

Sample Website Triple Checkup Report

Content



Usability



SEO



Thanks for looking at this sample Website Triple Checkup Report.

In this shortened version you can see the table of contents and the executive summary for an actual client. Names of the company and their competitors have been removed for contractual reasons.

Most of these reports run between 40-70 pages in length, depending on the size of the original client website.

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Sample

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Executive Summary

This report covers the detailed analysis of the XXXXX brand website.

The site audit examines your website in the context of content, usability, and SEO. Specifically I look for the following:

Is the messaging in your content answering your prospect's questions?

What exactly is XXXXX?

What main promise do you offer me?

What services and assistance are available?

What do you offer that is unique or superior to other similar services?

How do I find out more or sign up for services?

Is the site easy to use?

I evaluated each page against a 35 point usability checklist created from best practices for online marketing.

Does the site rank well in search engines and compare well against competitors (both SEO and messaging)?

What is the site's rank in comparison to major competitors for selected keywords?

Are the page titles and descriptions optimized for SEO and human readers?

Is the content of each page written for search engines, humans, both or none of the above?

Here is a summary of the major findings:

Content

The content of the website needs updating to be consistently customer focused. The messaging also needs to explain your value proposition clearly. This is even more important than it usually is due to the competitive environment for XXXXX services.

The use of testimonials on the site is good, though they often blend into the background.

Existing downloadable content can be expanded, embellished and updated. While excellent content, the guides are generally all text making them less enjoyable to read and not as impressive as they could be.

Usability

In general the usability of XXXXX is quite good for the desktop. The home page loads quickly (usually) though the graphic takes over 12 seconds to completely load. It is worth considering what to do about the graphic and what alternatives you might want to explore.

The mobile versions of the site introduced some graphic anomalies and usability issues on the devices and browsers I used for testing.

Competitive Analysis/SEO

The XXXXX services market is extremely competitive. AAAAA dominates over XXXXX and the other competition in terms of organic and paid traffic. They rank number one for seven out of the ten keywords revealed by using SEMrush. They have unique offerings that XXXXX does not have, but they are considerably more expensive as well.

Both BBBBB and CCCCC offered some good examples on what to do, and what not to do, on a website in terms of content and design. Both companies though, receive approximately the same traffic as XXXXX.

To aid in getting traffic from organic search results, the meta descriptions should be written to entice the searcher into action – to click the XXXXX link over a competitor.

Summary

Overall, XXXXX has a strong offering with the lowest prices and potentially unique features to help in framing the marketing message and personality of the brand.

The challenge is in aggressively working on SEO with the website copy to bring the keyword rankings up above the fold (top three ideally) along with the meta descriptions that entice the user into action – clicking on XXXXX rather than a competitor. Further, it is important to develop a content plan to offer visitors more information, instruction, and value so they will view XXXXX as the best value for their money.

Full details, including charts, tables and graphics of the issues identified are provided in the sections that follow.

The recommended content plan will be delivered separately.