

**WEB and SEO AUDIT BASIC SHEET**

<b>Visual Design + Page Layout</b>		<b>y/n</b>	<b>Auditor's Comments</b>
<b>Splash Screen</b>	Does it match the interior of the website? Does it serve a purpose or do most users click on through? Does it have a "skip intro" button?		
<b>Theme Design</b>	Does the website's (graphics, colors, logo, tagline, whatnot) match the marketing campaign of the facility?		
<b>Scrolling – Home</b>	Does the entire page layout appear within the browser's window or continue below the fold?		
<b>Scrolling – Interior</b>	If the page is very long, are there anchor tags to jump to a spot and back to the top? Would it be easier on a user to break up the text and place on separate pages? If this is a long article, are there nav links at the bottom of page to lead the user onto another section or do they have to scroll up to the top to see the options?		
<b>Buttons</b>	Do they match or compliment the page layout and design? Are they aligned correctly or haphazardly? Are they placed in a logical order?		
<b>Fonts</b>	Are the fonts applied to headings, content, links, footers, sub-nav... consistent?		
<b>Text Links</b>	Are the text links the same color making it easy to see? (e.g. if most links are blue, but there's a random red colored link, a user may skip over not realizing its clickable.)		
<b>Global Navigation?</b>	Is the "home" button easy to find? Can a user go back/forward to pages easily? Are the Main Sections of the site accessible throughout?		
<b>Site Map</b>	If there is a site map, is it current? Does it link to pages?		
<b>Use of Rollovers</b>	Do they work? Does it cause confusion or make sense?		
<b>Pull down menus</b>	Are the menu's easy to use? Are there more than 3 options to choose from? (If not, suggest using a list box or text links.)		
<b>Download size less than 50k</b>	Are there heavy graphics timing out a user's session?		
<b>Company Logo</b>	Is the Logo visible on all pages? Is it prominently placed on the page? Can you return to the Home Page by clicking on the Logo.		
<b>Graphics</b>	Are graphics used effectively for the Web? Watch out for any large areas of continuous-tone images and gradations, and any unnecessary images. Do any of the images look fuzzy? If so, they are probably very large in size and have been sized inappropriately using html code. This causes the user to have to wait to download the large image. Find the images in question and resize them.		

General/Technical		Y/N	Comments
<b>Message</b>	Is the content appealing and are the messages clear? Are the pages written in a positive tone?		
<b>Pages</b>	Are there pages that are "under construction"?		
<b>Copy</b>	Are there spelling errors? Do the paragraphs have good headings or subheadings? Is the copy well written, concise and readable? Is the content compelling enough to keep the users coming back or is it brochureware? Is the content updated frequently?		
<b>Search</b>	Does the site have Search turned on? Is it easily accessible throughout the site? Does it work? Is it placed logically on the page layout?		
<b>Health Content</b>	Is the site making use of the available health content? Is it linked and displayed properly?		
<b>Offsite links</b>	Is there a disclaimer? Do they go to working sites? Do they open in a new browser?		
<b>Video/Music clips</b>	Do they serve a purpose?		
<b>Company Information</b>	Is the address and/or link to About Us page easily found via the homepage navigation?		
<b>Press Releases/Local News</b>	Is this area updated with the latest news? (i.e. If there is a press release in a newspaper, would a user see the same info on the website?)		

Customer Service		y/n	Auditor's Comments
<b>Standards</b>	Does the organization have a defined set of service standards and/or mission? Review and evaluate the document and make sure these are being met on the site as well.		
<b>Contact Info</b>	Are the phone, fax, and toll-free numbers easily accessible from the home page?		
<b>Email</b>	Does the site encourage visitors to contact or give feedback? Or do you discourage it? Is there a "Success" page displayed after submitting a form?		
<b>Feedback</b>	Does the contact email address resolve to a real person? Does the contact form work when submitting? Are there too many required fields? Based on the topic of the form, does it ask for too much/too little info?		

Things to Avoid	y/n	Auditor's Comments	
<b>Frames</b>	Within our Template structure it is not a good idea to try to implement frames. If a frame is needed consider using an iFrame. Should frames need to be implemented outside of a theme, then a Custom Upload (HTML) is suggested.		
<b>Over-use of "leading-edge" technology</b>	We have to be conscious of our intended audience when implementing "leading-edge" technology on our web sites. Keep in mind that many users may not have the technology to view the applications, so cater to the least common denominator. Are downloads/plug-ins being forced upon a user? Are there too many applications on one page?		
<b>Scrolling text, marquees, and animations</b>	In most cases, animations kill a page's readability. Is there any movement on the page that distracts from the actual content?		
<b>Outdated information</b>	Are there pages with obvious outdated content (news releases from past years that aren't archived, etc)?		
<b>Fixed-width tables</b>	Relative-width tables automatically size themselves to fit your reader's browser window. But if you use a fixed-width table that's wider than your reader's display, you force readers to scroll sideways to read your page. Are there pages that force the user to scroll horizontally?		
<b>Unannounced, uninvited attempts at Client-Pull or Server-Push</b>	Don't try to force something on security-conscious users. It will most likely drive them away from the site. Check for pages that force the user to download third party plug-ins that aren't necessary.		
<b>Counters</b>	Web Trends will keep track of the visitors to the web site. Check for unnecessary counters that can be removed.		
<b>Dead links</b>	Readers despise dead links, because they violate their basic expectations about what a hyperlink does. Are there links that go nowhere or display 404 errors? If so, link to a proper page or remove the link entirely.		

Search Optimization		y/n	Auditor's Comments
Page layout	Do the pages have a clean layout? Are the pages being style sheet driven? Are the custom page names pertinent to the information presented in the pages?		
Meta Tags	Is the Meta Content area being utilized? Is there pertinent information in the meta area? Does the meta information follow the correct guidelines for optimum results?		
External Links	Do you see any links to outside sources? If so do those pages link back to that facility's site?		
Image tags	Are IMG tags being utilized? If so, are the images titled in a relevant manner? Are the IMG tags translating to Firefox and IE?		
Robot text and extra meta tags	Is there any flash on the site? If so, is robot.txt being used? Are additional meta tags being used to crawl the site more often, or for additional search results?		