or arriving home after a big trip, you deserve transportation that is safe, reliable and reasonably priced.</p> |  <p><b>Corporate Service</b></p> <p>Many corporate offices choose New York limousine services when they need to travel. You get the highest quality service from professionals.</p> |  <p><b>Wedding Limos</b></p> <p>Our custom designed NYC limousine will take you from your home, to the wedding and on to the reception in affordable luxury.</p> |  <p><b>Prom Limo Service</b></p> <p>Arrive in style with our Limousine services. It's sophisticated to make your prom night truly unforgettable and the best ride of your life.</p> |
|  <p><b>Sight Seeing Tours</b></p> <p>When exploring the sights, sounds and tastes of a holiday destination, having a</p>   |  <p><b>Sports and Events</b></p> <p>Look forward to watching any special event when you book</p>  |  <p><b>Parties and Club Nights</b></p> <p>Why take a cab, when you can hire our limo services to</p>   |  <p><b>Trip To The Malls</b></p> <p>You don't need to commute to the mall because our limo</p>  |

### W. Do all internal hyperlinks work correctly?

Links should be tested prior to going live with the site. The best way to check site links is to click on them and see if a "404 Not Found" page comes up.







## Search Engine Friendliness:

### X. Is there a map present on the website?

Ensure each of the maps is working and are leading to the same address.



When the weather warms up, the patio will undoubtedly be my go-to. I am excited to become a regular here.

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