

AUDIT YOUR SITE TODAY

**FREE WEBSITE  
HEALTH CHECK** 

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## FREE WEBSITE HEALTH CHECK

Is your website full to the brim with up-to-date, useful information?  
Does it conform to general web best practice?  
Is it easy for your customers to use?

It's time to take the ultimate website health check!

Simply fill in the checklist below to see how your website currently performs and use this as an ongoing agenda for improving your web experience.

**RED** Not in place

**AMBER** Partially in place

**GREEN** In place

### 1. CONTENT

Does your website include these copy items?

- A clear message on homepage about what you do
- The benefits and USPs of working with your company
- A page with succinct information about your company
- Up-to-date information about your products and services
- Regular and informative news articles (company news + industry news)
- Twitter feed
- Frequently Asked Questions (if appropriate)
- Copies of company newsletters (if available)
- Copies of company policies (if relevant)
- Copies of company awards and accreditations (if available)
- Link to company brochure (if available)
- Recent customer testimonials and case studies
- Downloadable free useful information (top tips, etc)
- Is all copy up-to-date?
- Are there clear calls to action on every page?

## 2. DESIGN

Does your website design adhere to good design practice?

- Is the design consistent and reflective of the brand?
- Does the design match other marketing materials?
- Is the layout clear and balanced?
- Does the logo link to the home page?
- Is there a **favicon**?
- Does the design avoid bright colours for backgrounds and text?

## 3. IMAGERY

How does your website use images?

- Is photography bespoke (not library/stock images)?
- Are images fairly recent or do they need updating?
- Have all images been given **alt text**?

## 4. TEXT

Is your copy clear and easy to read?

- Are you using a **web safe font**?
- Is linked text clearly highlighted (colour/underline)?
- Is your text easily readable?
- Is text size and colour consistent throughout?
- Are headings consistent in style and easy to distinguish?
- Is the text clear and easy to read (short paragraphs, bullets, subheadings)
- Has grammar, spelling and punctuation been checked?
- Are there any **broken links**?

## 5. MENU

Does your website make it easy to find the information you need?

- Does the menu function correctly on all devices (desktop, tablet, mobile)?
- Are there less than 8 options per menu 'segment'?
- Are the pages in a logical location within the menu and easy to find?

## 6. SEO AND FUNCTIONALITY

Do the basic functions of your site comply with best practice and modern SEO standards?

- Is the website **responsive** (resizes to fit mobiles, tablets etc)?
- Does the site work well across modern browser and device combinations?
- Is there a 'back to top' button on mobile?
- Do pages load quickly?
- Does the website include a sitemap (usually linked from the footer)?
- Is there a search and do the results appear correctly?
- Is there a cookies pop up (if cookies are used)?
- Do you have a cookies, privacy and terms of use policy?
- If a page is not found, is there a **custom 404 page** with search/useful links?
- Is the domain name short and memorable?
- If you search the URL without the www. does it direct to the right page?
- Are there **friendly URLs** (e.g. /parent-information/letters-home)
- Do all pages have a unique **page title and meta description**?
- Do all enquiry forms work and are they received by the relevant person?
- Does the website avoid Flash and Java?
- Does the website include video?
- If using videos, do they have user controls and not play automatically?
- Does the website include links to social media channels?
- Does the website include social media sharing icons?
- If appropriate, does the site include Google Translate/translation options?
- Is the phone number 'click to call' on mobiles?
- Are the contact details easy to find?
- Is there a simple contact form (name, company, email, phone, message)?
- Do you include an embedded Google map?

## 7. ECOMMERCE

If your website uses eCommerce, does it include the following?

- Are all products on the site?

- Are products easy to find (in appropriate categories)?
- Do all products contain a relevant description (including any technical info)?
- Do all products have one or more unique images?
- Is there an option to see related products?
- Do products include customer reviews (if appropriate)?
- Is information on delivery lead times and costs up-to-date?
- Are pricing and taxes clear?
- Is there a guest checkout option?
- Is the checkout mechanism by a trusted provider?
- Is the server secure?

## SO... WHAT'S THE DIAGNOSIS?

### Mostly **GREENS**

Congratulations! Your website is pretty much up to scratch, but you may want to investigate any ambers and reds to see if you can improve your website experience further. Consider more innovative ideas for content such as video and animations to enhance interactivity.

### Mostly **AMBERS**

Not bad, but your website could be improved to help users find up-to-date, informative content more easily. Use the checklist as an agenda for improvement and review again in a few weeks (hopefully moving it into the green category). By keeping content fresh, you'll give users a reason to return and this is likely to result in improved brand perception and engagement.

### Mostly **REDS**

Unless there are real restrictions to what you can do with your website, you should review it as a priority. A website with outdated or missing information could damage the perception of your business and won't help web visitors to feel engaged with the brand. Bring your website up-to-date and improve brand confidence, user engagement and reduce administration associated with requests for information which could be freely available on the website.

### SEA are here to help

If there are activities that you do not have the resource or skills to do in-house, we may be able to help. From designing and building new websites to professional photography or copy and blog writing services, we have a talented team to assist you.

### Get in touch to find out more:



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