**Website Audit**

Template

**Last updated: xxx**

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12. **Introduction**

This document provides a 360 degree assessment of the xxx website, taking into account good practice from across the NHS, national accessibility standards, and best practice for search engine optimization, amongst other things.

1. **General Impressions**

*This section should give a brief overview of the findings from the audit, including a summary against each of the key headings below:*

|  |  |
| --- | --- |
| **Area** | **Observations** |
| **Design** | *How effective is the design and layout of the site?* |
| **Navigation** | *Is the navigation effective and efficient?* |
| **Content** | *How engaging, appropriate and effective is the content and is it targeted to the user?* |
| **User Focus** | *Is the site clearly focused on its core users?* |
| **Accessibility** | *Does the site comply with national accessibility standards?* |
| **Mobile** | *Is the site mobile responsive?* |

Further details and additional suggestions are shown below.

1. **Understanding of User Needs**
2. **Overview**

*Who are the core users of the website?*

1. **Needs of Key Audiences**

*What are the needs of these core users?*

|  |  |
| --- | --- |
| **Core User 1** | **Core User 2** |
| *What are their most pressing needs?* | *What are their most pressing needs?* |

1. **Other Users**

*What other groups of users will be using the website regularly?*

1. **Design Analysis**

Having analysed the design that has been applied throughout the site, we have made the following observations and recommendations:

|  |  |  |
| --- | --- | --- |
| Area | Observations | Recommendations |
| Site Design | *How effective is the design and layout of the site?* | *How would you address this?* |
| Consistency | *How consistently is the design applied across the site?* |  |
| Homepage | *How would you rate the design and layout of the homepage?* |  |
| Page Templates | *Does the site include good web templates for key content or are all pages the same?* |  |
| Colours | *Do the colours of the site work well?* |  |
| Typography | *Is the font appropriate for the site and used effectively* |  |
| Imagery | *Are there sufficient and appropriate images and videos throughout the site and have they been optimized?* |  |
| Language | *Is the language and tone of voice appropriate and written for the correct reading age?* |  |

1. **Content Analysis**

In analyzing the content throughout the site we have compared it with both NHS colleagues and other contemporary sites:

|  |  |  |
| --- | --- | --- |
| Area | Observations | Recommendations |
| Shareable Content | *Is there lots of engaging content throughout the site that can be easily shared via social media?* | *How would you address this?* |
| Animated Content | *Does the site include animated content?* |  |
| News | *How effective in the news section?* |  |
| Events | *How effective is the events section?* |  |
| Search | *Does the site have a search function and does it work well?* |  |
| Forms | *How easy to complete are the forms on the site and do they work properly?* |  |
| Social Integration | *Is the site integrated with social media e.g. with feeds, follow buttons and content share links?* |  |
| Social Engagement | *Can users comment on pages or rate content?* |  |
| Quick Links | *Is there an appropriate quick links ares on the homepage to aid navigation?* |  |
| Text Use | *Is the text written for the web and displayed appropriate?*  |  |

1. **Usability Review**

When reviewing the overall usability of the site we have taken current accessibility standards into account:

|  |  |  |
| --- | --- | --- |
| Area | Observations | Recommendations |
| Navigation | *Is the navigation effective and efficient?* | *How would you address this?* |
| Accessibility | *Does the site comply with national accessibility standards?* |  |
| User Focus | *Is the site clearly focused on its core users?* |  |
| Content Errors | *Are there any broken links or spelling errors throughout the site? (various online tools can be used to check this)* |  |
| Pages | *How many pages are there on the site and are they all needed and up-to-date?* |  |
| Opening Links | *Do all of the links open in the right window and are they tagged appropriately?* |  |
| Breadcrumbs | *Does the site display a ‘breadcrumb’ trail to show users where they have been in the navigation?* |  |

1. **Technical Review**

This section identifies some of the technical elements that could be affecting the performance and effectiveness of the site:

|  |  |  |
| --- | --- | --- |
| Area | Observations | Recommendations |
| Mobile responsiveness | *Is the site mobile responsive?* | *How would you address this?* |
| URLs | *Are the URLs accurate and relevant to the page?* |  |
| Site Map | *Does the site have a sitemap?* |  |
| Site Speed | How quick does the site operate on desktops and mobiles? *(various online tools can be used to check this)* |  |
| Browsers | *Does the site work the same in all different browsers?* |  |
| Favicon | *Does the site have an appropriate favicon?* |  |

1. **Local Comparison**

This section should be used to compare the website with local ‘competitors’:

|  |  |  |
| --- | --- | --- |
| **Organisation** | **Website** | **Key Strengths** |
| *Site* | *Link to site* | *What are the key strengths and weaknesses of the site compared to yours?* |
|  |  |  |
|  |  |  |
|  |  |  |

1. **Search Engine Optimization (SEO)**
2. **Current Traffic**
* Total visits: xxx
* Average visit duration: xxx
* Pages per visit: xxx
* Bounce rate: xxx
1. **Current SEO Performance**

*How does the site currently perform on search engines for key search terms?*

* Search term one: position on Google search
* Search term two: position on Google search
* Search term three: position on Google search
* Search term four: position on Google search
* Search term five: position on Google search
1. **Factors Affecting Performance**

|  |  |  |
| --- | --- | --- |
| Area | Observations | Recommendations |
| Googlebot | *Are there any areas that Google search bots cannot access? (Google Webmaster tools can identify this)* | *How would you address this?* |
| Page Rank | *What is the current home page rank? (various online tools can be used to check this)* |  |
| Page Titles | *Are the page titles accurate and suitable for search engines?* |  |
| Headers | *Is there an appropriate heading structure and are they used appropriately?* |  |
| Keywords in URL | *Are suitable keywords included in all URLs?* |  |
| Meta Descriptions | *Are strong meta descriptions in place for every page?* |  |
| Keyword Focus | *Is the keyword density appropriate on key pages?* |  |

1. **Examples of Good Practice**

The following sites from across the NHS demonstrate good practice in a number of relevant areas:

|  |  |  |
| --- | --- | --- |
| **Organisation** | **Website** | **Key Strengths** |
| *Organisation* | *Link to site* | *What are the key strengths and weaknesses of the site compared to yours?* |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

1. **Key Recommendations**

*Based on the audit above, what are your key recommendations to improve the site?*

Date of review: Xxx

[END]