

website audit process

Exercises:

- » 10 second/first impression test: Take a few minutes to visit your own website. Imagine you are a potential client who has come to the site for a specific purpose; you know nothing about the website or the company. Do you have a clear picture of what the site is about in under ten seconds?
- » Branding strength test: take a look at your website, or at any of your other business' brand collateral (like business cards). Cover up your logo or any mention of your business name. Do the remaining visual elements make an impression on you? Does that impression match the personality and character of your business?
- » Copy strength test: picture yourself talking to a potential client about doing business with you. Now, imagine that you can only use the content of your website to sell them on your business. Would they be yawning and glancing at the clock after the first few sentences?
- » Does your business have a clearly defined personality? If not, take some time to create one. Write out this personality and keep it nearby. Read over it anytime you need to create content for your business.
- » Website speed test: run your website through the Pingdom Website Speed Test tool: <http://tools.pingdom.com/fpt/>. How long does it take to load? Can you apply any of the tips it offers to decrease this time?
- » Have you ever looked at your website from a real phone or tablet? Check it out and see if it is difficult to read or use.

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Page being audited: _____

10 second/first impression test: perform the 10 second test from the exercise list on your page. Do you have a clear picture of what the site is about in under ten seconds?

Perform the branding strength test from the exercise list on your page. Do the visual elements of the page make an impression on you? Does that impression match the personality and character of your business?

Perform the copy strength test from the exercise list on this page. Do you think your copy alone could sell your potential clients? Is the copy focused on your site visitors or your business? Finally, does it lead visitors to the next step in the path to a sale?

Does your page's content match your business' personality? If not, how can you fix that?

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Is there any imagery on the page that needs replacing or updating? Make a list.

How many different places are you directing visitors from this page? Can you narrow that down?

How consistent is the layout of this page when compared to the rest of the site? Is there anything you need to fix?

How quickly does this page load? Is there anything you can do to reduce that load time?

Use a real phone or tablet to visit this page. Do you notice anything that needs to be changed?