

Charlene Jaszewski

Audit Findings Presentation Sample

Findings

Voice and Tone/Audience

Findings

Overall, we found that most pages lacked a consistent voice and tone and did not speak to their target audience.

- Voice varied from third person (“[COMPANY] will prune trees”) to first person (“we will help you find ways to save energy”).
- Tone varied from academic to casual.
- In many sections of the site, it was not clear to which audience the page was targeted (e.g. imagery, labeling geared towards children while copy speaking to a teacher).

Recommendations

- Ensure all writers refer to the new voice and tone pillars so that all copy, labeling and imagery are consistent and focused to the appropriate audience.
- During the rewriting process, identify audience types first, then target labels and copy accordingly so that the pages are clear and meet their objective.

Consistent/Descriptive Labeling

Findings

Content labeling was not consistent or descriptively applied in areas including:

- URL and image file naming
- Page title tags
- Page headline tags
- Terminology within sections/between sections
- Link anchor text (*link anchor text often didn't match link landing page*)
- Meta description & keyword tags
- Images and embedded graphics (*did not always have ALT text tags*)

Recommendations

- Label all content consistently and descriptively across the site, from page to page and section to section using the best practice SEO and writing guides so users have a consistent experience and are able to quickly find desired content.

Buried Content

Findings

In general, the site suffered from a lack of clear navigation, making it difficult for users to find information.

- Content was buried in layers of sub-pages.
- Custom headers and footers varied throughout the site and even from page to page within a section.
- Labeling was not consistent or descriptive which made it difficult to find content.
- There were excessive FAQs on the site which buried important content.

Recommendations

- All pages should follow a clear hierarchical navigation strategy with relevant content grouped together that should try not go deeper than three levels.
- Headers and footers should follow the new global strategy; refrain from creating any new custom/footer headers within pages.
- FAQ content should be placed with related content. Follow best practices found in the writing guidelines document to use FAQs appropriately.

Duplicated Content

Findings

We found much duplicated content throughout the [COMPANY].com site including:

- Duplicated URL structures of identical content
- Similar sections with repeated content contained on multiple pages
- Pages that replicated printed PDF material with exact same content (often with a call to action of “read more”)

Recommendations

- Retire old URLs and archive appropriately so they are not still live (or redirect depending on the situation).
- Avoid duplicative content by following new site map recommendations and navigation strategy.
- Avoid exact duplication of print content to HTML page (edit/rewrite content for scannability).

Clear Call to Action

Findings

A prevalent problem found on the [COMPANY].com site was pages with either unclear or multiple calls to action:

- The call to action was buried in too much long-form copy.
- Passive language made the call to action unclear.
- Too many links on a page distracted from or muddled the call to action.

Recommendations

A clear call to action should:

- Use active language
- Encourage a user to do something (*e.g., Enroll in Autopay Now!*)
- Be clear: when multiple steps are required, convert links within a paragraph to numbered steps
- Appear prominently and *before* any long-form copy (*e.g., terms and conditions*).

Scannability

Findings

- Most of the pages reviewed on the [COMPANY].com site were not very scannable.
- [COMPANY].com suffered from a large amount of brochureware content where printed material was copied and pasted into the HTML page.
- Overall, the site was text-heavy and there was a lack of relevant images/multimedia to break up the text.

Recommendations

A scannable page should include:

- Content written expressly for the web page (not copied from printed material)
- Bulleted content and numbered lists (*where appropriate*)
- White space between sections
- Imagery
- Subheads

Link Volume & Relevancy

Findings

We found a couple of issues regarding link volume and relevancy including:

- Links that were distracting to the call to action or made call to action unclear
- Link anchor text that was not descriptive, didn't contain keywords, or didn't match content on destination page
- Lack of links between related sections (cross-linking)
- Too many links on a page used for navigation purposes

Recommendations

- Reduce links within paragraphs to ensure clear call to action.
- Make link anchor text descriptive, SEO-friendly and relevant to landing page
- Provide links between sections of related information.
- Follow new site map recommendations to alleviate the need to use excessive links on a page for navigation.

Search Results

Findings

- The search results pages on [COMPANY].com suffered from a lack of organization and description.
- Page titles and URLs in search results were not descriptive, and there were very few meta descriptions providing a short summary of the targeted page. This left users with no choice but to click to find out what was on the target page.
- Too many search results due to duplicated content.

Recommendations

- Use descriptive language and keywords to write Page Titles, URLs and meta descriptions (*see in-depth recommendations in SEO Strategy Guide*).
- Design the internal search results to display meta descriptions and page titles to ensure users can differentiate search results at a glance.
- Remove duplicate content.

Content Volume: Too Little Page Content

Finding

There were many pages found that housed a paragraph or only a few sentences.

Recommendation

Pages that have minimal content should be combined with other relevant pages, using subheads when necessary.

Content Volume: Too Much Page Content

Finding

There were many pages with too much long-form copy, much of it that looked as if it was copied over from old print brochures. The copy was not easily scannable by a website reader.

Recommendation

- Print copy should not be used for an HTML page. Edit/rewrite old print content to make it more scannable. (See *Content Writing Guidelines for more thorough tips.*)
- The PDF can be used as supplemental information (link to PDF from HTML page).