



Website Audit

ATTENTION: **Owner / Manager**
 CLIENT: **Sample Client** (supply oxygen generators worldwide)
 WEBSITE: www.samplewebsite.com

SAMPLE ONLY, this is a shortened version of a full report.

Sample Client

- Good clean design & layout
- Good readable text & clear menu

However there are quite a few problems that we see with the website:

General

	The Problem	The Fix
Logo	'Oxygen to Burn' part of logo is hard to read, as not designed to go on a blue background.	Change 'Oxygen to Burn' to just black, or modify background colour to suit logo better.
Menu	'Events', 'Photo Gallery' and 'About Us' not working	Complete these pages and link to them or take off menu until they are ready
News Items	News from Dec 2006 gives impression website hasn't been updated for a year	Update news items, or remove them
Font Size	'Note: our new site...' text is too small to read on Macintosh computers	Use larger font, minimum 9 pixels
Titles	Text titles are spaced too far from text, such as 'How It Works' making for poor readability	Decrease title bottom margins
Search Results	No search on products page, and search results are hard to read	<i>please contact us for more information</i>
+ more		<i>please contact us for more information</i>

Search Engines

	The Problem	The Fix
Page Title	Same page title used on all pages 'unlimited oxygen', this stops each page from being found for different keywords	Give each page a proper title, such as 'Unlimited Oxygen Products - M and Psyclone Series'
Keywords	No focus on product keywords in title, text or general website structure, hurting search engine results	<i>please contact us for more information</i>

	The Problem	The Fix
Meta Description	Generic meta description given leading to poor description in Google results	<i>please contact us for more information</i>
+ more		

HTML Code

	The Problem	The Fix
Poor Coding & Indenting	Hard to read and update code and. May look different on other computers	Code with correct indenting
Invalid HTML Code	Website doesn't validate as proper HTML, may look different on other computers	<i>please contact us for more information</i>
+ more		<i>please contact us for more information</i>

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These factors have a big impact on your website and how its seen by both visitors and search engines, often damaging potentially good search engine results and customers.

Evolved Websites takes great pride in creating successful websites that you can update yourself, built to to the latest industry standards at reasonable prices.

We're here to help, you can give us a call / email on our details below.

Regards,

Evolved Websites

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