

Beebosoft

Website Health Check

**Created for
Customer
By**

Angie Stokes

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Client B	Error! Bookmark not defined.
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Website Health Check

Introduction

Client B have a website which is not producing the results that were expected.

Look and feel

The site is well laid out with clear links on the left hand side and a shorter menu at the top.

The presentation of the pages however looks very messy and the font types and colours change too much. Users like uniformity and wherever possible it is better to use the same standards type face and size though out making the user feel at home.

There is some confusion on pages where you have more than one model. The price shown text can't be changes to state from so it is recommended that you state this as part of the description i.e. "Prices from:"

Possible issues

The home page appears to be jumbled with boxes that are not quite the same size and the text gives an amateurish look to the site.

For some users the different coloured backgrounds may be a problem especially where there is red and green together

There is no easy way for a potential client to contact you, There is no email link or contact form just an email that they need to copy. This may put some customers off contacting you and therefore potentially losing sales

Recommendations

Recommended fonts for websites at present are Ariel or Verdana as these are clear and easy to read and neat.

It is recommended that you standardise all your fonts, colours and sizes so that it looks uniform throughout the site. An example of which could be:

Headings

Paragraph – info

Special info text

Create an easier way for people to contact you.

Accessibility

Since 2004, all website should be accessible to those who have disabilities. Although this poses a problem for those with visual disabilities more than anyone else, there is a potential good target market here who could be lost by not being able to use a website properly.

There are 3 different levels of compliance when looking at whether your site is accessible. Priority 1 must be adhered to. The other two are optional but to include as many people as possible all 3 priorities should be met.

The main parts that are looked at when considering a website of accessibility are:

- Does the text change size –Yours does
- Do all images have alt text – Most of yours do
- Is there good contrast between background and text – There are places **especially on home page where this is an issue**
- Do the text links make sense. – **some of yours do not**
- Are there image maps on a page – I can't find any of there
- There is a requirement for heading 1 on the page – **there does not seem to be one**

Recommendations

Ensure that all images have alt text to them

Remove the coloured background to make the text easier to read

Browser compatibility

All websites should look the same on every browser. The way that some websites are constructed means that they may not work properly in some browsers and some functionality will not work.

The website was viewed on Safari, Opera, Internet Explorer and Firefox and has no issues

Validation

Websites should follow certain standards which browser read and interpret. There are validation services for the HTML element of a page, the CSS part of the page and the accessibility issues.

Html stands for Hyper Text Mark up Language and is the language that the browsers use to display the pages. It places all the different elements where they need to be.

CSS is Cascading Style Sheets tell the browser how the page should look. It takes care of the formatting such as what fonts to use what colour and size etc.

When using the W3c validator (<http://validator.w3.org>) it revealed multiple errors in the page standard that it was testing. The page stated that it was xhtml but failed some of the tests required for this.

I was unable to validate the CSS

Accessibility is validated at <http://wave.webaim.org> and Functional Accessibility Evaluator 1.0.1 (FAE)

Wave found 3 accessibility errors. These were all around alt tags.

FAE found the following

Evaluation Results by Best Practices Main Category

Category	Status ¹	% Pass	% Warn	% Fail
<u>Navigation & Orientation</u>	Partially Implemented	57	15	26
<u>Text Equivalents</u>	Partially Implemented	75	0	25
<u>Scripting</u>	Complete	100	0	0
<u>Styling</u>	Partially Implemented	66	0	33
<u>HTML Standards</u>	Complete	100	0	0

Some of the issues found may be rectified by you and other may be constraints of the software programme creating your site.

Recommendations

Ensure as many of the issues that have arisen from the validation are fixed.

Statistics

At present there are no statistics included with this package for £19.99. It is possible to have stats included at a cost of £5 per month via xxxxxx but it is also possible to include Google analytics as part of the site. Google analytics are free of charge.

Recommendations

It is recommended that Google analytics be included as part of the site as this will provide comprehensive statistics at no cost.

Search engine optimisation (SEO)

Keywords

The principle of SEO state that for an optimised site, there should be no more than 4-7 keyword phases on each page, mirroring the text on the pages.

Each page can have its own keywords and description so where ever possible these should be included on the pages.

These are not seen on the page themselves but are read by the search engine etc.

If possible you should be incorporating different keywords for each page seen as this will increase your number of different keywords used throughout the site

Why is this important?

The major search engine being used by potential customers and clients is Google. It is a known fact that Google doesn't take any notice of the meta tags in the head, only of the text on your pages.

Alt Tags

Alt tags are the text which pops on to our screen when you hover over an image. These tags were primarily for browsers that couldn't display images but now they play a much more important role in accessibility. The alt tag should display what the image is do theta the user know what the image is even if they cannot see it.

From the SEO stand point, alt tags should be used for keywords and phrases and if you can combine these with the information required for accessibility you are making everyone happy.

Why is this important

It is important to place your keywords on the page as many times as is practical. Using keywords in the alt text increases your keyword density for that page without it looking like you're bombarding the user with the same words.

Page Titles

It is important that all pages have titles that are useful to the user and SEO.

From an accessibility issue it is preferable for the text used in the title to also be part of the heading 1 test. Ensure that all titles are descriptive and have good keywords included for the search engines

Flash

Flash is a visual element which some designers use for the whole website or parts of a website. Flash has issues with accessibility as most of it, is images and therefore can't be seen by those who have visual disabilities.

There appears to be no flash element on this website

Links

Links to external sites should open up in a new window and not take your potential client away from your website as there is a great chance that they will not come back and purchase.

- The shop online and visa links on all the pages take your potential customers away from your site.
- The link client's ponds is slightly confusing as this takes you to a picture of a pond with a zero price. I was expecting to see images of client's ponds when they have been completed but this didn't appear to be what I saw. I think this section would be better served not as an item in the shop but as an information page
- The cat and dog treat links hold no products

It is recommended to get as many good quality links to your site as possible. A search on Froogle showed just two products for you listed. I would recommend that you all all your products.

Recommendations

Ensure that all links taking the user away from your site, open up in a new window

Conclusion

The website review looks into many aspects of the way in which a site is working for you and ensuring that everyone can use it in the same way. The main aspects that arose from this site are the look; some accessibility issues and some link issues. It was impossible to analyse the statistics as these were not available.

The main recommendations from this audit are as follows:

- Install Google analytics
- Standardise the fonts, sizes and colours
- Create an easier way for people to contact you
- Ensure all images have alt text that is appropriate
- Ensure all pages have a heading and that the title and heading reflect each other as much as possible
- Add some extra added value pages with info content on. EKM will allow you have up to 10 if you ask them
- Remove coloured background that make the text difficult to read
- Ensure the validation issues are fixed as far as is possible from your control panel
- Ensure all pages are products have a set of keywords if possible
- Add as many links as possible back to your site
- Add all products to Froogle and any other free places you can find.

When evaluating where you go from here with the website; in reality you have two options. At present the site is costing you approx £20 per month. Making the changes recommended on the site is your cheapest option. This should hopefully produce a more optimised site and find you further up the search pages. Increasing your external links to the site will help with your page rank helping your external optimisation.

The second option which would be more costly initially would be to redevelop the site elsewhere to ensure that you are optimised accessible and browser compliant. You could have more control over how your pages are presented but it must be noted that this may not necessarily bring in more sales.

This report has not covered online advertising which I can explain to you at a later date if required