

# WEBSITE AUDIT 101

## WRITE, WRITE BABY

**Ask yourself the following questions when it comes to your website's content:**

- Did I pull this copy from a traditional marketing piece?
  - If yes, can I cut it in half?*
  - If no, can I still cut it in half?*
- Is this copy too long? Can it be condensed?
  - If yes, start cutting.*
  - If no, are you sure?*
- Can my target market easily skim this page?
  - If yes, high five!*
  - If no, break up large blocks of text by adding headings, creating lists or bulleting content, if possible.*
- Am I using proper heading structure and hierarchy on the page?
  - If yes, here's a gold star!*
  - If no, re-organize by following this structure:*
    - *Title: Heading 1 tag (H1)*
    - *Body content: Headings 2, 3 and 4 (based on the importance of actual content)*

## LINK, BUT MAKE THEM WORK

**Evaluate the contextual clues of your contextual links:**

- Am I using "click here" or "here"?
  - If no, you're a rock star!*
  - If yes, time to rewrite all links on your site so that they are meaningful and contextual.*
    - *That means changing "Click here" to something like "Download our 2019 annual report" or "read more" to "Read more about the XYZ case study"*

**Determine if good links have gone bad:**

- Have I deleted a lot of pages or moved pages around on the site?
  - If no, cool, cool.*
  - If yes (and you are using Google products for analytics), go to Google Search Console. Find the 404 pages and, if applicable, set up 301 redirects accordingly.*
  - If yes (and you aren't using Google products for analytics), install a plugin such as Broken Link Checker directly into your WordPress site. Find the 404 pages and, if applicable, set up 301 redirects accordingly.*

## SECURITY! SECURITY!

**Locked, SSL'd and delivered.**

- Is my website secured with an SSL certificate (i.e. the http is actually https and there is a padlock icon in the URL bar)?
  - If yes, confetti all the things!*
  - If no, but you are using WP Engine, you have a free certificate waiting for you. You'll just need your web vendor to set it up.*
  - If no, but you are using another hosting provider, check with your hosting provider to see if they offer one for free or if you need to purchase one. Then have your web vendor set it up.*

**Can I have an update?**

- Do I regularly (as in once a week) perform website and WordPress plugin updates?
  - If yes, you are a magical unicorn!*
  - If no, login to the backend of your site and click on the little update icon in the header or the word "Updates" in the side navigation of your dashboard. Then update all plugins.*
    - *If you have questions about the updates, ask your web vendor for confirmation.*

# WEBSITE AUDIT 101 - CONTINUED

## PICTURES ARE WORTH 1,000 WORDS

### It might be alt text, but it isn't optional:

- Do all the photos on my site have alt text?
  - If yes, get yourself a cupcake!
  - If no, grab a snack, open up the media library on your site and start adding alt text to every image. Example alt text:
    - People shopping in Downtown (INSERT CITY NAME)
    - Group of people enjoying dinner at (INSERT RESTAURANT NAME)
    - XYZ company's logo

### What's your (file) type?

- Are all of the photographs and images on my site formatted as JPG or JPEG?
  - If yes, pop the bubbly!
  - If no, head back to the media library, remove and re-upload the photo as JPG or JPEG. THEN, check the page that the photo was originally loaded on to and make sure it is pulling the newly uploaded image.
    - Exemption to the rule: photographers
- What about the images that require transparency? Are the simple graphics like logos and simple pie charts on my site formatted as a PNG?
  - If yes, do a happy dance!
  - If no, you know the drill. Back to the media library to review the logo and simple graphics and re-upload PNG files. Example file:
    - A logo with a transparent background should be a 24bit PNG graphic with transparency.

### Compress it, compress it good.

- When I upload photos to my website, am I resizing/compressing them for web?
  - If yes, all you do is win!
  - If no, get back into that media library and pull down those 5MB+ photos and resize them as follows:
    - 1900px wide max
    - Compress the image with 65% compression as a JPG using Photoshop's "Save for Web" option
  - If you don't have Photoshop, ask your web vendor if they can add a plugin for image optimization.

Have more questions about the health of your website? Or simply want to keep up your digital house-keeping? Give us a ring or drop us a note! We're always happy to help make your life easier, and ensure that you're always well branded.

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**R&R**  
RHYME & REASON  
DESIGN

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