# How to
# conduct a mini
# WEBSITE AUDIT

*cleaning up your site to better meet your goals*

## ArcStone

## At ArcStone, before redesigning a client's site...

we conduct a site audit of their existing site. It helps us all hone in on opportunities and priorities as we develop the new site. We put together this worksheet to help you try this for yourself.

Use this worksheet and the point system to grade your site's design, content, functionality and overall user experience. From there, you can determine short-term priorities and decide whether or not a redesign is necessary. So, sit back, take out a pencil (we're going old school here) and put on some fresh lenses, reviewing yours site as if you're viewing your site for the first time.

*Keep tally of your points and we'll review what they mean at the end.*

## LET'S ASSESS:

FIRST IMPRESSION

CLARITY OF MISSION

NAVIGATION & SITE FLOW

VISUALS EFFECTS

CONVERSION CAPABILITIES

OPTIMIZATION & RANKINGS

BROKEN PIECES

CONTENT QUALITY & QUANTITY

SOCIAL PRESENCE

# FIRST IMPRESSIONS

Landing on your website for the first time, what is your first impression? Is it love at first sight or are you feeling less than impressed?

| -2 | -1 | 0 | +1 | +2 |
|---|---|---|---|---|
| poor | fair | good | great | best |
| ▪ Overwhelming | ▪ Too much content | ▪ Looks good | ▪ Great impression | ▪ Superb impression |
| ▪ Dated | ▪ Slightly outdated | ▪ 5 yrs. old or so? | ▪ Modern aesthetic | ▪ Brand new |
| ▪ No focus | ▪ Lack of focus | ▪ Has a focal point | ▪ Clear focus | ▪ Crystal-clear focus |
| ▪ Rather unattractive.. | ▪ Not very attractive | ▪ Fairly attractive | ▪ Attractive | ▪ Designers are drooling |

## note your reactions & ideas:

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## "THIS STATEMENT SUMS UP EVERYTHING PERFECTLY...."

# CLARITY OF SERVICE

Within a few seconds, users should understand who you serve, what you offer and why they should care.

| -2 | -1 | 0 | +1 | +2 |
|---|---|---|---|---|
| poor | fair | good | great | best |
| ▪ Leaves one feeling confused... | ▪ Hard to understand | ▪ Fairly clear mission | ▪ Clear mission | ▪ Powerful & clear |
| ▪ Lack of "About Us" | ▪ Lengthy / wordy | ▪ Well-written | ▪ Concise & creative | ▪ Stand-out writing |
| | ▪ Fine "About Us" | ▪ Good information | ▪ Intriguing... | ▪ Engages everyone right off the bat |

## note your reactions & ideas:

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# NAVIGATION

Opening up your browser to a new website is like walking into a new city. Provide your visitor with a crystal clear map through easy-to-use navigation.

| -2 | -1 | 0 | +1 | +2 |
|---|---|---|---|---|
| poor | fair | good | great | best |
| No clear site menu | Messy menu | Descriptive menu | Nice menu | Dynamic/cool menu |
| Can easily get lost | Feels disjointed | Logical navigation | Easy navigation | Personalized nav. |

## note your reactions & ideas:

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ABOUT US    PRODUCTS    ORGANICS    EXPERTISE    CAREERS    CONTACT

# VISUAL EFFECTS

Nobody wants to spend much time on a site full of stock images or blurry photos. What are the visual aids like on the site? Does it look professional?

| -2 | -1 | 0 | +1 | +2 |
|---|---|---|---|---|
| poor | fair | good | great | best |
| No photos | Impersonal photos | Nothing special | Professional photos | Stunning photos |
| Makes viewer squint | Fake/model images | Some stock images | Authentic | High quality |

## note your reactions & ideas:

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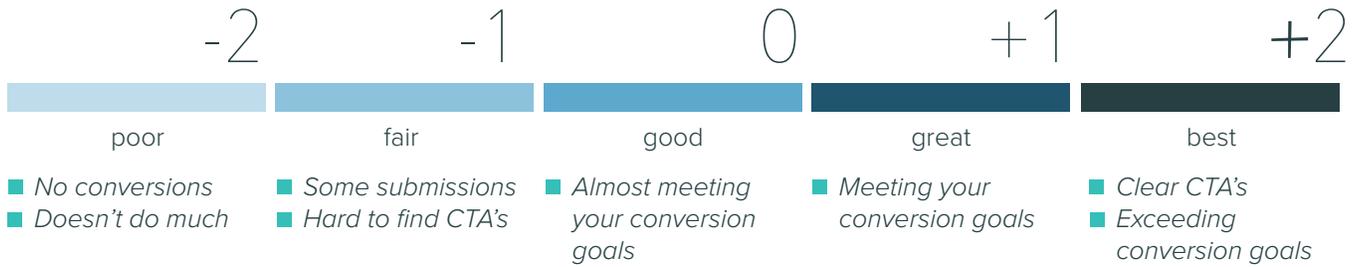
# CONVERSION ABILITIES

A site that doesn't drive an action isn't worth much at all. How does this site perform in regards to gathering leads, selling products and/or getting people to act?

| -2 | -1 | 0 | +1 | +2 |
|---|---|---|---|---|
| poor | fair | good | great | best |
| ■ No conversions<br>■ Doesn't do much | ■ Some submissions<br>■ Hard to find CTA's | ■ Almost meeting your conversion goals | ■ Meeting your conversion goals | ■ Clear CTA's<br>■ Exceeding conversion goals |

## note your reactions & ideas:

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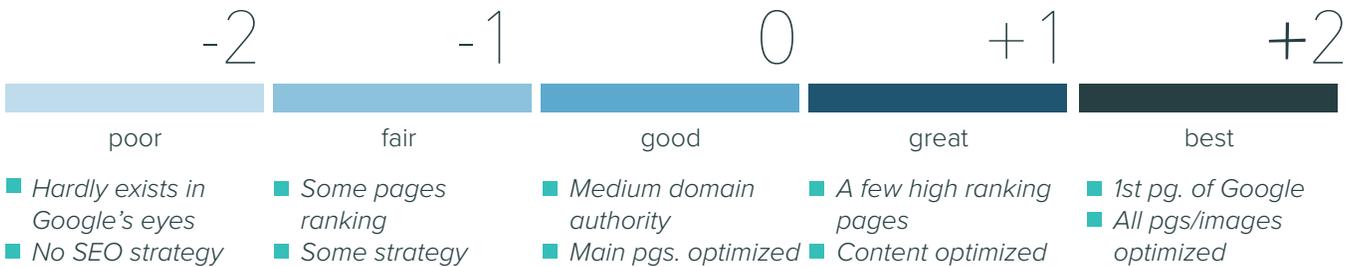**Give us a call, 952-841-2222**

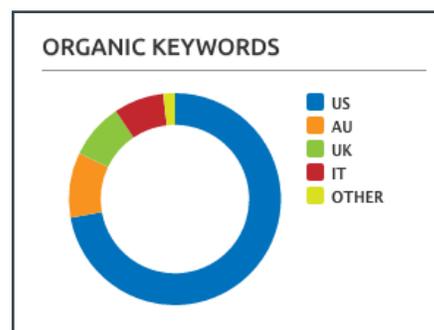Or send us a note:

NAME:

PHONE

EMAIL*

# RANKINGS & SEO

How visible is your site across the web? Use a tool like SEMRush or Moz to determine where you stand. Or, consult your agency/marketing team/developer for more insight.
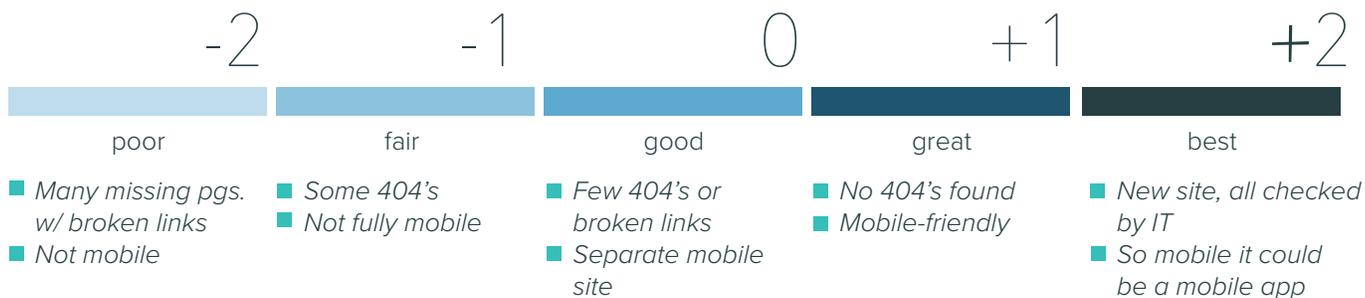
| -2 | -1 | 0 | +1 | +2 |
|---|---|---|---|---|
| poor | fair | good | great | best |
| ■ Hardly exists in Google's eyes<br>■ No SEO strategy | ■ Some pages ranking<br>■ Some strategy | ■ Medium domain authority<br>■ Main pgs. optimized | ■ A few high ranking pages<br>■ Content optimized | ■ 1st pg. of Google<br>■ All pgs/images optimized |

## note your reactions & ideas:

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● ORGANIC SEARCH

**62** +3% TRAFFIC

| SEMrush Rank | 2.6M | |
| Keywords | 698 | +4% |
| Traffic Cost | $229 | +7% |

ORGANIC KEYWORDS

- US
- AU
- UK
- IT
- OTHER

# USABILITY

A broken site or one that isn't mobile-friendly doesn't sit pretty with Google. Check for broken links, 404 errors, etc., and test using Google's Mobile Test. Consult with IT if possible.

| -2 | -1 | 0 | +1 | +2 |
|---|---|---|---|---|
| poor | fair | good | great | best |
| ■ Many missing pgs. w/ broken links<br>■ Not mobile | ■ Some 404's<br>■ Not fully mobile | ■ Few 404's or broken links<br>■ Separate mobile site | ■ No 404's found<br>■ Mobile-friendly | ■ New site, all checked by IT<br>■ So mobile it could be a mobile app |

## note your reactions & ideas:

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**404 : Page Not Found**

Sorry, the page you were looking for at this URL was not found.

# CONTENT QUALITY & QUANTITY

How often do people land on your site and stay there for its creative and informative content?

| -2 | -1 | 0 | +1 | +2 |
|---|---|---|---|---|
| poor | fair | good | great | best |
| ■ Haven't updated content in years<br>■ Incorrect info | ■ Boring content<br>■ Only a newsletter here & there | ■ Some content<br>■ Updated blog | ■ Various forms of content<br>■ Cool stuff! | ■ Hilarious / fun / entertaining content<br>■ You have a following |

## note your reactions & ideas:

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**HEALTH CARE 101**

Co-what? Copays, coinsurance, & other common health insurance terms

Health insurance terms can look like a foreign language. But when you know what they mean, they tell the story of how you and your health plan share the cost of your care.

**SAVINGS TIPS**

5 ways to lower your medicine prices [Slideshow]

Medicine prices can change from month-to-month, or even pharmacy to pharmacy. Follow these tips to make sure you're getting the best deal on your medicines.

# SOCIAL PRESENCE

Social media helps to build your overall digital presence, improve SEO and create a more personal online community. How present are you in the social sphere?

| -2 | -1 | 0 | +1 | +2 |
|----|----|---|----|----|
| poor | fair | good | great | best |

- ■ Um.. not at all / no active accounts
- ■ Sometimes post
- ■ Accounts exist, but not up-to-date
- ■ 1-2 regularly active platforms
- ■ Sporadic tone
- ■ Accounts link to site
- ■ Audience-driven presence on a few platforms
- ■ Can share from site
- ■ Focused, consistent social media strategy
- ■ People want to follow!

## note your reactions & ideas:

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# CONCLUSION

Review your scores above - don't worry, this isn't a test. Notice the areas you've scored lower: prioritize those as areas to invest the most time/money/energy into and use the descriptions under the +1 & +2 sections as goals for which to strive. On the areas you've done well, keep it up!

No matter what your score, if you're feeling that you could always do more (as even the best of sites can do), consult with our digital strategists and designers at ArcStone.

Consider a complete website redesign & develop a marketing strategy with an agency. Don't fret – fresh starts are always good!
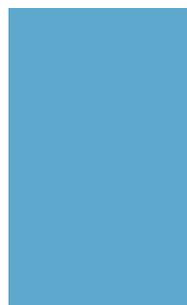
Tweak a few things to improve your current site OR go big & create a new one! You can recycle some of current content to save time.
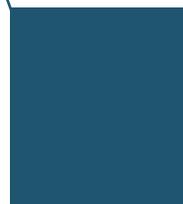
Your site's just fine, but why settle? Update what's slacking and aim for more creativity! Invest more time & energy into making your website stand out.

You're pretty great, but you could always do better. Find ways to hone in on your audience; incentivize them to stay on your site longer & take further action.

You're golden. Yet you can always take this time to focus even more on your audience & how you can meet their needs Keep it up champ.

-18 TO -12

-11 TO -5

-4 TO 2

3 TO 9

10 TO 18