

Website Reviewed	www.□□□□□□□□□□.com
Date of Review	10 November 2008
Reviewer	Sophie Wegat

This Website Health Check Report is designed to review four main area of your website: Design, Usability, Content, Search. Each area is broken into specific sub-topics which are evaluated by the reviewer. At the end of the report is a summary of the problems which have been identified and recommendations on how to improve them.

**DESIGN**

**Branding**  
Logo and site colours reviewed.

Results: The site colours could be increased in size as it is overpowered by other elements. The font is difficult to read.



**Layout**  
Page layout and design reviewed. A third level page.

Results: Overall I find the design to be busy with objects on the page competing for my attention. Top level navigation looks clear however 2<sup>nd</sup> and 3<sup>rd</sup> level pages are not clearly identified and would cause confusion to your prospects.

**USABILITY**

**Page Load Times**  
Homepage checked for page size and load times.

Results: The homepage loads in approximately 3 seconds and is 395 KB in size. It contains 225 KB in images, 136 KB in scripts and 25 KB in CSS files. All pages have both inline and externally linked files.

**Navigation**  
Top and second level navigation checked for structure, logic and brevity.

Results: The navigation bar looks good from a visual perspective. However functionally it is confusing. Clicking on navigation links do not necessarily take you to a corresponding page. Some of the navigation links link to the same content. The descriptions of the second level link are not very self explanatory. Clicking on the logo in a section takes you to the index page of that section. It is accepted that clicking on a logo should take you back to the homepage.

**Site Errors**

Checks for broken links, assets and images.

**Results:**

Broken Links: the website has 460 broken links.

Broken assets/images: the website has 37 broken images and no broken assets.

**Web Server**

DNS aliases & server error pages reviewed.

**Results:**

The website is accessible when not prefixed with www.

The website does not use custom 404 error pages.

**Browser Compatibility**

Home & second level page checked for render problems in IE 6 & 7 (Win), Firefox (Win/Mac), Safari (Mac).

Results: The site renders identically in all tested browsers.

**Standards Compliant**

Home page tested for W3C standards compliance.

Results: The homepage does not comply with any W3C standards.

**Text Legibility**

Typeface legibility checked.

Results: The main body typeface is on the small side. Colour and line height is ok. Headings and use of bold is not standardised. Words that are not links are underlined which is confusing. Links are not clearly identified - ie no underlines, hover or colour change to signal it's a link.

**CONTENT****Page Text**

Overall copywriting style & language checked.

Results: Style and language is appropriate for target audience. It could, however, be more engaging.

**Photography**

Overall photography style & quality checked.

Results: The photographs lack a professional feel and do not showcase the products as well as they

could.

#### Standard Pages

Privacy, About, Contact, Shipping Rates, Returns Policy and Site Map pages checked.

Results: About Us page should provide more information about the company principals to put a human face to the company and website.

Contact Us - lists all the main information.

Terms of Use & Privacy Policy - contain appropriate information.

Site Map - does not include a Site Map.

## SEARCH

#### Search Engine Visibility

Number of pages in Google, Yahoo & Live.

Results:

Pages in Google: 2

Pages in Yahoo: 22

Pages in Live: 3

#### On Page Review

Check page titles, meta description and meta keywords.

Results: The website has unique (but not optimised) Title tags but no Meta Keyword or Meta Description tags.

#### Dynamic Pages

Check dynamically generated URL's for search engine friendliness.

Results: The site does not contain dynamic URL's.

**RECOMMENDATIONS****Branding**

Recommendations: Increase the size of the logo to ensure it is prominent.

**Layout**

Recommendations:

- Re-design "Quick Product Finder" to not take up so much space. Consider a drop down box with options. Alternatively drop this as there is not a huge range of products and they are already easily accessible from your navigation.
- The 1300 Call To Action could be reduced in size, positioned better and made more appealing. Two suggested positions are to the right of the logo or navigation.
- The accreditation logos are important but I would reduce the size of them and place them below the side navigation.
- A right hand column could be utilised which could house the Quick Product Finder, Accreditations and other support material.

**Homepage**

- Consider focusing on one or two product photos and one clear call to action.
- It is not clear which locations you service - make that prominent. It will help you with the search engines too!
- Drop the weather applet - it's irrelevant.

**Second Level Page**

- The heading and page information is not clear. I would reduce the height of the photograph (again drop Quick Product Finder) and make the page heading more prominent. Perhaps even combine it with the photo to make an appealing graphic that clearly identifies the page the visitor is on.

**Third Level Page**

- This page utilises the same structure so the comments above apply.
- The fact that it is a third level page and a sub-page of a main site section is not clear.
- There is no page heading.

**Navigation**

Recommendations:

Re-think site structure and ensure pages under each section are labelled clearly, are easy to figure out and have relevant content on the corresponding page.  
Ensure the logo links to the homepage on each page.

**Text Legibility**

## Recommendations:

Increase size of body text font. Create more distinctive headings through font choice and colour. Ensure that underlines words are for links only. Use bold or italics for other emphasis.

**Content**

## Recommendations:

The content could be written in more engaging manner to appeal to the visitor. Try writing in a more personal voice and provide more information about the people behind the company so give prospects an idea of ho they are dealing with.

Consider hiring a professional photographer to showcase your products in the best possible light.

Add a Site Map page to th

**SAMPLE REPORT**

To order your report, visit  
<http://www.thinkprospect.com.au>

**Search**

## Recommendations:

The website needs to be optimised for the search engines:

- Perform keyword research to select relevant keywords describing your products.
- Incorporate keywords into body text, page title and meta keyword and description tags.
- Have unique, compelling page title and meta keyword and description tags on each page of your website.

**Overall Comments**

## Recommendations:

The site has all the content needed to be successful however it lacks in presentation and marketing appeal. By re-structuring the content and modifying the design - as well as creating more engaging marketing style copy and optimising the site for the search engines the site will have a better chance of attracting targeted visitors and converting them into customers.



Sophie Wegat  
Reviewer