WEBSITE CONTENT AUDIT

A useful point of departure when updating your website.

A website content audit provides the opportunity to take inventory of your website's content, structure and functionality in order to identify strengths as well as areas for improvement. It also allows an opportunity for industry benchmarking and a review of best practices.

STRATEGIC ALIGNMENT

Is your website aligned with your organisation's strategic objectives?

Your website should accurately reflect your business priorities and core values. The language and tone used on your site should be consistent with your brand personality. Most importantly, your website is a digital business asset that should fulfill the function for which it is intended (e.g. an eCommerce store will have a focus on sales conversions).

USER EXPERIENCE

How do your website visitors feel when they interact with your site?

Ease of use, efficiency in performing tasks and the perception of the value of the website are some factors that influence user experience. In order to deliver a good user experience, it is important to understand the needs and expectations of your website visitors and to be responsive to those needs.

CONTENT INVENTORY

Is your website content relevant, effective and engaging?

Your website visitors should find sufficient high quality information in order to make a decision on the next steps to take. Content should be easy to scan and structured in such a way that key concepts are highlighted.

VISUAL LAYOUT

Your website's visual layout should provide clear paths for navigation and should guide visitors through a series of steps towards an action.

Legibility, clear space, link visibility and visual clues such as imagery and call to action placement impact your site's visual efficacy.

INDUSTRY BENCHMARKING & BEST PRACTICES

An evaluation of competitors as well as global thought leaders allows you to collect data on current trends, norms and world class standards. These insights will help you understand your position within the industry and your performance relative to the industry average.