



Website Audit

PROJECT: **The Radio**
ATTENTION: Trevor Smith
WEBSITE: www.theradio.com.au

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

Introductory audit of The Radio website focusing on usability for the end user.

What is the function of the website? To listen to radio online, or just to promote the various radio stations and specials? Website advertising?

This is a sample of a usability report concentrating purely on the Home page of The Radio. Please contact us for a detailed website audit and usability report complete with steps to resolve issues on the website.

General Notes

- Clear design & branding, consistent across the website
- Websites statistics by Nielsen Netratings
- Website does not validate according to Web Standards
- No meta tags in code
- Messy, unnecessary code


Home - detailed audit

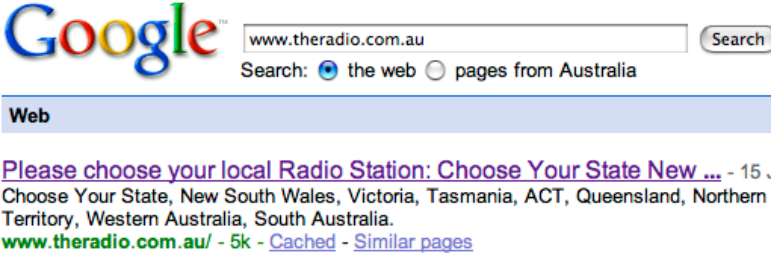
The Home or Landing Page for www.theradio.com.au:



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The home page have various issues, all of of which make it user unfriendly, they include:

Issue	Explanation
Slow to load	The website is extremely slow to load, it appears that the server is being overloaded, rather than the website itself being slow. Its taking minutes to load on occasion, far to long for average users (8 seconds is the average cutoff)
Menu ordered by call sign	<p>You have to know the call sign to play it, rather than by city. How can a listener find the station they want, without knowing the call sign?</p> <p>Frequencies and call signs are used without any explanation, making it even harder to sort the stations:</p> 
3 clicks to enter Station's home page	<p>Most users want to get to the station content in 2 clicks, the Home menu doesn't have a default State selected such as NSW (could save 1 click for users in that stats), and doesn't remember last state, or station visited either.</p> <p>Once a state has been chosen, and the user has navigated the illogically-ordered station list, choosing a station should take you straight to the station site.</p>
Northern Territory has now stations, but is showing in menu	Why is this shown, if no stations are listed?
Doesn't validate to Web Standards	The website does not meet the minimum requirements for a website according to the W3C group, http://validator.w3.org
Form-based drop down menu	By using a HTML Form script as a menu, the home page's links are invisible to Google and other search engines. This doesn't allow them to index the website properly, and doesn't allow for PageRank to be passed to internal pages.

Issue	Explanation
<p>No meta tags or page title</p>	<p>Meta description and keywords are empty, which is used in Google for its snippet:</p>  <p>instead, it uses the Menu for its description, and the 'splash' text for its Title, which are not very relevant to the user.</p>
<p>Change stations (from internal pages)</p>	<p>Takes the user back to the Home page, starting the frustrating process again.</p>

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