WEBSITE CHECK UP

DIGITAL SERVICES LAB

Hello from Bidawal Country

BIDHAWAL AND BIDWELL

Mallacoota, Victoria

Far East Gippsland

I'm Bel Temby

DIGITAL SERVICES LAB

Website Strategy Workshops

Web Design & Development
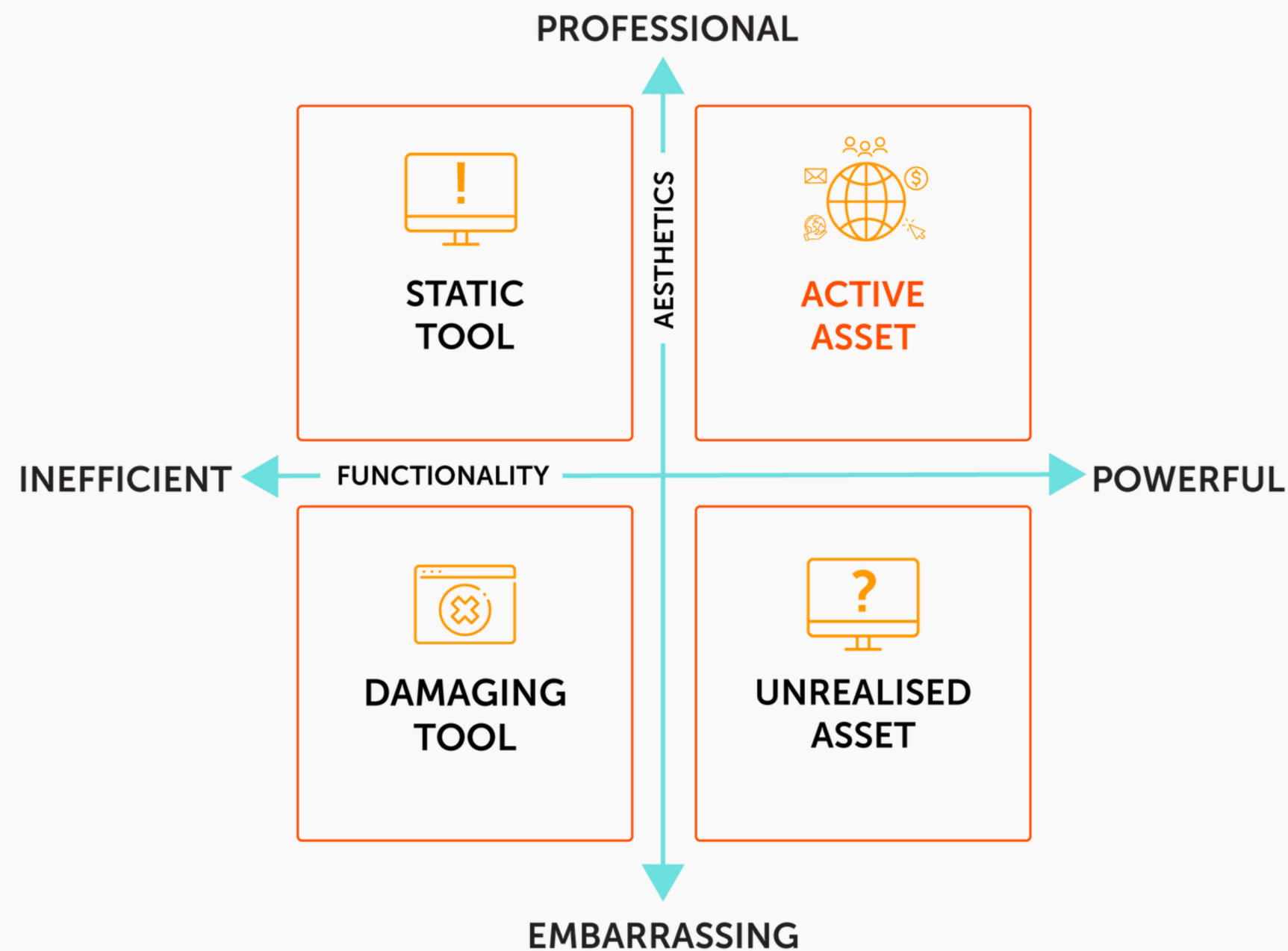
Website Care & Security

Search Engine Optimisation
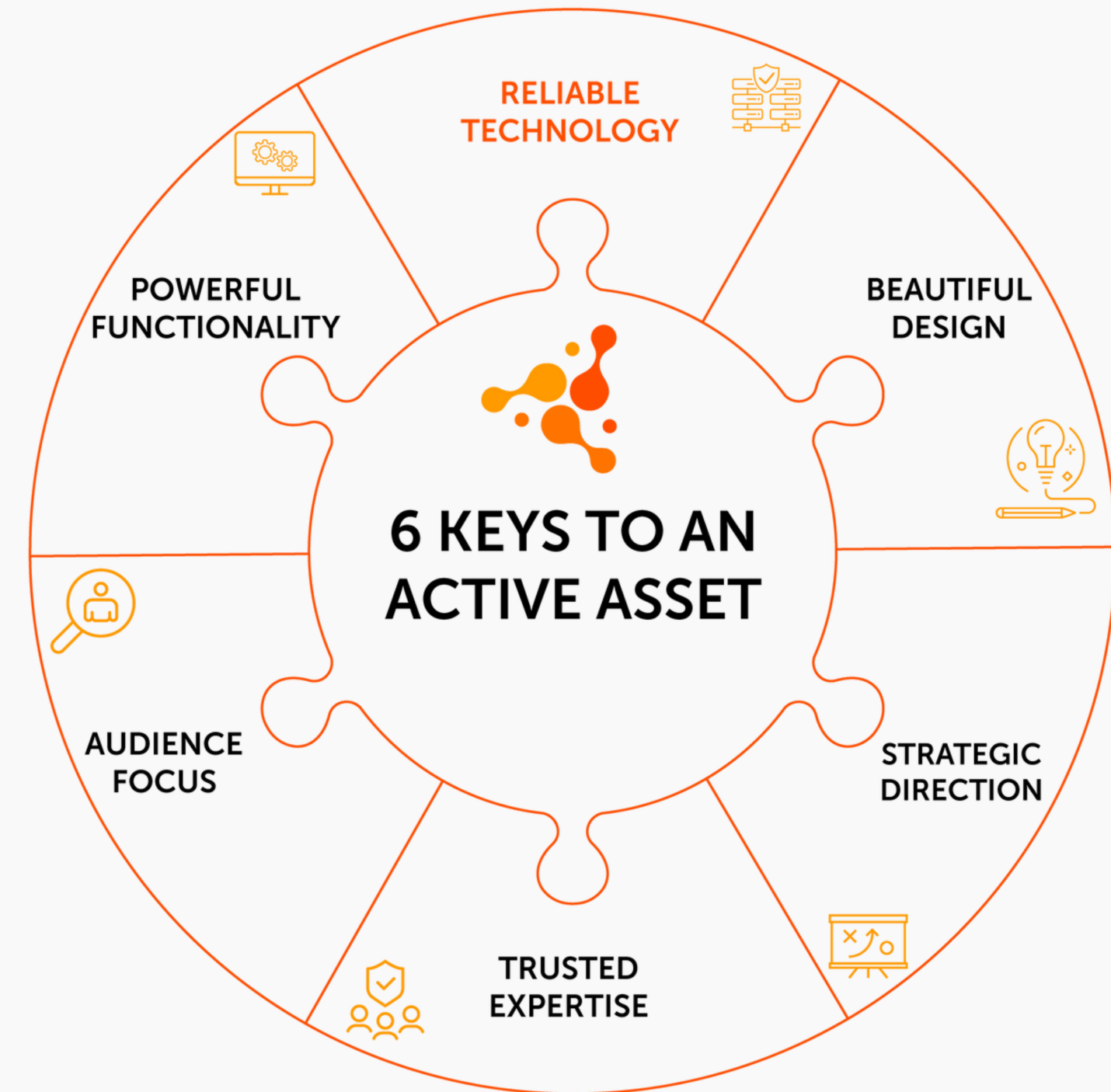
Graphic Design

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PROFESSIONAL

AESTHETICS

STATIC TOOL

ACTIVE ASSET

INEFFICIENT ← FUNCTIONALITY → POWERFUL

DAMAGING TOOL

UNREALISED ASSET

EMBARRASSING

Website Quality Matrix

WHAT MAKES A GREAT WEBSITE?

Purpose/Goals

Do you have clearly defined goals for your website? Eg. I want people to:

- Learn
- Be Inspired
- Donate
- Get involved
- Buy Products

1 Do you have clearly defined goals for your website?

2 Have you written those goals down?

3 Have you shared this with the team and board?

4 Do you review and update them regularly?

NO NEVER	RARELY	NOT SURE	OFTEN	YES ALWAYS
1	2	3	4	5

Your Audience

Have you defined the stakeholders your website is servicing?

- Partners
- Customers
- Clients
- Volunteers
- Grant makers/Donors

1 Have you defined ALL the stakeholders your website is servicing?

2 Have you reviewed your website to make sure you are catering to that audience?

3 Have you identified the crucial/primary audience your website serves?

4 Have you done an audience deep dive - who are they, age groups, gender - where they are online?

NO NEVER	RARELY	NOT SURE	OFTEN	YES ALWAYS
1	2	3	4	5

Measuring Success

Are you monitoring your website's success?

1 Do you have KPIs/goals or a general idea of what success looks like for your website?

2 Do you have Google Analytics & Google Search Console (or other tools) set up?

3 Do you track your performance using these tools or others?

4 Do you actively make changes based on the data?

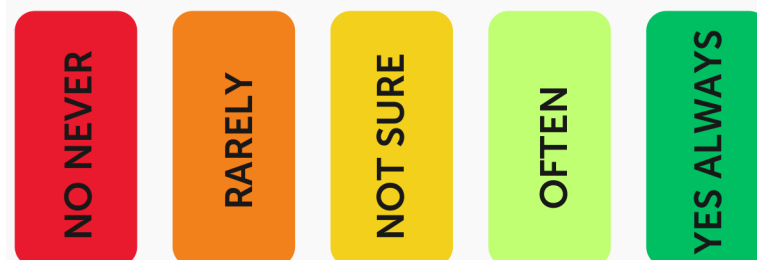| NO NEVER	RARELY	NOT SURE	OFTEN	YES ALWAYS
1	2	3	4	5

Security measures

Internet safety is incredibly important, especially on your website.

Do you think about security when it comes to your website?

NO NEVER	RARELY	NOT SURE	OFTEN	YES ALWAYS
1	2	3	4	5

1 Do you have a system for backup?

2 Do you keep the website themes and plugins updated?

3 Do you know who has access to the website?

4 Are you storing sensitive data in the website: and if so do you have a plan in place for a breach?

5 Do you ensure you have strong passwords and/or two factor authentication?

6 Do you have security systems for the website such as firewall, encryption, CDN, monitoring?

7 Do you know what you will do if something goes wrong?

Security Scan with Site Check

Scan detects a range of issues including outdated software on your site. Click here

Redirects to:

https://www.T___i___t___g____.org.au/

IP address:

Hosting: Unknown

Running on: LiteSpeed

CMS: WordPress 5.7.1

Powered by: PHP 7.1.33

More Details

| Minimal | | Low | **Medium Security Risk** | High | | Critical |

Outdated Software Detected

PHP under 7.4.6

Supported PHP Versions

Our automated scan detects outdated software on your site. Missing security updates can leave your site vulnerable. If you cannot update your site, sign up for virtual patching via our website firewall.

TLS Recommendations

Search Engine Optimisation

Do you do your best to ensure you offer a search engine friendly website?

1   Do you know what terms people are searching for to find you online?

2   Is your website device friendly (responsive to various screen sizes)?

3   Is your website fast? Are you website images optimised, videos using a third party etc?

4   Do you have a strategy for SEO

NO NEVER	RARELY	NOT SURE	OFTEN	YES ALWAYS
1	2	3	4	5

Performance and responsive reports

1 GT Metrix Performance Report

2 Mobile friendly test

Check out your scores

Page isn't usable on mobile
This page can be difficult to use on a mobile device. Learn more

VIEW TESTED PAGE

Details

Crawl

✓ Crawled successfully on Nov 4, 2022, 12:38:56 PM

Why it's not usable

❗ Text too small to read

❗ Clickable elements too close together

E   Performance 45%   Structure 62%

Website UX/UI

USER EXPERIENCE FOCUS
The full experience from a user's first contact to the last

USER INTERFACE FOCUS
Visual touchpoints that allow users to interact with the website

1 Have you considered the user (visitor) experience?

2 Are you creating a good user (website visitor) experience?

3 Has the website been professionally designed?

4 Is the website aesthetically pleasing?

NO NEVER	RARELY	NOT SURE	OFTEN	YES ALWAYS
1	2	3	4	5

Home Page Review

When visitors arrive at your website are they immediately aware of what your business is and does?

1 Is your website home page providing a great first impression?

2 Is your homepage providing a pathway to the rest of your site?

3 Is the content easy to scan and read?

4 Are Calls to Action present, clear and working?

NO NEVER | RARELY | NOT SURE | OFTEN | YES ALWAYS

1   2   3   4   5

Website Pages Review

When visitors journey through your website are you showing them what to do next?

1 Is the design of your page engaging?

2 Is the content easy to scan and read?

3 Do you have internal links or CTAs to other pages?

4 Do the buttons and forms work on every page?

NO NEVER	RARELY	NOT SURE	OFTEN	YES ALWAYS
1	2	3	4	5

Content Review

Copywriting
Readability is very important.
Images and other media
tinypng.com is a free resource to help reduce your image size without losing quality.

1   Is your content relevant, engaging and written to web standards?

2   Do you schedule time to review and update copy on the website?

3   Do you have a strategy to add content to the website regularly?

4   Are your images and other media correctly sized & optimised & formatted for web?

NO NEVER	RARELY	NOT SURE	OFTEN	YES ALWAYS
1	2	3	4	5

NO NEVER   RARELY   NOT SURE   OFTEN   YES ALWAYS

What's your score?

195

NO NEVER | RARELY | NOT SURE | OFTEN | YES ALWAYS
1 | 2 | 3 | 4 | 5

195 -160
OUTSTANDING:
From protecting data to caring about your users - you've thought of it all.
Congratulations and keep up the good work.

156-125
ACHIEVING:
You certainly are paying good attention in a number of areas. Pay attention to any security deficits and continue to improve.

117-156
SATISFACTORY:
You're doing a good job AND so close to doing a great job so keep at it and make some changes to get to the next level.

78 -116
NEEDS ATTENTION
You have reached a level where some things might be working but none of them particularly well.

0 -77
CRITICAL
Your organisation is at risk in at least a few areas. Take action and fix your website.

WEBSITE PAGES COPYWRITING REVIEW

PAGES (ENTER EACH PAGE)

WHAT TO CHECK FOR	HOME	ABOUT																		
WRITTEN FOR MY AUDIENCE																				
ADDRESSES MY AUDIENCE PROBLEM/S																				
PAGE CAN BE SCANNED WITH EASE																				
BREATHLESS SENTENCES (NOT TOO LONG)																				
WORDS ARE EASY TO UNDERSTAND																				
GUIDES THE READER TO TAKE THE NEXT STEP																				
HOW MANY TIMES REFERS TO I/WE																				
INCLUDES KEYWORD RESEARCH																				

Let's chat

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