

Audit Preview

Sample Notes from Past Audits

WPauditor

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Introduction

WELCOME TO THE AUDIT PREVIEW

Thank you for opening up the Audit Preview. It means that you care about efficiency and believe that great critique can make a difference for your business. It definitely does. Please take anything you read further with a grain of salt. These are merely recommendations and considerations based on my consulting knowledge and experience.

THE AUDIT PREVIEW STRUCTURE

The rough notes here are from a mix of less comprehensive and focused audits. I've removed all the identifiable media (screenshots and videos) and there is no priority order assigned in this document. Instead you should get an idea of the broad diversity of ways to improve your website when brought into light.

HOW OUR AUDITS WORK

1. A full week dedicated to auditing a website in regards specifically to your concerns you've noted.
2. A few days are taken to develop a professional document of findings/ recommendations for you including an actionable report with screencast video explanations so it can be understood by everyone to know the priorities and benefits of each item.
3. I'll deliver that to you and I can clarify any questions you may have.

The actual audit report is completely custom and created from scratch. Your expectations should be that the report content is technical.

Sample UI/UX Findings

1. No clear path of user behavior (see behavior flow charts)
 - 1a. Most clear path seems to maybe be:
Homepage --> Main Product Page --> Buying Our Products --> Form or Exit
2. Bounce Rate does not seem bad at 39% for homepage and 52% site wide. Although it may be that the user is not finding what they are looking for.
3. Blog Sidebar design very ineffective with only search and subscribe on left, which nobody uses. Should be moved to right and have call to actions added to help with bounce rate on individual blog posts. You can see this issue with the higher bounce rate of individual blog posts. Needs graphical CTA images linked to most popular pages on site or somewhere else appropriate.
4. Perform audit of best performing individual blog post and improve CTA's accordingly. For example this old post performs well with over 100 new users per month landing on it but no clear CTA...
5. Applications Pages very thin and do not lead the user to take the correct next step by looking at the products that fit that application or case studies.
6. Add related posts to individual blog posts to decrease bounce rate and increase time on site.
7. Add Pop-up or Slide-in/up CTA when scrolling starts on individual blog posts pages to subscribe to the blog or other universal CTA.

Sample UI/UX Findings (cont.)

8. Data shows it's not the /blog/ page with high bounce rate but rather the individual posts which is normal for blog posts but should still be addressed and improved. Bounce rate on site pages is not bad at all. Seems more like users are browsing around looking for something.
9. Flagship product page should have more relevant CTA's higher up the page.
10. Flagship product page should have product line (models) featured higher up on the page.
11. /press/ page layout should be centered no sidebar with press contact information place above articles and below header and page title.
12. /resources/ page should have popular YouTube videos added as links and downloadable as well.
13. Homepage needs to loosely follow the format from top to bottom of this video from start to finish *youtube link*
14. Applications Pages need better navigation or breadcrumb designed into content that takes them back to parent category or to the next child under that parent Application. UX is bad when browsing various Applications pages.
15. How to buy page improvements should be considered. Perhaps adding relevant content below the form. People are probably looking for pricing information so maybe link to perhaps the pricing blog post, how many of your products for their specific application, or link to the Applications Pages.

Sample SEO Findings

GOOGLE SERP INDEXING

1. Tags should be set to noindex.

Causing duplicate content problems in Google and are meant to be used by the user not google crawlers.

2. Most Categories should be set to noindex.

Causing duplicate content problems in Google and are meant to be used by the user not google crawlers.

-Consider 'Learn' category should have title and meta description set if set to index. Other categories should have title and meta description set if they are set to index intentionally also.

-Consider 'Sigma Industry News' category page should be indexed?

-FAQ category should have title and description set and set to index.

3. Author archives should be disabled or noindex.

4. Archive pages should be set to noindex.

Most of these items are further supported as issues on next page in Google Search Console data.

GOOGLE SEARCH CONSOLE

Search Appearance --> HTML Improvements

-136 Duplicate Title Tags

-17 Duplicate Meta Descriptions

-1 Short Meta Description

Sample SEO Findings (cont.)

GOOGLE SEARCH CONSOLE (CONT.)

Search Traffic --> Mobile Usability

- 20 Pages with Touch Elements too close
- 18 Pages Viewport not configured
- 18 Pages Small font size
- 13 Pages Content not sized to viewport

Google Index --> Index Status

3,091 total indexed pages but you currently have only 41 pages and 727 posts but 927 tags then all the archive pages that are indexing. Tags meant to be used for navigation by user but they are being improperly indexed.

Crawl --> Crawl Errors

- 256 not found errors need '301 redirections' placed and be marked as fixed in Google Search Console
- 1 priority for soft 404 fixed above by setting categories and tags to no-index
- 24 soft 404's for .swf files should be addressed

Crawl --> Sitemaps

13 issues related to the sitemap configuration. Sitemap should be configured to not list author archives or guest author sitemaps. This can be done in Yoast WordPress SEO. Sitemap should be professionally configured tested and re-submitted.

Sample Analytics Findings

GOALS & ENHANCED ECOMMERCE

Complete Ecommerce Setup

You have no Ecommerce conversion data in Google Analytics.

You only have 1 'Goal' under 'Conversions' for those who sign up for the free training.

This data is critical to track so you know where to invest in what is working and what to change that is not as related to the visitors who are actually buying.

Sample Site Speed Findings

Google PageSpeed Insights

Score 58/100

WebPageTest.org

First Load Time = 3.665 seconds

Repeat View Time = 1.595 seconds

Pingdom Website Speed Test

Load Time = 3.19 seconds

Perf. Grade = 75/100

These results I consider low priority. Your website appeared very fast during the entire audit and these results show that you do not have any priority issues to be resolved with sitespeed. Google PageSpeed is notorious for being difficult to please.

If you want to improve sitespeed further I suggest to consult with a specialist and/or your hosting company. Typically you want to optimize your 1. Server 2. Theme and 3. Caching/CDN as separate tasks.

Sample Other Findings

GENERAL RECOMMENDATIONS

Sub-menu items in primary navigation menu in header are spaced too closely together as tap targets.

This is highlighted as issue in Google Search Console also.

Keep WordPress, Theme and Plugins all up to date.

Google recognizes this and it makes your site more secure.

Automate backup and restorations with VaultPress premium plugin.

Be able to revert a hacked or broken site right away to avoid any downtime.

Caching and plugins review looks good.

Reviewed caching setup and looked through plugins no apparent issues.

IMAGE OPTIMIZATION

Image Names - Images should have optimized file names.

For example this homepage hero image:

https://domainremoved.com/wp-content/uploads/2015/02/slider_greenbelt.png.pagespeed.ce.sTc96uq3.png

Could be named: lean-six-sigma-training.png

<https://kraken.io/> - For **Image Size Optimization**. Or photoshop save for web and devices. You are using EWWW Image Optimizer plugin but there is no API hooked up and might consider replacing.

Your images are not retina ready and appear not sharp.

Also homepage hero image is not retina display ready.

Sample Plugin Audit Findings

CURRENT PLUGINS (ALPHABETICAL A-C SAMPLE)

1. Ajax Thumbnail Rebuild

Purpose of Plugin: Rebuilds the thumbnails in bulk after changing the media settings for thumbnail sizes. This plugin was likely used at some point during development but is not required to remain on the site.

Still Needed/required: No, this plugin may be deactivated, removed, and re-installed again later if needed.

Possible Alternatives: n/a

2. Akismet

Purpose of Plugin: Significantly reduces spam comments on blog posts.

Still Needed/required: No, this plugin may be deactivated, removed, and re-installed if comments are enabled on blog posts. Currently commenting is disabled on the site so this plugin is unnecessary.

Possible Alternatives: n/a

3. All in One Schema.org Rich Snippets

Purpose of Plugin: Adds “Rich Snippet” to search engine results through implementing Schema markup in your page/post content.

Still Needed/required: No, this plugin may be deactivated, removed, and re-installed if later decide to use it. Currently it’s installed but is not being used and the application for it on this site is minimal/unnecessary.

Possible Alternatives: Most new premium themes come with Schema Markup ‘built-in’ but in the case of the IMS theme the developer must have installed this as an alternative but never implemented so it’s not doing anything.

4. Better WordPress Minify

Purpose of Plugin: Used for pagespeed optimization.

Still Needed/required: Plugin appears to be setup and working. Still needed.

Possible Alternatives: If pagespeed is still an issue additional configuration of this plugin or possible implementation of different pagespeed optimization plugins may be required.

5. Comment Reply Notification

Purpose of Plugin: E-mails for comment reply notifications.

Still Needed/required: Comments seem to be disabled on the site so this plugin seems unnecessary. Also plugin hasn't been updated in 5 years so it's likely not secure. I think WordPress has this feature built-in anyway. Deactivate and remove this plugin.

Possible Alternatives: n/a

6. Contact Form 7

Purpose of Plugin: Contact forms on website.

Still Needed/required: Yes, required.

Possible Alternatives: n/a

7. Contact Form DB

Purpose of Plugin: Stores contact form submissions in the database.

Still Needed/required: Yes, needed. Helps ensure if contact form submissions notifications are not sent/received via e-mail they can still be found in the WordPress backend.

Possible Alternatives: n/a, Gravity Forms does this without requiring the extra plugin but this is the standard CF7 setup which is widely accepted/used.

Additional Sample Findings

Improve 'Request Information' Landing Pages

Most of the Services pages have a call to action button to 'Learn More' or 'Request Information' that link to the generic Contact Us page which is a fundamental conversion optimization error.

Instead each of the Services should link to it's own specific landing page that contains explanations and benefits of each specific service. Each of those pages should also describe what they'll be getting by submitting the service specific form. Each of these Landing Pages should redirect to a Thank You page advising the user on what will happen next or additional actions or resources they can follow.

Each service should then have it's own goal setup in Google Analytics and we recommend possibly turning recording off for the goals currently setup in Google Analytics.

Have all external links open in new tab/window

Re: the 'Get Started/ Login' CTA on this page opens in the same windows resulting in the user being taken away from your site. Also if they click these external links those should be setup for event tracking in Google Analytics.

Fill in missing recipe content on current recipes where possible.

Recipe management plugin allows you to add: 1. Short description 2. Prep time 3. Cook time 4. Additional recipe notes 5. Yield

These are pieces of data you should include in your recipes for search engine optimization.

Additional Sample Findings (cont.)

Create Better Blog Content Topics

Currently your blogging strategy has a lot to be desired. Your topics should mirror the common questions you get from new customers and prospects. Currently your best performing posts are pretty far off from what your prospects might be searching for if they need your help. You mentioned that bookkeeping was often the point of entry for your new business yet you have almost no blogs even roughly based on that area of service. When thinking about blog post topics you need to put yourself in the shoes of your ideal new customer who needs a specific service you offer. Ask yourself what they might be typing in Google... not just "San Diego Bookkeeping services" but instead something more like "Pro's and Con's of doing bookkeeping in-house vs. outsourcing to a professional". You have to think about your blog topics in that way and provide massive value in the content. Remember people are not visiting your site and reading your blog. They are finding your blogs then reading your site.

Add links to Landing Pages on Contextually Relevant Blog Posts

Now that you have service specific landing pages – use them. You can place hypertext links within your blog posts as well as call to action buttons or graphics at the post bottom or sidebar. Think about it this way: If a visitor/prospect lands on one of your blog posts and they are never called to action they are very likely

Blog Slug: <http://www.sample.com/eating-disorder-recovery-blog/>

-I would keep the URL clean like /blog/ instead of stuffing the keyword in there. You can use the 'eating disorder recovery blog' keyword in the page title and SEO title instead.

Additional UI/UX Findings (cont.)

16. Product Simulation Page design suggestions: option 1: make hero background looping video of actual simulation. Keep image for mobile. Make video below fold NOT auto-play but design video cover/splash image for video with play button. Or option 2: the current video could be placed up top on auto-play like on flagship product page with similar content as current and CTA below. Maybe add a couple sample videos from actual common spaces.

17. /support/ page move child-page navigation menu sidebar from right to left. Also place menu at top of page on mobile.

18. /support/ Add contact page link on sidebar support child page menu. Is there a support specific telephone number? Also consider general content/design improvements to /support/ parent page right now it's just FAQs. Perhaps merge FAQ's and Technical FAQ's on the existing technical FAQ's page and design the /support/ page to describe your company's support quality/process/options/resources

19. When you fill out the form on the buying our fans page, or contact page it takes you to this page: *url*

Which is only meant to happen when they use the lightbox form. That form should be cloned for the buying our product page and set to a different thank you page...

19a. Also going to suggest you design a very high quality generic Thank You page with information on pricing, features, how many products for my application, social media, ect...

Additional UI/UX Findings (cont.)

20. Adjustments and fixes to automated e-mail after filling out contact and buying our product form. (see screenshot)

21. Flagship Product Page – Move some of the current sections over to the How it Works Page to allow room for for displaying the product models higher up on the page and allow for any new sections without making page too long.

22. Both the How it Works Page as well as the Flagship Product Page have little or no call to actions in the content/context of the page to allow the user to follow a path.

23. Case Studies or ‘Testimonials’ pages not linked from anywhere prominent currently. These should be linked to in multiple places, as they are not being found.

24. About page needs sidebar and navigation moved to left side from right side. Should also add your companies Brand-Filter Offer graphic CTA to sidebar below navigation or bottom of page.

25. Our History and The Industry Story seem conflicting with About Us page which is actually our history content with the infographic.

26. Each team members profile page should have a link at bottom of content linking back to Our Team page.

Know where to focus when investing in your WordPress website.

Proven recommendations for improving a website to become more profitable.

[REQUEST A CUSTOM AUDIT](#)

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