



# WEBSITE AUDIT AND BRANDING



***SHIRE MARKETING SPECIALISTS***  
**IN PARTNERSHIP WITH**

**UNCOVER THE COTSWOLDS**

# WHY YOU NEED TO AUDIT YOUR WEBSITE

Identify any website issues

Eg technical SEO issues, slow page speed, duplicate content, broken links...

own the line and ensures optimal performance.

A website audit gives web developers a complete and detailed analysis into their sites health, performance and speed.

This gives you a full picture of the current effectiveness of your site and identifies issues that could be causing damage to your site's health.



# DIFFERENT TYPES OF WEBSITE AUDITS

**Technical Audits** focus on best practice for site visibility and ensures that your website meets all search engine requirements for crawling and indexing.

**SEO Audits** measure how well your website is optimised for search.

**Content Audits** can also be insightful, delivering strong insights into what messaging and tone of voice is converting and what isn't.



# CONDUCTING A SITE AUDIT

You may find that Your Users Can't Navigate Your Website Properly

Common features of hard to navigate websites include:  
Too many items in the navigation bar

Every page should have a clear way to return to the homepage (clickable logo etc).

Overload of information on the homepage that dilutes useful information.

No search function (this is essential for e-commerce websites).

It's hard to contact you – think social icons, your contact details with clickable mobile functionality.



# IDENTIFYING SEO PROBLEMS

Common issues identified in an SEO audit include:

Duplicate, short, long, or missing title tags

Duplicate, short, long, or missing meta descriptions

Missing or duplicate image alt text or title text

Google Analytics code missing

Presence or absence of H2, H3, etc. headings



**If you have any issues please contact us for assistance.**

# DISCOVERING IF YOUR WEBSITE ISN'T PROPERLY OPTIMISED

Areas for optimisation in content – thin, useless content will need updating, redirecting or removing.

Images not properly tagged – this is how search engines know what the image is.

Meta issues – ensuring all pages have unique and relevant meta data.

Headers – Ensuring H1's 2's and 3's are used properly throughout the site.

Mobile responsiveness - you need to make sure your site functions properly on mobiles and tablets.

URL structures – ensuring all your pages have proper URL structures.

Indexability – ensuring that all relevant pages on your website are indexable, and blocking those that do not need to be indexed, for example, a 'thank you' page.

Duplicate content – Identifying and rectifying any pages with similar or identical content.

Broken links – both external and internal 404's will need to be rectified/redirected.

# YOUR WEBSITE IS TAKING TOO LONG TO LOAD

You can test your site speed using Google's own Page Speed Tool.

The most common reasons for site speed being too high often include:

Properly formatting and compressing images (think of those 2mb images cooped up on your blog posts).

Reducing the amount of redirects - this creates additional HTTP requests and slows load time.

Minifying JS and CSS files by eliminating unnecessary characters and comments from the CSS.

Reviewing the amount of plugins on your site - one for all you plugin junkies out there.



# ANALYSE DESIGN AND UX

Many SEO site audit tools will analyse your website's design and overall user-friendliness also referred to as UX.

Both the design of your site and the UX are important when it comes to how users interact with your site,

Components such as site Navigation and Page Depth will indicate whether your site is easy to use and how easy it is for them to find information on your site.





# MAKE IT EASY FOR USERS TO FIND WHAT THEY ARE LOOKING FOR

Conduct a site audit to find any design and UX issues. You can work with a specialist or web designer to optimise your site for conversions.

## Assess Website Content

Having great content is such an important component of SEO, as well as actually converting users on your website. It's not a place to cut corners.

A thorough site audit will identify which pages are ranking for your focus keywords.



# SOME BEST PRACTICES FOR SEO CONTENT INCLUDE:

Content adheres to the overall page goal and purpose

Content is concise and helpful to users

Content has well researched keywords that match search intent

Content is well-organised and structured according to SEO best practices

No spelling or grammar mistakes

No “filler” content

Content includes helpful bullet points, numbered lists, and pictures as needed

Content is optimised for mobile

Include internal links to relevant pages and external links to reputable websites

Content is unique and isn't duplicated or plagiarised

# GENERATE A CHECKLIST OF ALL SITE ISSUES

The last step of conducting a site audit includes generating a comprehensive checklist of all of the site issues that need to be fixed.

Most tools will create a digital report for you to check off online, along with basic instructions on how to fix the issues.

You can also share the checklist with other members of your team or with the SEO agency you are working with. Or, you can print out the report for a physical copy.

Having a checklist of all technical, SEO, design, and content issues makes it easy to keep track of what work needs to be done.



# YOU WANT TO PEEK ON YOUR COMPETITORS

A good site audit should include some competitor analysis.

Start with identifying your main competitors.

Analysing your competitors gives you the information needed to give you an idea of where you stand in comparison to them.



# HOW OFTEN SHOULD I HAVE A SITE AUDIT?

We recommend an annual audit for small websites and a bi-annual audit for larger websites.

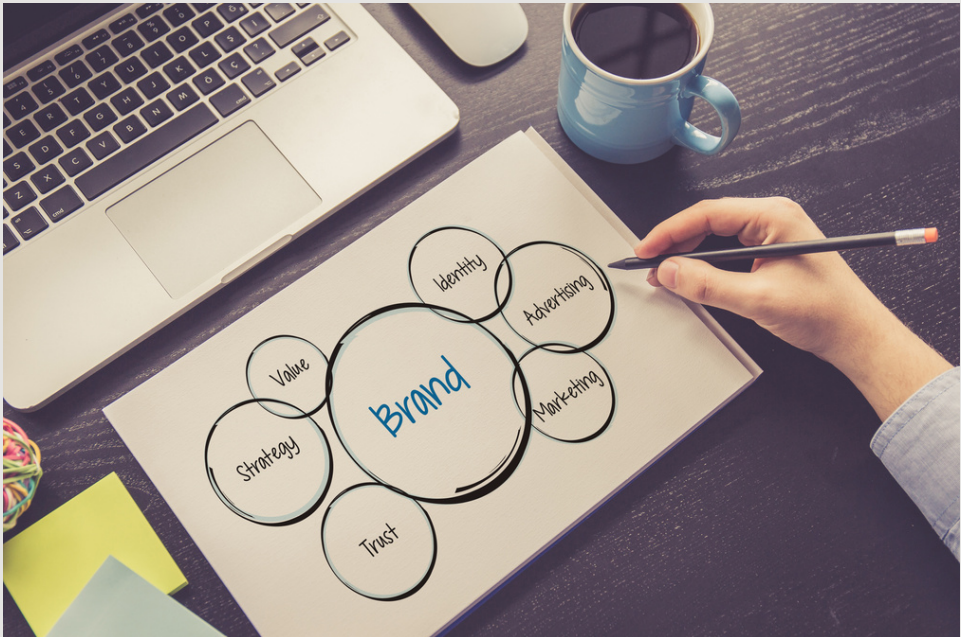
AND after a site goes live to rectify any immediate issues and increase the speed of which the site becomes indexed.

Conducting regular site audits is an important responsibility when it comes to optimising your website.

A regular, scheduled audit provides a benchmark for future improvements.



# TIPS FOR BRANDING YOUR WEBSITE



# BRANDING YOUR WEBSITE

Your website must radiate your brand.

Your brand identity can set you apart from the pack and make your offering feel more unique.

There are several ways to ensure your branding shines through your website, depending on your goals.



# HAVE A CLEAR GOAL FOR YOUR BRAND'S WEBSITE

Defining your website's goals helps you understand the best way to present yourself to your prospective audience.

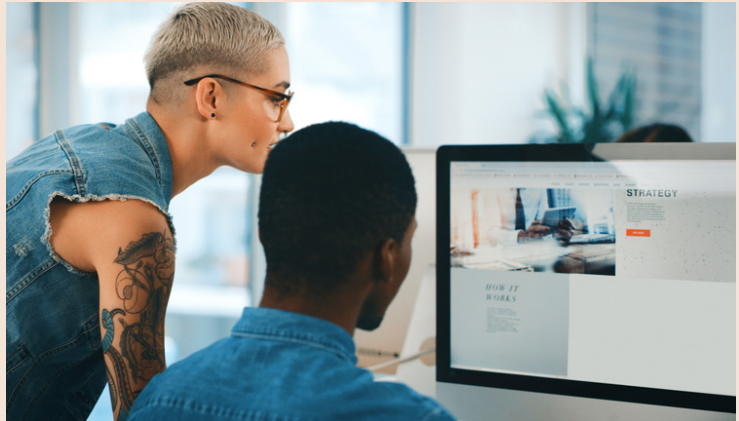
Consider the following

Why do you need a website?

What is your goal?

What is your value proposition?

What factors set you apart you from your competition?





# THE VISUALS

Invest in a good logo for your brand

Choose the right theme for your brand's website

You must choose a theme that complements your website

Pay attention to your colours on the website

Be consistent with your style

Work on developing a style guide based on your initial branding work.





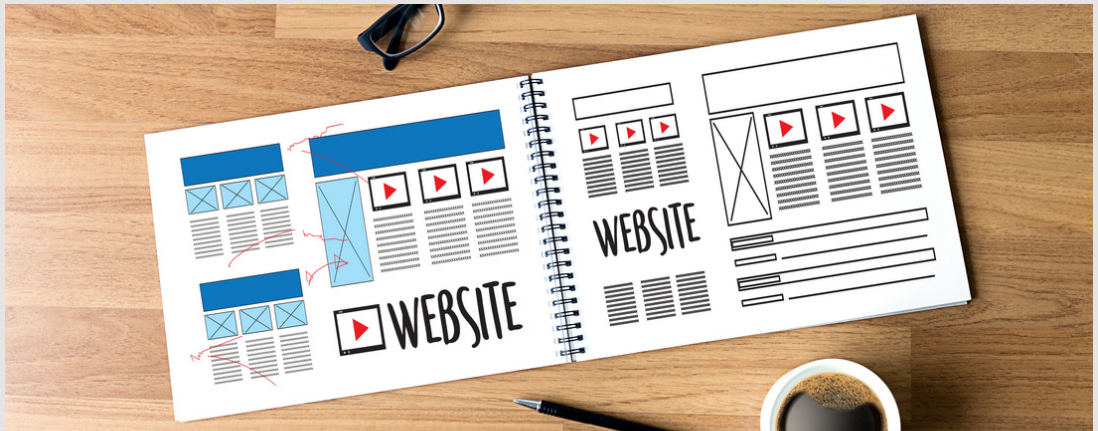
# HAVE A COHESIVE CONTENT STRATEGY

Your website needs to have fresh and engaging content to keep readers interested.

Adding random content can have an adverse effect on your readership.

Spend time creating a content strategy.

Branding your business website goes hand-in-hand with content and SEO as one of the best ways to attract and convert leads.





# More training modules are available from Cotswold Tourism

**For any further specialist support  
please contact us**

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