

A Sample Report of our Web Audit

Organisation Name: Your Company Ltd.

Address: 1 MY Street,

URL: www.yourcompany.com

1.0 Objectives

Your Company Ltd. is looking at further developing and improving their web site (www.yourcompany.com) ... and other services (based upon our discussions with you). In order to move forward we suggest the following roadmap:

- 1.) Conduct a web audit for www.yourcompany.com in order to identify areas where the site could be improved.
- 2.) Carry out Market/Competitor research into direct competitors offerings.
- 3.) Suggest best practices for www.yourcompany.com with an aim to...
- 4.) Formulate and review an online marketing guidance session and paper.

2.0 Site Audit

This would be undertaken using tools that we have used in conducting web audits for a number of organisations. The main aim of this section is to develop a good understanding of your existing Web Site and its various components.

2.1 Web Site Overhauling

This involves conducting a detailed review of your site on the aspects provided below. Besides a summary of our findings we also provide the detail behind the key points for you and your development team to review.

Feature	Rating [Excellent/Good/Poor]	Recommendation
Browser Compatibility		⇒
Registration Readiness		⇒
Load Time		⇒
Dead Link		⇒
Link Popularity		⇒
Spelling		⇒
HTML Design		⇒

A Sample Report of our Web Audit

3.0 Competitor Profiling

The next step of our **Web Snap** audit is to identify potential competitors of Your Company Ltd. and –

- ☞ Review their web sites (In terms of offerings and any key differentiators)
- ☞ Map online service offering
- ☞ Compare & contrast the same with that of www.yourcompany.com. This is carried out in terms of competitor's site functionality, linking patterns (i.e. to which organisations or service partners are they linking).
- ☞ And last but not least how well are your competitors linked to the major search engines (ranking test! – this includes the three main search engines i.e. AltaVista, Google and Hotbot).

While preparing a report for you we take great care to present our findings in a graphical form so that it is not only easy for the eye (gives a snap shot review) but also makes it an interesting read.

4.0 Suggested Best Practices

In order that you get the maximum benefit in terms of marketing and high levels of customer care we will outline a few ideas that you might wish to consider while scoping further features for your site. This is something that our expert will provide not only from their significant experience but also from analysis of similar Web Sites both in line with your business and other relevant sector reviews we have conducted.

5.0 Marketing Guidance Section

Due to the large number of Web sites already on the Internet, your site can get lost in the shuffle unless it is properly promoted as an extension to your current marketing efforts or business processes. Therefore this section aims to provide you with information pertaining to both online and offline promotions. www.yourcompany.com might be offering a basic level of customer service but fails to take advantage of the opportunities for customer service that the Internet offers e.g. email response and automated query or communication standard, etc. this will also make a mention of some of the useful sites that you could link to, which should be an aid in your wider marketing efforts.