EKO 4

YOUR GLOBAL SUCCESS

Full website review |

Multilingual DIGITAL MARKETING

HTML5

jQuery

PHP

CSS3

Website Audit

Passed ✅	Consider improvements ⚠️	Significant improvements ❌

I. Branding

Score	Element	Notes
⚠️	Color	The website's color scheme matches and accentuates company's logo. Secondary colors could be used to point users' attention to the most important content
✅	Typography	Font style and size are consistent and stays in line with branding standards
⚠️	Images and videos	Images represent well your brand. More images that represent your services could be added on the internal pages. You should also consider adding some videos explaining your services

I. Design

Score	Element	Notes
✅	Consistent Formatting	The website uses a consistent template format for navigation, headers, text, typography and hyperlinks.
❌	Focused Layout	The layout is well structured on most pages but it doesn't highlight the most important content. Leaving the visitor not focused where to look at and what to do on the website and may prefer to leave, creating higher bounce rate on SEO.
✅	White Space	There is enough white space throughout the design which helps reduce the cognitive load of visitors and it makes it much easier for users to segment and digest the information presented Consider improvements
❌	Call to Actions	Call to actions are missing on some pages and they are not easily distinguishable from the rest of the page

I. Coding

Score	Element	Notes
✅	New technologies	The website uses latest web development technologies

Score	Element	Notes
⚠️	Speed	Load-time is 5.07 seconds and page size is 2MB. Both could be reduced
✅	Cross-Browser Compability	The website performs well across all major browsers and operating systems

I.   Usability

Score	Element	Notes
✅	Navigation	The website includes a navigation and navigation options are no more than three levels deep
✅	Readability	Content is Easy to Read and Digest

II.   On-Site SEO

Score	Element	Notes
⚠️	Overall performance	View full SEO report in ▒▒▒▒▒▒-seo-audit.pdf

III. Mobile

Score	Element	Notes
✅	Responsive Design	The website is mobile-friendly
⚠️	Speed on mobile device	Load speed on mobile device is slow and needs improving.

IV. Social Media

Score	Element	Notes
✅	Integration	The website is integrated with all major social networks

V.   Improvements to be made based on competitor analysis

1. Send a CV form
2. Twitter or/and LinkedIn Feed
3. Job Search

✅ Passed   ⚠️ Consider improvements   ❌ Significant improvements

I.   Online Presence Evaluation

Score	Element	Notes
⚠️	Social Media Engagement	Each tweet gets retweeted 1.35 times on average and favorited 1.25 times on average. Posts on the LinkedIn page get just a few engagements. Better engagement rates could be achieved through promoted tweets and sponsored LinkedIn updates. (see ~~xxxxxxxxxxxx~~ -account-analysis.pdf for a detailed twitter account analysis)
✅	Profile standardization	Your social media presence is consistent with your core messaging.
⚠️	Best practices	The content you share on social media channels is lacking promotional posts, which could lead to more traffic to your website. Tips: Develop a social media calendar and post when your followers are more active. Follow the golden ratio for content sharing - Golden Ratio – 30/60/10 - 30 percent owned content, 60 percent curated content and 10 percent promotional content. Promotional posts could be linked to specific landing pages. Creating a separate social media accounts in German is recommended.

End of website audit report