

# Website Audit

Area	Audit Focus	Audit Impact	Audit Tools
<b>Website Security</b>	We prioritize your business needs and select the ideal platform (Shopify, Magento, BigCommerce, Salesforce) to craft a success story aligned with your brand's vision.	It's a crucial to safeguard customer trust and brand reputation. A breach might result in financial losses and legal consequences	Security scanners. Code review tools
<b>Performance</b>	Examine the website's speed, responsiveness, and overall performance to guarantee a seamless user experience.	This impacts user satisfaction, conversion rates, and search engine rankings. Quicker websites lead to increased user engagement and retention.	<ul style="list-style-type: none"> <li>• Google PageSpeed Insights</li> <li>• GTmetrix</li> <li>• Lighthouse</li> <li>• Yellow Lab Tools</li> </ul>
<b>User Experience</b>	Study the website's design, navigation, and overall user interface to enhance user satisfaction and engagement.	This enhances customer satisfaction, loyalty, and conversion rates. It also improves brand perception and user trust.	<ul style="list-style-type: none"> <li>• Manually by SL professionals</li> <li>• Google Analytics (if business provides access)</li> <li>• Hotjar (if business provides access)</li> </ul>
<b>Seo Optimization</b>	Check the website's structure and content to enhance search engine visibility and ranking.	This is vital for boosting online visibility, attracting organic traffic, and staying competitive in the digital marketplace.	<ul style="list-style-type: none"> <li>• Google PageSpeed Insights</li> <li>• SEMrush</li> <li>• Screaming Frog</li> <li>• Google Search Console (if business provides access)</li> </ul>
<b>Accessibility</b>	Ensure that the website is accessible to user with disabilities, adhering to web accessibility standards (WCAG).	This broadens the audience reach, demonstrates inclusivity, and may be legally required in some jurisdictions.	<ul style="list-style-type: none"> <li>• WAVE (Web Accessibility Evaluation Tool)</li> <li>• axe Accessibility Checker</li> <li>• Color Contrast Checker.</li> </ul>
<b>Bug Testing</b>	Identify and eliminate software bugs to enhance the overall functionality, performance, and security of the website.	Bugs can lead to system failures, security vulnerabilities, and a poor user experience. Fixing them improves overall site reliability.	Manually by SL professionals
<b>Compliance</b>	Ensure that the website complies with relevant laws, regulations, and industry standards	Non-compliance may lead to legal issues, fines, and damage to the organization's reputation. Compliance is critical for business sustainability.	Manually by SL professionals

**\*\* At the conclusion of the audit \*\***

- An action items list is created to document identified issues and improvement opportunities.
- The list includes prioritized tasks, responsible parties, and target completion dates.
- The action items list serves as a roadmap for implementing necessary changes and improvements (if requested).