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Website Health Check Produced for Sample Client

www.testsite.com.au

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Introduction

What is a Website Health Check?

A website health check is a systematic analysis of the company's website that focuses on areas such as content, design aspects, search engine optimisation and ranking and accessibility. It evaluates a site's strengths and weaknesses and provides recommendations on how to rectify issues and implement improvements.

Why Have a Website Health Check?

Increasingly, for many companies, the first and primary source of interaction with their customer's is their website. For others it is a way for them to interact with their customers and keep them up to date with the company's products and services. A well constructed and easy to use website that provides real value to both the site owner and visitors is crucial to customer satisfaction and retention.

What is Checked?

The following will be evaluated when your site is checked:

- The validity of the site's source code (html and css)
- Compliance with accessibility standards
- Index page load speed
- Quality and size of images
- Analysis of content and structure of site
- Testing for any dead links
- Search engine optimisation:
 - Keywords
 - Page title
 - Description
 - Word count
- Search engine ranking:
 - Google page rank
 - Pages in Google
 - Pages in Yahoo
 - Pages in Live
 - Ranking for Google, Yahoo and Live for specific keywords/phrases
- How the index page renders with different web browsers

1 Findings Summary

1.1 General Findings

The site inspected was www.mysite.com.au.

The content of the site was clear and relevant with the exception of a number of spelling and grammatical errors. These errors could affect the indexing of the site by search engines. Factual errors were also found within the site's content.

The site was easy to navigate and not overly cluttered with distracting information. All of the internal links work correctly and there are no external links.

There are a number of issues that affect the way the site is displayed. Most of these errors are not apparent unless the site is viewed on a narrow browser window. These errors are as a result of poor construction of the website elements. Specifying a minimum width in the stylesheet and correcting the html code to be W3C compliant would alleviate much of this problem. The stylesheet itself is W3C compliant.

The header is text based and is greatly distorted by changing the browser width. The header should either be made into an image or protected from being resized.

The site does not have any specific functionality to provide for people with visual impairment but it is able to utilise the native zoom function present in modern browsers.

The performance of the site was good with the index page loading in 1.21 seconds and all images on the site were appropriately sized.

The site performed poorly when tested against the major search engines with no results for Yahoo or Live/Bing and only three search terms yielding results in Google. Part of this may be as a result of an error in the keywords meta tag that may prevent search engines from reading them.

Overall site ranking: below average

1.2 Recommendations

In order to improve the website and its search engine ranking the following should be considered:

- Recode the website to ensure it is W3C compliant.
- Add the appropriate fonts to the stylesheet to ensure the site renders the same on all browsers.
- Review the text across the site to correct all spelling and grammatical errors.
- Reverify all facts on the site to ensure they are accurate.
- Review and update the keywords to be used in the site and rewrite the front page to make use of them.
- Submit the site to Live/Bing to improve the indexing.
- Consider the use of social bookmarking using the key search terms to improve the Page Rank and indexing of the site. This function should be performed monthly with social bookmarking sites that have a high Page Rank.

2 Detailed Findings

2.1 Compliance

W3C Standards

W3C is the World Wide Web Consortium and they maintain the standards for web site coding. All web browsers should render standardised code in the same manner and many will be able to overlook minor errors in coding and still render the page correctly. Some browsers such as Internet Explorer (IE) have custom coding tags that will cause a site to not display correctly in other browsers although it is moving towards more standards compliant coding.

HTML

The index page was checked against the W3C compliance checker. There were 19 reported errors. The majority of the errors do not significantly affect the rendering of the site but may cause problems in some non mainstream browsers.

Minor errors include:

- Incorrect placement of tags.
Some browsers may not render these items correctly.
- Some tags are not properly closed.
Some browsers may not render these items correctly.
- Images have no "alt" text.
Using "alt" text for images can assist search engines in indexing the site.

Major errors detected are:

- In the META Keywords tag there is no space between "keywords" and content.
This will cause search engines to ignore the keywords.
- The field types in the contact form all have invalid types. Many browsers will default these to the correct type of "text" but some browsers will not process the form correctly.
- There is an extra double quote in one of the image tags.
This can cause some browsers to fail to render the site properly.

Note: The extra double quote may mask other errors in the code. It would be beneficial to correct this problem and rerun the checker to determine if other serious errors exist.

Result: Poor.

Recommendations

Update the site to ensure that the code is W3C compliant. This will help ensure that the site renders correctly on all current stable browsers and help future proof it against new/updated browsers.

CSS

The stylesheet is valid.

Result: Good.

Recommendations

No action required although the stylesheet should contain the fonts to be used in the site.

Browsers

All popular browsers were able to render the site correctly provided the browser window was set wide enough. When the browser window was narrowed the layout of the site was compromised. This error is caused by not setting a minimum width within the stylesheet and incorrectly defining the screen components.

Additionally, no font is specified in the stylesheet or html which will cause problems on systems where "Times New Roman" is not the default font.

The following browsers were checked:

Browser	Result	Comments
Internet Explorer 6	Fail	All data is displayed but the layout is staggered and out of sequence. [web page image goes here]
Internet Explorer 7	Pass	Site displays correctly.
Internet Explorer 8	Pass	Site displays correctly.
Firefox 3.5.7	Pass	Site displays correctly.
Google Chrome 3	Pass	Site displays correctly.
Safari 4	Pass	Site displays correctly.
Opera 10	Pass	Site displays correctly.

Result: Above Average.

Recommendations

Internet Explorer 6 is becoming less and less popular. It is primarily used only by government departments and organisations that have locked down systems. Consider if these are in your target market and if so modify the site to ensure that it renders correctly.

Accessibility

The site has no specific disability coding.

It does, however, allow for page zooming using ctrl-"mouse wheel" and is readable at all but extreme magnification.

Result: Average.

Recommendations

No action required but if the site has a specific disabled target audience then consideration should be given to implementing disability guidelines standards.

Performance

Home page load speed was 1.21 seconds.

Result: Excellent

Recommendations

No action required.

Images

All images on site are appropriately sized.

Result: Excellent

Recommendations

No action required.

2.2 Content

Wording

The wording in the site seems relatively fit for purpose and is easy to understand. There are however a number of spelling errors on the site such as "teh" and "adn" as well as a number of minor grammatical errors such as:

"As much as 40 per cent of the heat lost **form** a house goes through an uninsulated roof." (Use of form instead of from)

This can reduce the ability of search engines to index the site as they parse the sentences on a page and may ignore those that do not scan correctly. Additionally this can reduce the consumer's confidence in the site.

The primary text for the site's index page does not contain the main key words for the site. This can affect the position of the site for searches using those terms. The page title for each page is appropriate.

Construction

The construction of the site is not to W3C standards. This leads to display errors when the site is rendered on some browsers.

The heading is presented as text. This can cause rendering problems. The heading should be presented as an image with the existing text set as the "alt" text for the image to allow search engines to index the images.

The site is relatively easy to navigate and there is no complex JavaScript present that may cause problems, with the possible exception of the contact form that may not work correctly on all browsers due to the incorrect element type being used for the input fields.

Result: Below average

Recommendations

Correct the coding of the site to reflect W3C standards.

Correct spelling and grammar errors.

Review the text of the site to ensure that the facts presented are correct.

2.3 Links

There are no broken links on the site.

Result: Excellent

Recommendations

No action required.

2.4 Search Engine Optimisation and Ranking

Google Page Rank (PR) is a value assigned by Google that represents how important a page is on the web. It is a ranking from 0 to 10 with 10 being the most important. Google reasons that when one page links to another page, it is effectively casting a vote for the other page. The more votes that are cast for a page, the more important the page must be. Also, the PR of the page that is casting the vote determines how important the vote itself is. Google calculates a page's importance from the votes cast for it.

Search Engine Optimisation

Element	Analysis	Result
Page Title: (target 4-12 words)	My Website – products brought to you (6 words)	Good
META Keywords: (target 10-40 words)	Products, brought to you, Sydney products, delivered (7 words)	Very Poor
Meta Description: (target 15-55 words)	My website provides our customers with valuable information about our products and services. Here you can find information to suit your needs. (22 words)	Average
Number Of Words: (target 250-500 words)	205 words on home page.	Below Average

Result: Average

Recommendations

Reword the text on the index page to increase the word count and utilise more of the keywords.

Search Engine Ranking

Element	Analysis
Google page rank:	0 out of 10
Pages in Google:	5 pages indexed in Google
Pages in Yahoo:	2 pages indexed in Yahoo
Pages in Live/Bing:	0 pages indexed in Live/Bing

Result: Poor

Recommendations

Submit the site to the Live /Bing search engine.

Consider the use of social bookmarking sites to increase the page rank and number of indexed pages. This function should be performed monthly with social bookmarking sites that have a high Page Rank.

Keyword Search Results

The following keywords were searched for in Google, Yahoo and Live/Bing. These three are selected as they represent more than 98% of the search engines used in Australia.

Keyword/Phrase	Google	Yahoo	Live/Bing
Keyword 1	5 th result	10 th result	Not in top 100 results
Keyword 2	1 st as Google map result. 13 th result	24 th result	Not in top 100 results
Keyword 3	1 st as Google map result. Not in top 100 otherwise	Not in top 100 results	Not in top 100 results
Keyword 4	Not in top 100 results	Not in top 100 results	Not in top 100 results
Keyword 5	18 th result	Not in top 100 results	Not in top 100 results
Key phrase 1	3 rd result	8 th result	Not in top 100 results
Key phrase 2	7 th result	2 nd result	Not in top 100 results
Key phrase 3	Not in top 100 results	Not in top 100 results	Not in top 100 results
Key phrase 4	25 th result	Not in top 100 results	Not in top 100 results
Key phrase 5	Not in top 100 results	Not in top 100 results	Not in top 100 results

Result: Below average

Recommendations

Submit the site to the Yahoo and Live search engines.

Consider the use of social bookmarking sites to increase the page rank and number of indexed pages. This function should be performed monthly with social bookmarking sites that have a high Page Rank.