



CD+M

Image and perception help drive value: will an

Good Design is Good Business

WEBSITE AUDIT

Below are a list of questions that form the foundation for a comprehensive website audit.

INTRODUCTION

Tune-up or redesign, a website audit is a necessary start to the process and the results will help to define what is needed to keep a site competitive and in good working order. The website audit doesn't replace a design brief, which, will benefit from the audit results.

You can do the audit yourself, however, it's recommended that others, not involved in the management of the site, give their perspectives too. When you use outside auditors they will need to be educated on the site's objectives and the profiles of the type of visitors you are trying to attract.

Keep in mind:

1. The website audit is meant to be part of an overall planning process.
2. Because similar websites are often browsed for comparison purposes, questions about your competition are beneficial.
3. Skip any questions not relevant to the site being audited.

WEB SITE AUDIT

1. Speed/Technology

- Does home page load time seem reasonable?
Page load time on 56k dial-up _____
Page load time on DSL/Cable _____
Page load time on T1/T3 _____
- If the site entrance is a Flash animation, is there a skip-intro option? Or can you access the main navigation quickly?
- Is there a non-Flash alternative? Do you need one? Is there a way to download plug-ins?
- Can your visitor use the back-button to get back to where they came from?
- Is the site cross-browser and cross-platform (MAC and PC) compatible?
- Do all graphics on the page load? Are there broken images, broken links, or overlapping type?
- Does the site use statistics monitoring software?
- Does the site appear correctly at 800 x 600 resolution and above? How about on larger screens?
- Do the audio and video clips work well?
- How does the overall speed compare versus the #1 or #2 competitor?

2. Appearance

- Is the overall look and feel of the site pleasing?
- Is the page layout and use of color, fonts and images consistent throughout the site and with your current branding?
- Is the design appropriate for the purpose of the site and for the intended audience?
- Are the images relevant to the content?
- Rate the site's overall appearance versus the #1 or #2 competitor.

3. Structure and Navigation

- Is the content of the site logically organized?
- Are users easily able to find what they want when navigating through the site?

CONTINUED



- Are the keywords, in the source code, title, description, etc. on all the major pages?
- Does the site utilize any third-party software that tries to trick the search engines?

7. E-Commerce

- Is it clear what you are selling?
- Is the purchasing process clear?
- Can I find what I want to buy quickly?
- Does the site explain why someone should buy the product versus the competitor's?
- How does the site's overall shopping experience compare versus the #1 or #2 competitor's?

8. Marketing Communications

- Are the site's key online marketing messages clear?
- Are the online messages consistent with offline messages?
- If the site posts press releases, do they have clickable links embedded in the copy?
- Does the site include print ads? Articles? Radio? TV spots? Are they relevant?
- If the site has promotional microsites, are they consistent in look with the main site?

If you have any questions or would like CD+M to conduct your website audit, please contact us at:

T +1 604 609 6604
info@cartydesign.com