



IS YOUR WEBSITE AS EFFECTIVE AS IT SHOULD BE?

IS IT ATTRACTING ENOUGH TRAFFIC?

IS IT BETTER THAN YOUR
COMPETITORS' SITES?

IS IT ACHIEVING GOOD
SEARCH ENGINE RESULTS?

DON'T LEAVE IT TO CHANCE...

AN INDEPENDENT WEBSITE AUDIT

If you've answered 'no' to any of the questions overleaf, then you need an independent review of your website. Our 10-point audit will assess your site against established quality criteria and the guidelines set out by the World Wide Web Consortium (W3C) in the Web Accessibility Initiative (WAI), including:

Performance: How fast is your site? How good is your code? We'll carry out a thorough analysis of your site's technical performance and report back ...in non-technical language.

Search Engine Visibility: Many sites inadvertently restrict search engine access. Don't let this happen to yours. We'll identify any potential blockages and offer suggestions for ways in which your site can become more search engine friendly.

Keywords: Does your site have key words embedded in its code? Are you confident that they mirror the search terms that are actually being used by your target audience? We'll provide an up-to-date ranking report and make suggestions for improvement.

Web Analytics: Find out what happens to visitors when they access your site... where they're from, how long they stay, which pages they prefer, which ones they don't.

Inbound Links: The quality and quantity of inbound links can have a real impact on your search engine rankings. Find out who is linking to your site and how effective these links are.

Competitor Analysis: We'll work with you to identify your main competitors then carry out a comparative review of their websites, assessing their strengths, tactics, key word rankings etc.

Accessibility: An accessible website is one that can be used by everyone, regardless of age, technology or ability. Your site may look good on your computer but what about other types of browser or mobile device?

Navigation: How easy is it for first-time visitors to find the information they want? We'll test this for you and offer recommendations for improvement.

Customer Relationship Management: Does your website encourage repeat visits? Does it personalise the visitor's browsing experience? If you're already using social media, how successful is it? If not, which social networking options would fit best within your overall web strategy?

Content: Is the text on your website appropriate for its intended audience? A review of copywriting and imagery will complete the website audit.

OUR WEBSITE AUDITS ARE DIFFERENT

We don't just look at the technical issues... our approach is holistic. Every website is different so we'll work with you to identify the main objectives of your site and match these against its design, structure, functionality and performance.

Our reports are written in Plain English and designed to be understood by even the most non-technical of readers. Plus, if you need further clarification at any stage, we'll provide this at no additional cost.

FIND OUT MORE

Investing in an independent website audit is a simple way of making sure your website is as good as it should be, as well as identifying the best opportunities for future growth and development.

If you'd like more information, please contact us:



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