AUDITING YOUR WEBSITE FOR RESULTS

Presented by
Sara Kablack

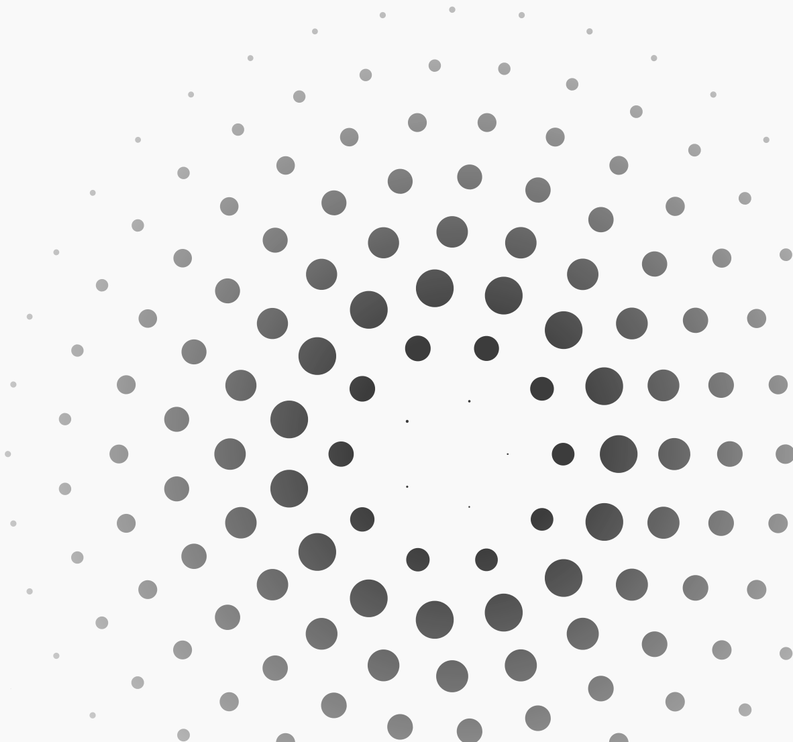
Start Small Think Big

www.sarakablack.com

Welcome

TO THE TALK

My goal:
Empower you to know where your website
is doing great -- and isn't -- so you can
optimize for your users,
with better results for your business.



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AGENDA
AUDITING YOUR WEBSITE

01
WHY?

02
HOW?

03
WHAT?

04
WHERE?

05
WHEN?

06
WHO?

About ME

- 18 years of strategy & development agency experience before moving to in-house marketing
- 2 years as SEO consultant
- 3 years in energy & manufacturing industry

Sara Kablack
Marketing Maven

www.sarakablack.com

DELIVERS
LEADS

DELIVERS
SALES

WHY?

Audit your website to assess the experience you're giving to your customers -- and prospects.

Are there **obstacles to conversion**?

Our ultimate goal is to increase conversion -- however defined -- from your site.

Types of Conversion:

Sales, Form Fill, Info Request, Chat, Social Follow...

HOW?

What's the best way to audit your website?

There are 3 main components to review on your site:

Content

Video, Images, Text

Usability

Layouts, User Flow

Technology

Speed, Errors, Tech Stack

HOW?

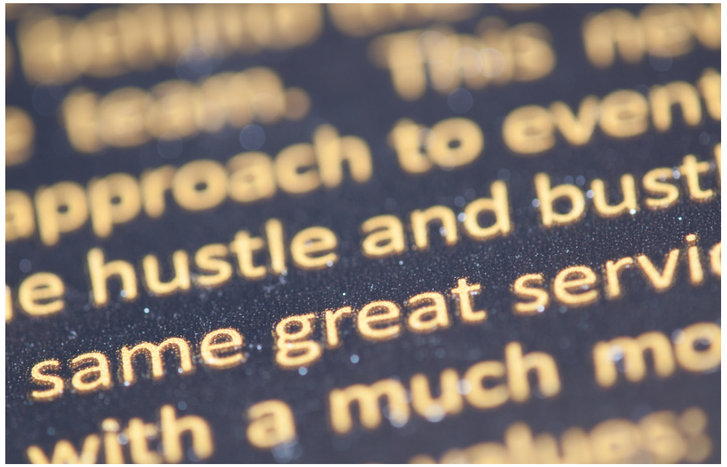
What's the best way to audit your website?

Use the **Ultimate Web Audit Spreadsheet**
for a checklist of elements to assess
and track your grades
so you know where to circle back
and address issues.

Use a website grader for a baseline
and after you feel done.

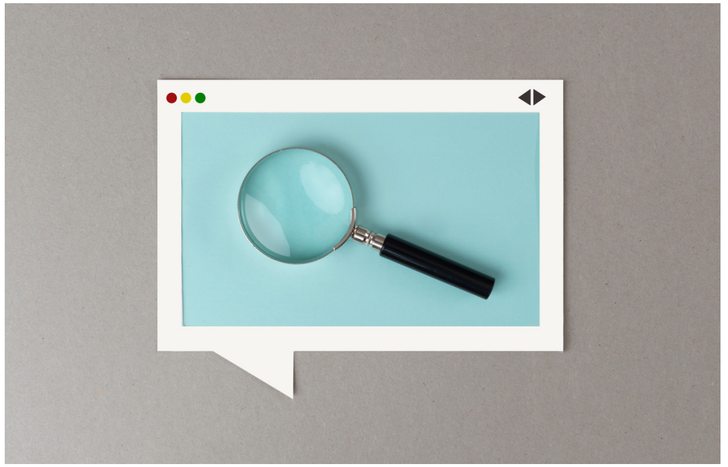
WHAT?

How do you know where your site can be improved?



Content

Usability



Technology

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CONTENT

Don’t forget that what you say is just as important as how you say it.

1. Use **video** where possible & appropriate, but be careful about the experience (sound, looping, loading).
2. Get the best quality **photography** you can afford. Real photos are best, but free stock is a great option if that’s not realistic. (Pixabay, Pexels, Unsplash)
3. Be better than your **competitors**. More+
4. Keep content both **updated** frequently and **up-to-date** about your business.
5. Stay consistent with your **brand voice** throughout site, other online & offline interactions. 3 Words!

USABILITY

Does the site take users on an easy-to-navigate journey that ends in taking a conversion action?

Auditing for usability includes both design and user friendliness.

Questions to ask:

- Does the site anticipate the user's needs?
- Is one primary call to action -- a step toward conversion -- clear on each page?
- Does the site lead users through a hierarchy of pages that makes sense?
- Is the look and feel attractive for the buyers in the audience?
- Are the layouts responsive -- do they scale with the size of the screen? Are all of the elements where they should be, at any testable size?

EXAMPLES

If user can’t read the text,
it’s not usable!

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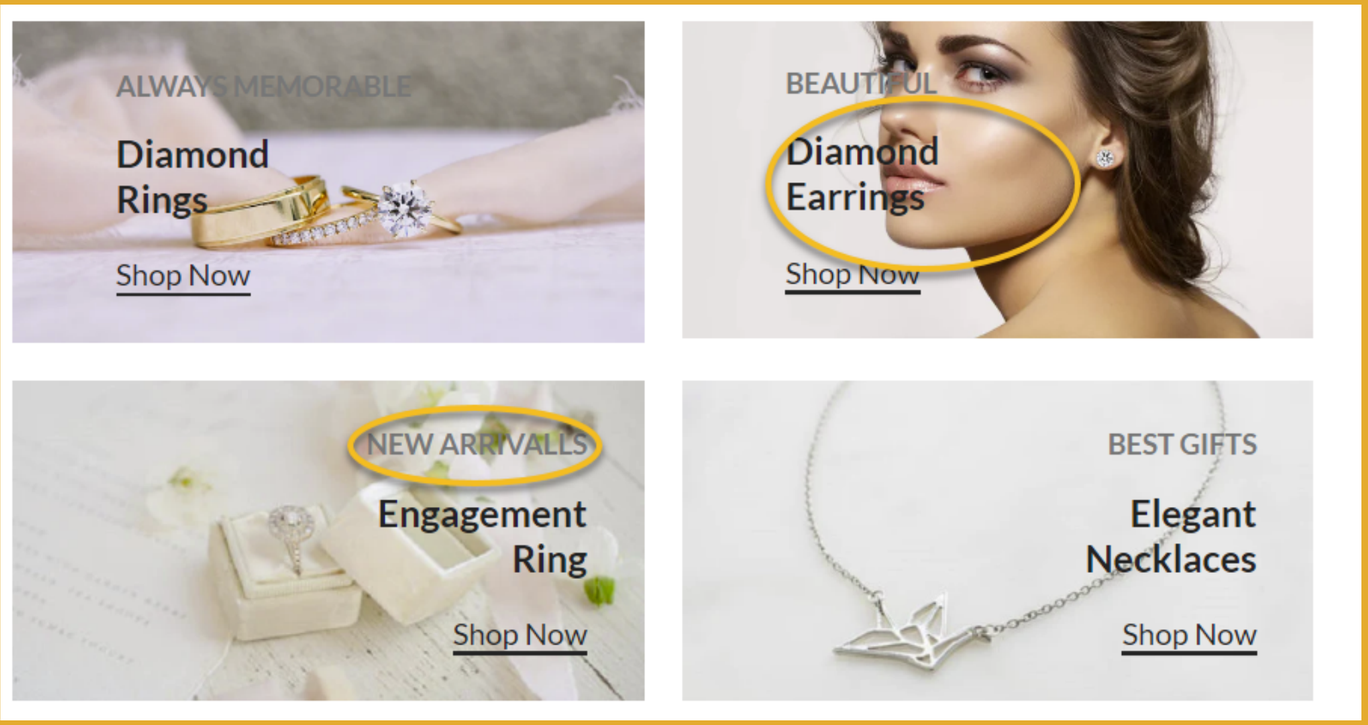
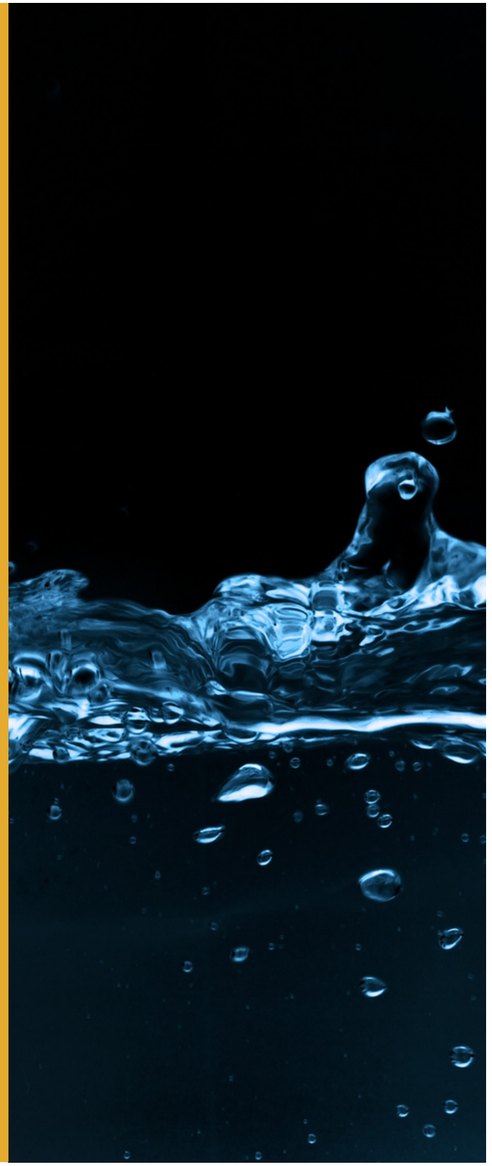




TECHNOLOGY

Once you've tackled any errors, the next step is optimizing your technology for search engine optimization:

It makes a BIG difference!

Search can make or break a site.

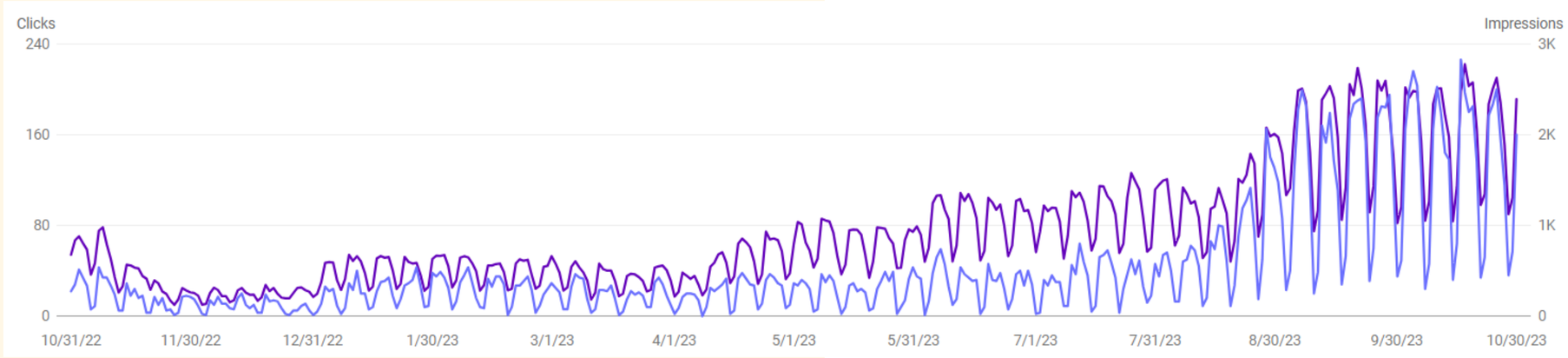
Assess:

- Errors - 404 pages, broken links, missing images or assets
- Page speed
- Meta tags
- Content management system - easy updates
- Image optimization

Tools:

- Google Analytics
- Google Search Console
- LightSpeed Page Insights
- Website Graders
- SEMrush, AHREFs, or another tool
- Screaming Frog (advanced)

EXAMPLES



300

300 Google Search Impact

Your site reached 300 clicks from Google Search in 28 days

Oct 15, 2022

In progress

4K

3.59K / 4K Google Search Impact

Reach 4K clicks from Google Search in 28 days

800

800 Google Search Impact

Your site reached 800 clicks from Google Search in 28 days

Jun 20, 2023

700

700 Google Search Impact

Your site reached 700 clicks from Google Search in 28 days

Feb 13, 2023

600

600 Google Search Impact

Your site reached 600 clicks from Google Search in 28 days

Nov 16, 2022

WHEN?

What are the most important times to do a web audit?

Business Changes

Changing your sales strategy?

Product line?

Seasonal Sales

Is your website ready for the (holidays, winter, tax season)?

Conversion Drops

Have web sales gone down a significant amount?

Desktop

iPhone

Android

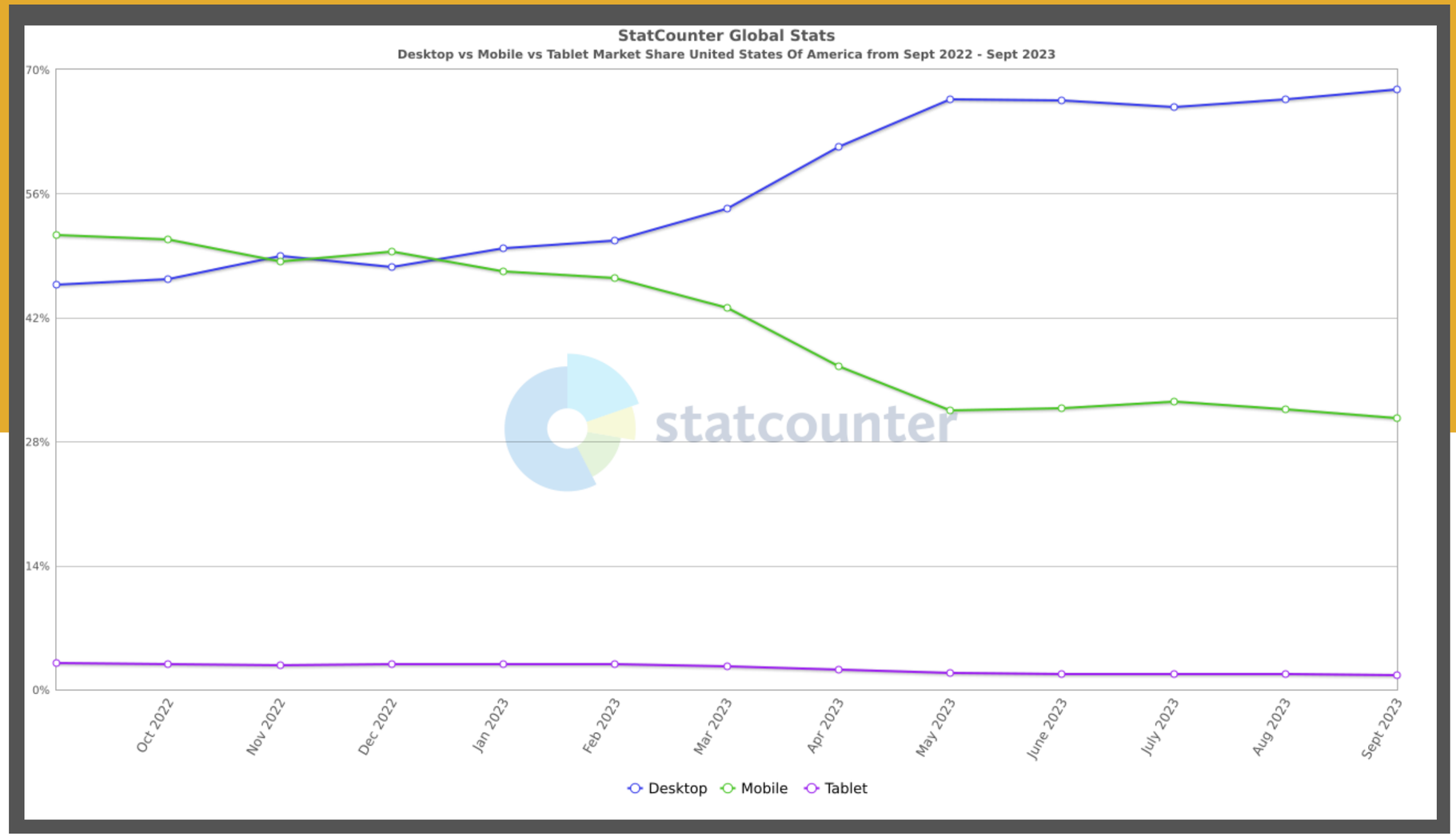
Tablet

WHERE?

Use the same technology as your visitors.

For example, if most of your audience is coming from mobile*, review the site on various mobile devices (iPhone, Android, different phone sizes, different browsers).

*You can learn this from your Google Analytics



As people returned to the office, desktop usage ticked up significantly.

If you don’t address your whole audience, you’re leaving potential sales on the table.

WHO?

Who can you trust to do a thorough audit of your website?

Your Business

The first -- and more important -- review should be done by YOU. Only you know what should be said to convert buyers.

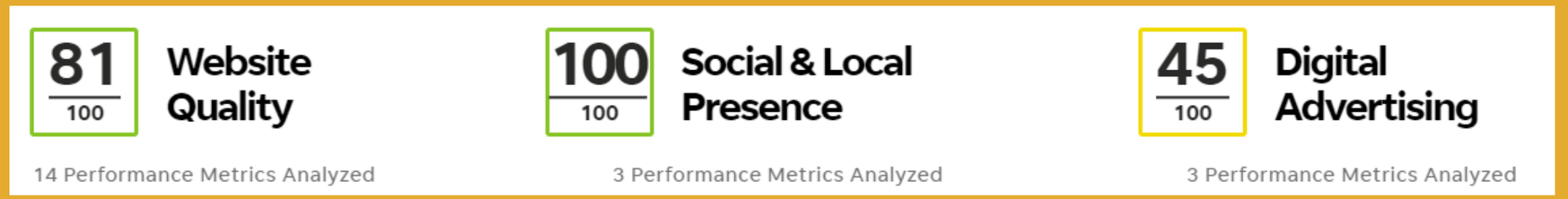
Your Contacts

You can get valuable input from your community, especially if they mirror your buyers.

The Pros

Going with a professional is a great option if you don’t feel confident in your online skills, especially technical. (👋)

Get Started!



Use a website grader for your “first pass”

Web grades will typically expose any technical issues that impact SEO.

It is tougher to assess your content and usability -- you will need to spend more time on those upfront.

Guide to Website Graders
LocaliQ: Website Grader+

THANKS FOR WATCHING

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