

# Website Audit Stage 3

**Date:**  
**Client:**  
**URL:**  
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**There are in total 8 areas covered by the Website Audit, we will provide details of all the areas covered within the Audit and the sub sections within that particular criteria.**

## 1.0 Design

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The design of your website is an important element because this is what gives each visitor a first impression of your organisation as a whole. A good looking sharp home page should reflect the correct image and be consistent with the market or industry in which you operate. Having said that, it is important to resist the temptation to rely on the latest 'bells and whistles' which might make the site look great but will have a negative effect on such issues as usability and search engine performance.

### 1.1 Colour Scheme

When choosing colours for a web site it is important to bear in mind that some users have difficulty with some colour combinations. Contrast between backgrounds and text colour should be given special consideration. After settling on a colour scheme that works, make sure that it stays consistent right through the site.

Strengths	
Weaknesses	
Action Plan	



## 2.0 Programming

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Although an end user will be unlikely to ever see the programming that goes into creating your website, they will see the results of the programming on the page in front of them. If the back end coding is not to a good standard pages could be slow to load, or page elements such as navigation links may not work correctly. Programming to best practice standards is therefore essential to ensure a website's longevity on the World Wide Web.

### 2.1 General Coding Standard

The standard of coding on your website will affect how easy it is to maintain, should any changes be required, and it may also affect the overall speed of the website. If the coding is not up to a good standard making changes to the site could prove frustrating or result in a site that takes too long to load.

Strengths	
Weaknesses	
Action Plan	

**Each of the individual criteria covered in the Website Audit is given its own brief summary along with the strengths and weaknesses for that particular criteria and then a detailed action plan of changes we would recommend that you action.**



## 9.0 Glossary of Terms

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### **ALT Tags**

ALT Tags, or alternative text tags, are used to provide alternative text content for images used in a website. Users who can not see images in a website will make use of ALT tags to help them understand what an image represents. ALT tags are very important for images that convey important information such as phone numbers or contact details. ALT tags can also be used for search engine optimisation by placing keywords within the tags in order to increase the relevancy of the content on the website.

### **Browser**

A browser is a piece of software used to view a website and surf the internet. Various browsers are available for free, such as Internet Explorer, Mozilla and Opera. Some users may also make use of text browsers or screen readers to view websites which have been designed specifically for users with visual impairments.

**We will now provide you with a full breakdown of the further terms used within our documentation.**

## 10.0 Action Plan

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### **High priority**

Auditor to complete

### **Medium priority**

Auditor to complete

### **Low priority**

Auditor to complete