



# BEST METHODS FOR WEBSITE AUDIT & TOOLS TO USE

## TECHNICAL

### PAGE SPEED LOAD

A fast page load speed is incredibly important for a website for a number of reasons. The first of which is an improved user experience. Users, especially mobile users, will often abandon a website if it takes longer than 6-10 seconds to load. In addition, a slow page speed means that search engines can crawl fewer pages using their allocated crawl budget, and this could negatively affect your indexation. Therefore, the search engines are less likely to allow your website to show up high in result rankings. A slow website can be attributed to many things, from large, uncompressed images to slow server response time.

### TESTS:

[HubSpot Website Grader](#)

High level overview of website performance.

**Cost: Free**

[Nibbler](#)

All-encompassing website checker. This is

more in-depth than the Hubspot Website Grader tool. **Cost: Limited free test**

## MOBILE OPTIMIZATION

Having a website that is optimized for mobile is non negotiable with the current user base. Even companies that believe their user base is primarily desktop often have 20-30% of views coming from a mobile device. In addition, your search engine ranking will be severely affected if your website is not mobile optimized.

**TEST:** [Mobile-Friendly Test - Google Search Console](#) | Mobile optimization test | **Cost: Free**

## ACCESSIBILITY SCORING

Accessibility scoring assesses whether your website is optimized for users with viewing disabilities. From color blindness to vision impairment, increasingly a website is judged on its ability to serve all viewers.

**TEST:**

[FreeWAVE Web Accessibility Tool](#)

Accessibility scoring (color blindness, visually impaired, etc).

**Cost: Free**

## READABILITY SCORING

Having a website that is specifically crafted to speak to your persona is incredibly powerful, and how you speak to your persona will change depending on the industry. For example, you will speak differently to a professor than you would a student.

**TEST:**

[Readable.io](#)

Assesses the level of reading on the website, which should align with the persona

**Cost: Limited free test**

## FACEBOOK DRAW IN ASSESSMENT

This tool will scrape a URL and output a preview of what it would look like if shared on Facebook. It lets the social team work with developers to ensure the content (image, headline, and description) Facebook pulls in for any URL is accurate.

**TEST:**

[Facebook Object Debugger](#)

How facebook will draw from your website.

**Cost: Free**

## **BACKLINK ASSESSMENT**

Backlinks (also known as inbound links) are links that are directed towards your website. Backlinks are important for SEO because some search engines, especially Google, will give more credit to websites that have a good number of quality backlinks, and consider those websites more relevant than others in their results pages for a search query. When search engines calculate the relevance of a site to a keyword, they consider the number of QUALITY inbound links to that site.

**TEST:**

[Open Site Explorer | Moz](#)

Back link assessment.

**Cost: Limited Free Test**

## **STRUCTURED DATA SCORING**

Structured data is the "extra" information that you see next to a website and meta description (often in the sidebar of a Google search). For example, if you are searching for a restaurant, you will see not only the restaurant's name, but also additional information such as hours, pricing and stars to indicate positive reviews. Structured Data helps search engines better understand what the content is specifically about.

**TEST:**

[Structured Data Testing Tool | Google Developers](#)

Assess what shows up in Google 'Knowledge Panel" (shows up on the right sidebar on a google search).

**Cost: Free**

## **META DESCRIPTION/TITLE CHECKER**

A meta description is an attribute within your meta tags that helps describe your page. This snippet of text may appear in the search engine results under your headline, though sometimes, the search engines will pull a snippet of text from the main body copy of the page instead. A compelling meta description has the power to raise the click-through rate of your organic search results. That means more of the people who see your page in the search results will actually click through and land on your site.

**TEST:**

[Bulk Meta Description Checker](#)

SEO Review Tools Assesses the effectiveness/presence of Meta Descriptions.

**Cost: Limited free test**

## **BROKEN LINK CHECKER**

Broken links on your website can provide a very awkward and unpleasant user experience, and also have a negative effect on SEO. There are two kinds of links: Inbound links/backlinking and outbound links. When you link out to other sites from your own site, these links are called outbound links. Links to your website from an outside website are inbound links/ backlinking. Both are incredibly important to website visitors to build trust and value, and they also help raise your authority on search engines.

**TEST:**

[Broken Link Checker](#)

Assess broken links throughout website.

**Cost: Free**

## **ADWORD GRADER**

This tool requires filling out a lead generation form AND an active AdWords account. We would only use it if pitching a new client to take over their AdWords campaign internally. It measures several key metrics like Wasted Spend, Expanded Text Ad Optimization, Quality Score, Click Through Rate, Account Activity, Impression Share, Landing Pages, and Best Practices.

**TEST:** [Wordstream AdWords Grader](#) | Assesses adword performance | **Cost:** Email address

## DESIGN/BRANDING

While there isn't a tool that can assess the following items, we would check for each element and put together a written assessment of how their brand performs. Having the following items in place will help the overall user experience on the website, which can have a dramatic effect on the success of the website as a whole. Designing for conversion requires the alignment of many components.

### COLOR

Make sure the website's color scheme matches and accentuates the company's logo and corporate color palette.

### TYPOGRAPHY

Make sure the website uses the same fonts consistently.

### IMAGES & VIDEOS

Images that best represent the brand, product or service, and the industry.

### FAVICONS

A favicon is a 16 x 16 pixel image that is also known as a shortcut icon. Favicons help provide branding for the website and support ease of use while reviewing bookmarks for a particular website or link.

### CONSISTENT WEBSITE FORMATTING

Use a consistent template format for navigation, headers, text, typography and hyperlinks.

### **FOCUSED LAYOUT/ORGANIZED CONTENT**

One message/purpose per section.

### **WHITE SPACE**

Make sure you provide enough white space throughout the design. White space not only helps reduce the cognitive load of visitors, it makes it much easier for users to segment and digest the information presented.

### **CALL TO ACTIONS**

Frequently featured buttons that offer the opportunity for users to proceed down the buying funnel.