

Website Audit Template

Last updated: xxx

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1. Introduction

This document provides a 360 degree assessment of the xxx website, taking into account good practice from across the NHS, national accessibility standards, and best practice for search engine optimization, amongst other things.

2. General Impressions

This section should give a brief overview of the findings from the audit, including a summary against each of the key headings below:

Area	Observations
Design	<i>How effective is the design and layout of the site?</i>
Navigation	<i>Is the navigation effective and efficient?</i>
Content	<i>How engaging, appropriate and effective is the content and is it targeted to the user?</i>
User Focus	<i>Is the site clearly focused on its core users?</i>
Accessibility	<i>Does the site comply with national accessibility standards?</i>
Mobile	<i>Is the site mobile responsive?</i>

Further details and additional suggestions are shown below.

3. Understanding of User Needs

i. Overview

Who are the core users of the website?

ii. Needs of Key Audiences

What are the needs of these core users?

Core User 1	Core User 2
<i>What are their most pressing needs?</i>	<i>What are their most pressing needs?</i>

iii. Other Users

What other groups of users will be using the website regularly?

4. Design Analysis

Having analysed the design that has been applied throughout the site, we have made the following observations and recommendations:

Area	Observations	Recommendations
Site Design	<i>How effective is the design and layout of the site?</i>	<i>How would you address this?</i>
Consistency	<i>How consistently is the design applied across the site?</i>	
Homepage	<i>How would you rate the design and layout of the homepage?</i>	
Page Templates	<i>Does the site include good web templates for key content or are all pages the same?</i>	
Colours	<i>Do the colours of the site work well?</i>	
Typography	<i>Is the font appropriate for the site and used effectively</i>	
Imagery	<i>Are there sufficient and appropriate images and videos throughout the site and have they been optimized?</i>	
Language	<i>Is the language and tone of voice appropriate and written for the correct reading age?</i>	

5. Content Analysis

In analyzing the content throughout the site we have compared it with both NHS colleagues and other contemporary sites:

Area	Observations	Recommendations
Shareable Content	<i>Is there lots of engaging content throughout the site that can be easily shared via social media?</i>	<i>How would you address this?</i>
Animated Content	<i>Does the site include animated content?</i>	
News	<i>How effective in the news section?</i>	
Events	<i>How effective is the events section?</i>	
Search	<i>Does the site have a search function and does it work well?</i>	
Forms	<i>How easy to complete are the forms on the site and do they work properly?</i>	
Social Integration	<i>Is the site integrated with social media e.g. with feeds, follow buttons and content share links?</i>	
Social Engagement	<i>Can users comment on pages or rate content?</i>	
Quick Links	<i>Is there an appropriate quick links area on the homepage to aid navigation?</i>	
Text Use	<i>Is the text written for the web and displayed appropriately?</i>	

6. Usability Review

When reviewing the overall usability of the site we have taken current accessibility standards into account:

Area	Observations	Recommendations
Navigation	<i>Is the navigation effective and efficient?</i>	<i>How would you address this?</i>
Accessibility	<i>Does the site comply with national accessibility standards?</i>	
User Focus	<i>Is the site clearly focused on its core users?</i>	
Content Errors	<i>Are there any broken links or spelling errors throughout the site? (various online tools can be used to check this)</i>	
Pages	<i>How many pages are there on the site and are they all needed and up-to-date?</i>	
Opening Links	<i>Do all of the links open in the right window and are they tagged appropriately?</i>	
Breadcrumbs	<i>Does the site display a 'breadcrumb' trail to show users where they have been in the navigation?</i>	

7. Technical Review

This section identifies some of the technical elements that could be affecting the performance and effectiveness of the site:

Area	Observations	Recommendations
Mobile responsiveness	<i>Is the site mobile responsive?</i>	<i>How would you address this?</i>
URLs	<i>Are the URLs accurate and relevant to the page?</i>	
Site Map	<i>Does the site have a sitemap?</i>	
Site Speed	How quick does the site operate on desktops and mobiles? (various online tools can be used to check this)	
Browsers	<i>Does the site work the same in all different browsers?</i>	
Favicon	<i>Does the site have an appropriate favicon?</i>	

8. Local Comparison

This section should be used to compare the website with local 'competitors':

Organisation	Website	Key Strengths
<i>Site</i>	<i>Link to site</i>	<i>What are the key strengths and weaknesses of the site compared to yours?</i>

9. Search Engine Optimization (SEO)

i. Current Traffic

- Total visits: xxx
- Average visit duration: xxx
- Pages per visit: xxx
- Bounce rate: xxx

ii. Current SEO Performance

How does the site currently perform on search engines for key search terms?

- Search term one: position on Google search
- Search term two: position on Google search
- Search term three: position on Google search
- Search term four: position on Google search
- Search term five: position on Google search

iii. Factors Affecting Performance

Area	Observations	Recommendations
Googlebot	<i>Are there any areas that Google search bots cannot access? (Google Webmaster tools can identify this)</i>	<i>How would you address this?</i>
Page Rank	<i>What is the current home page rank? (various online tools can be used to check this)</i>	
Page Titles	<i>Are the page titles accurate and suitable for search engines?</i>	
Headers	<i>Is there an appropriate heading structure and are they used appropriately?</i>	
Keywords in URL	<i>Are suitable keywords included in all URLs?</i>	
Meta Descriptions	<i>Are strong meta descriptions in place for every page?</i>	
Keyword Focus	<i>Is the keyword density appropriate on key pages?</i>	

10. Examples of Good Practice

The following sites from across the NHS demonstrate good practice in a number of relevant areas:

Organisation	Website	Key Strengths
<i>Organisation</i>	<i>Link to site</i>	<i>What are the key strengths and weaknesses of the site compared to yours?</i>

11. Key Recommendations

Based on the audit above, what are your key recommendations to improve the site?

Date of review: Xxx

[END]