

Beebosoft

*Website Health
Check*

**Created for
Customer
By**

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Website Health Check

Introduction

Customer X are company who put together packages for client hospitality etc. The site has an online events diary. A review of the website was undertaken on 17th March 2009 and the following are a summary of the audit

Look and feel

The web pages are clean and uncluttered; it has a fresh look feel to it. It is situated in the centre of the screen and feels welcoming.

Possible issues

There are revolving images on the right side of the index (home) page. These look really nice but there are some issues.

- There is a typo on one of the changes. Definitely is spelt incorrectly.
- This is a good use of testimonials statements but unfortunately they are 'Flash images' which means that the search engines are unable to pick up any of the text rendering them useless for Search Engine Optimisation (SEO).
- More importantly though the flash image is absolutely useless for those who have a visual disability as they are unable to read it and there is no long description file to access.
- The contact page allows the user to send an empty contact form. This is not good and could give the impression you are not getting back to potential customers.
- On clicking on the events, I was expecting to see more information about the package but was disappointed.
- Events were being displayed that were out of date

Recommendations

- Fix the contact page so that it validates properly.
- Change the typo on the images or find a better way of displaying the information so it can be read by everyone.
- Either provide more information about the event packages or lose the link to the pop up box
- Ensure that events calendar is kept up to date at all times..

Accessibility

Most of the text on the site is at a minimum size to be comfortably read. In Internet Explorer it is not able to resize meaning that those who require larger font sizes cannot change these themselves. It has a good contrasting colour so fares well there.

From an accessibility issue it is important that links have title text attached so that if a user hovers over the link it has text appear. This is not present. All images should have 'alt text' declared. This works in the same way as text links and shows the user text of that the image is. Users with screen readers are usually unable to view images and therefore unless there is some clue available, do not know what to do or where clicking will take them.

The text links at the bottom of the page are too small to read comfortably.

Wave – a website accessibility checker noted 3 errors on the home page.

1. The flash component on the right have no alt text.
2. There is no alt text to the image at the top
3. There is no alt text to the image map on the email link at the bottom.

Recommendations

- Ensure that it is possible to change the size of the text if required by the user
- Add alt text to all images
- Add title text to all text links
- Provide alternatives to objects not able to be used if you can't see them
- Be careful about mouse handlers as some users do not use a mouse.

Browser compatibility

The website looks the same in all the browsers although it does not pass theW3c validation tests. The structure appears to be written using xhtml but states in the header that it is html

Statistics

There are no visual statistics available at present on your webhosting package. I have spoken to gconnect.net and they say that the raw log files can be accessed for no extra cost if you email in to them – xxxxxxxxxx For a graphical package the cost with your current provider is £80 + VAT

The standard website hosting package that they provide is £195 + vat for hosting and email.

This I feel is a very large amount of money for the website that you currently have especially as it has no statistics attached to it.

Statistics are important as they mean that you are able to ensure that your website is working for you. You are able to check the pages that visitors are going to, the keywords that are being used, the search engines you are getting found in and much more. All this information helps you to modify your site as trends change etc.

Recommendations

Move your hosting package. I am able to recommend a hosting package which will **save you up to £250 per year** on the prices I was quoted from gconnect.net. This package would enable you to have everything you have now and much more if required.

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.

On the home page the following can be found as keywords in the head of the page
events, corporate events, sporting events, corporate, management, professional, sport,r ugby, cricket, henley royal regatta, tennis, teambuilding, motor racing, golf, company, conferences, vip, Corporate, Event Management, Corporate Hospitality, Golf Days, Corporate Golf days, Company Golf Days, Conferences, Award Dinners, Incentives, Product Launches, Teambuilding, Activity Days, Theatre, West End Shows, Hospitality, Sporting Calendar, Rugby, Tennis, Cricket, Horse Racing, Motor Racing.

The text on the page has these words. The words **highlighted** are the only ones which appear in both lists.

As event managers with 20 years experience, **xxxxx** provides a **professional**, personal service to all our clients.

Why do I need to have an event?

The most important things to a company are their staff and their customers. Therefore, what better way to incentivise staff, build your team's relationships or thank your customers than holding an event in an informal, relaxed environment?

But why should I use **xxxxxxx**?

Just ask our well established base of clients who keep coming back to us! We pride ourselves on the personal service we can offer and our attention to detail. Our clients trust us to deliver a great event that customers or staff will remember without making extra work for them

xxxxxxx can save you time and take away the worry of event organising, leaving you to sit back, relax and enjoy the event!

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 the meta tags in the head, only of the text on your pages. All of the keywords on this page at present do not appear in the content text.

Alt Tags

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 are 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. The about us page has a title of xxxxxx. This should be crammed with keywords and helpful stuff.

It is recommended that you look at changing these to be more appropriate

Flash

On the right side of the about us page there is a flash script with keywords on. This again can't be read by the search engines so is therefore useless for SEO and accessibility as discussed earlier.

Recommendations

- Look at another way of portraying the 'flash' information so that both accessibility issues are solved and the SEO can work properly
- Add extra pages that you are able to provide good text content on for keywords and particular packages

- Reduce the number of keywords per page but ensure that those words actually appear in the content of the page
- Change page titles to convey what is on the pages

Conclusion

There are a number of issues arising from the audit.

The main concerns are:

- It doesn't always comply with accessibility requirements
- The contact page is not working properly.
- There is no proper SEO on the site
- There are no statistics
- You are paying far too much for this small website hosting

I am happy to provide you with a quote for a different hosting package if you wish and also for making the changes needed to start to fulfil its potential for you