Website audit

We are an award-winning design agency, focused on creating bespoke & interactive web experiences for aspiring & established businesses and enterprises.

Clutch 50+ REVIEWS ★★★★★ 5.0

CSSDesignAwards MULTIPLE AWARDED

awwwards. MULTIPLE MENTIONS

MULTIPLE AWARDED

DN MULTIPLE NOMINEES

Evaluation

Introduction to Website Audit

Purpose:
Assess Example Company's website performance and usability compared to industry competitors.
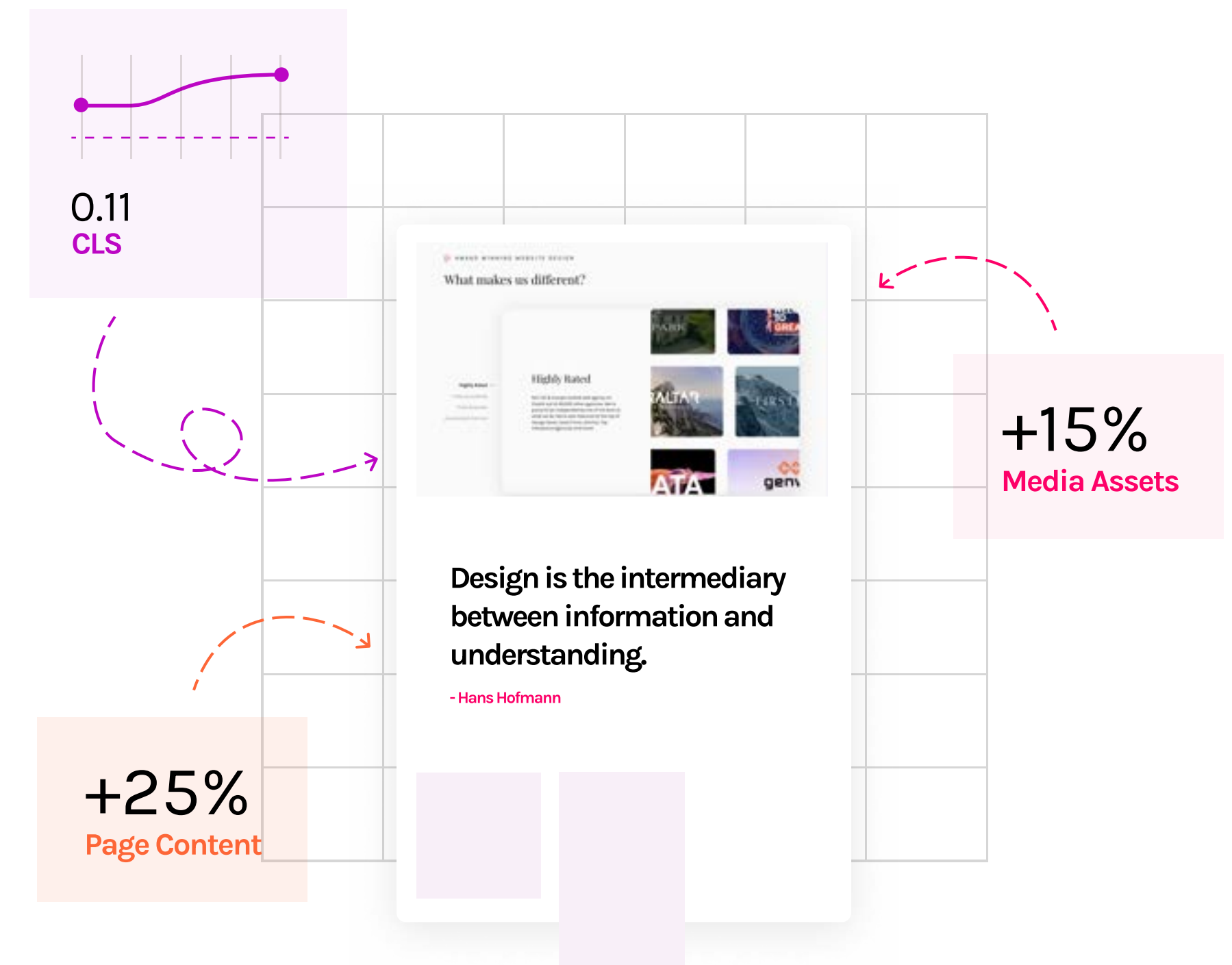
Focus Keywords:
- Example Keyword
- Example Keyword

Competitor Analysis:
- Competitors were identified through Google searches for these focus keywords.
- Key competitors ranking at the top:
  - Example Competitor
  - Example Competitor
  - Example Competitor
- These sites exemplify good online presence and UX principles.

Key Objective:
Highlight strengths and weaknesses of the Example Company site and provide actionable recommendations for improvement.

0.11
CLS

+15%
Media Assets

Design is the intermediary between information and understanding.
- Hans Hofmann

+25%
Page Content

Example Company Site Homepage

STRENGTHS

✓ The static hero image conveys professionalism and establishes trust, with a clean and consistent visual identity.

✓ Branding is cohesive, using green and blue tones with wave effects, aligning with the logo.

✓ The example section effectively highlights key achievements and authority.

OPPORTUNITIES FOR IMPROVEMENT

✓ Hero section lacks a clear value proposition or industry-specific imagery.

✓ "Read More" button leads back to the homepage, creating a broken call-to-action (CTA).

✓ Navigation could better emphasize core services with more actionable elements.

RECOMMENDATIONS

✓ Replace the hero image with dynamic visuals that represent the cell and gene therapy industry.

✓ Add a concise value proposition and functional CTA in the hero section.

✓ Improve navigation to ensure services are more accessible.

Navigation and User Experience

STRENGTHS

✓ Clean, user-friendly interface with clear segmentation of content.

✓ Branding is consistently applied throughout the site.

CHALLENGES

✓ Header navigation lacks direct links to individual services, requiring unnecessary steps for users.

✓ Footer is underutilized, offering limited navigation options (e.g., no links to services or case studies).

✓ Dead-end pages (e.g., team profiles, case studies) interrupt user flow.

RECOMMENDATIONS

✓ Add service links to the header for direct access.

✓ Enhance the footer with links to key pages (services, case studies, blog).

✓ Introduce navigation options on dead-end pages to improve user engagement and flow.

Key Page Evaluations

OUR APPROACH PAGE

- ✓ **Strengths:** Clean layout with professional visuals.
- ✓ **Opportunities:** Content is thin and does not showcase detailed processes or methodologies.
- ✓ **Recommendation:** Add workflow diagrams or visual aids to demonstrate [company name]'s unique approach.

OUR TEAM PAGE

- ✓ Strengths: Well-photographed team profiles enhance trust. Hover effects with casual imagery add personality.
- ✓ Opportunities: Inconsistent hover images for some profiles; names and titles only visible on hover.
- ✓ Recommendation: Ensure consistent hover images and display names/titles without requiring hover.

CONTENT AND CASE STUDIES

Strengths

- ✓ Case studies highlight past successes and provide industry credibility.
- ✓ News section includes press releases with relevant company updates.

Challenges

- ✓ Case studies are brief and lack supporting visuals, metrics, or detailed narratives.
- ✓ Blog content is minimal, with only 10 articles and infrequent posting.

Recommendations

- ✓ Expand case studies with detailed descriptions, graphics, and measurable outcomes.
- ✓ Publish regular thought leadership articles to position [company name] as an industry expert.
- ✓ Improve internal linking within case studies and news articles to keep users engaged.

Contact Page and Calls to Action

STRENGTHS

✓ Contact information (email and phone) is clearly presented.

✓ Clean and straightforward page design.

CHALLENGES

✓ No contact form limits user convenience and tracking of inquiries.

✓ Header lacks a persistent CTA for easy user engagement.

RECOMMENDATIONS

✓ Add a contact form to simplify inquiries and track conversions.

✓ Include a prominent header CTA (e.g., "Contact Us" or "Request a Consultation").

✓ Ensure contact options are accessible site-wide through a sticky header or footer.

Example Company Website Speed Review
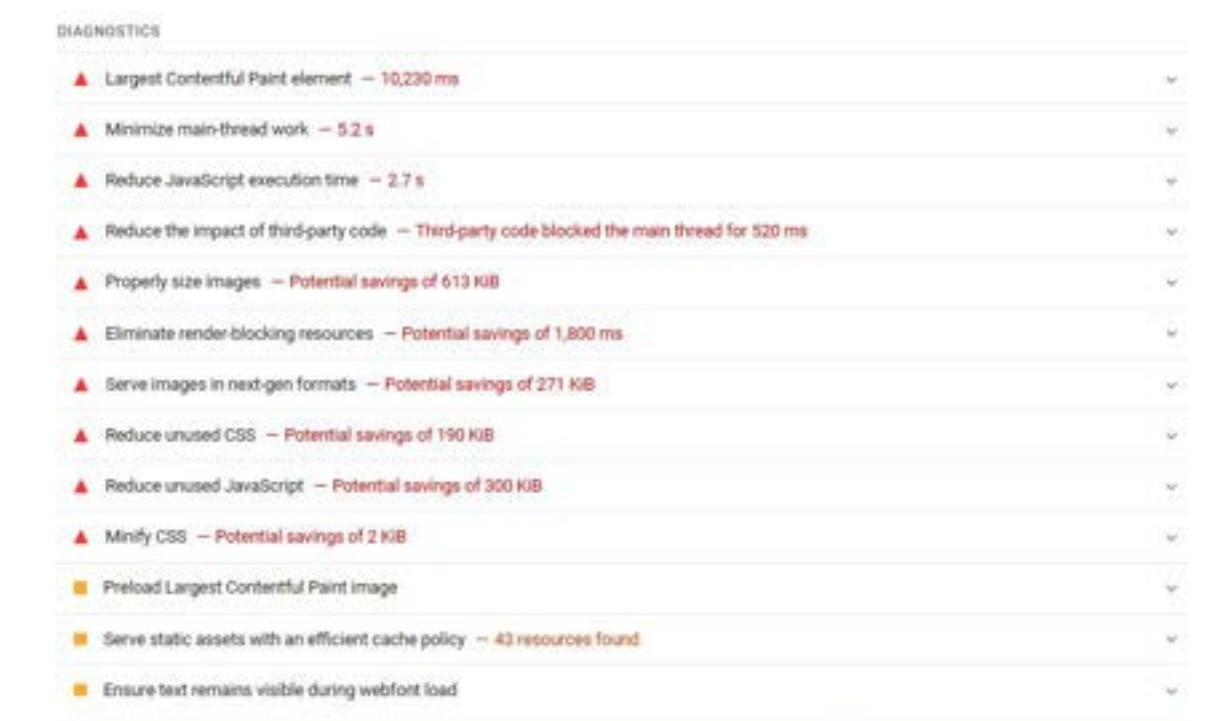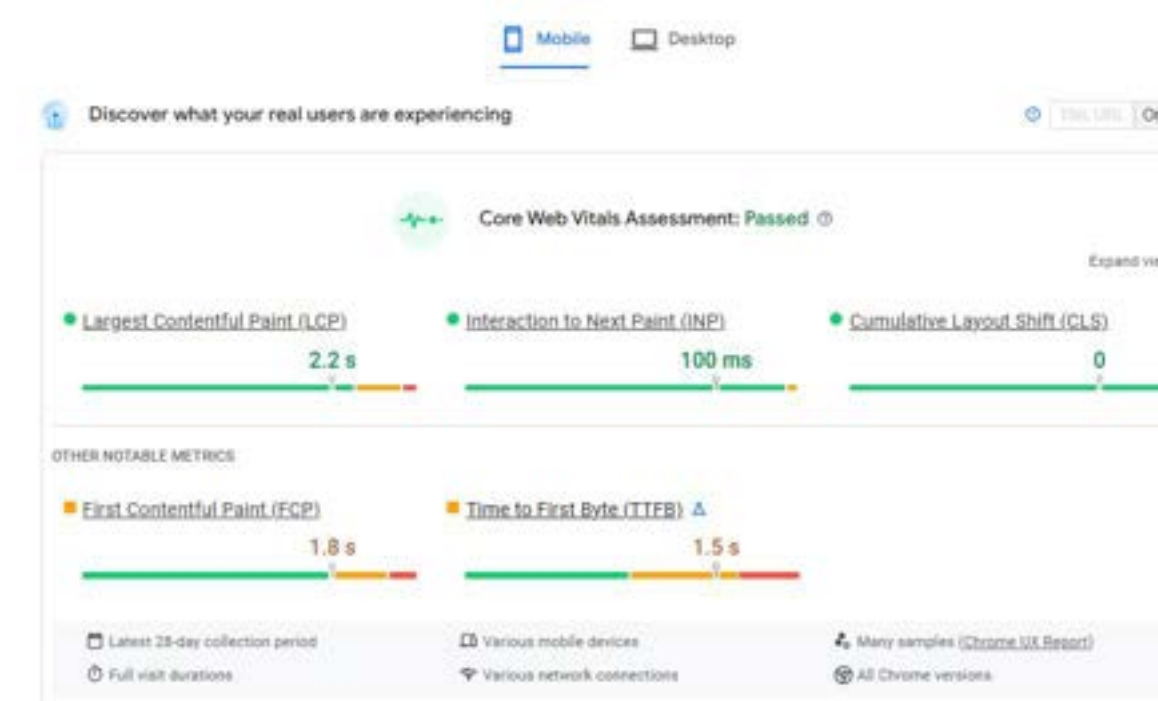
TOOLS USED FOR ANALYSIS

Google Page Speed Insights

✓ Desktop Score: **70**

✓ Mobile Score: **40**

Core Web Vitals:

✓ Mobile: **Passing**

✓ Desktop: **Failing on Cumulative Layout Shift (CLS)**

WebPageTest.org

✓ Time to Load: **4.7 seconds**

✓ Time to First Byte (TTFB): **0.451 seconds (target: 0.2–0.3 seconds)**

✓ Requests Loaded: **88 (target: ~40–50 requests)**

Example Company Website Speed Review Key Findings

KEY FINDINGS

Hero Image Optimisation:

✓ Current image size: **~300KB.**

✓ Recommendation: Use WebP format for **~250KB** savings and faster homepage load time.

Revolution Slider Impact:

✓ 5 JavaScript files loaded for the hero content.

✓ CLS Issue: Slider causes slight page shift during load.

✓ Recommendation: Replace the slider with a static image and text overlay

Excessive CSS:

✓ 7 CSS files loaded on the homepage, many unused.

Recommendation:

✓ Use WP Rocket to remove unused CSS.

✓ Minify and defer CSS to eliminate render-blocking resources.

KEY FINDINGS

JavaScript Optimisation:

Recommendation:

✓ Minify and defer JavaScript files to reduce execution time.

Largest Contentful Paint (LCP) on Mobile:

✓ Hero slider is the largest bottleneck.

Recommendation:

✓ Replacing the slider improves mobile load times significantly.

Example Company Website Speed Recommendations

RECOMMENDATIONS FOR IMPROVEMENT

Hero Section Update:

- Replace Revolution Slider with a static image and text overlay.
- Impact: Resolves CLS issue and improves LCP on both desktop and mobile.

CSS Optimization:

- Remove unused CSS with WP Rocket.
- Minify and defer remaining CSS.

JavaScript Optimization:

- Minify and defer JavaScript files.

Request Reduction:

- Current: **88 requests.**
- Target: **40–50 requests through CSS and JavaScript optimisation.**

EXPECTED RESULTS

JavaScript Optimisation:

- Desktop: Increase Page Speed Insights score to 90+.
- Mobile: Increase Page Speed Insights score to 80+.
- Load Time: Reduce from 4.7 seconds to ~3 seconds.

SUMMARY

Addressing these speed optimizations will result in:

- Improved user experience and faster load times.
- Enhanced Core Web Vitals, critical for SEO rankings.
- Minimal development effort (~2–3 hours) with significant performance gains.

Site Framework Review: WordPress Theme

FRAMEWORK DETAILS

- Platform: WordPress
- Theme Used: Kalium Theme
- Plugins: WPBakery Visual Composer (page building), Slider Revolution (hero elements).

OBSERVATIONS

The website uses an out-of-the-box theme, a cost-effective approach for quick builds. However, such themes rely on predefined layouts and plugins, leading to limitations:

- **Lack of Uniqueness:** Predefined layouts often result in a template-like feel, making it difficult to achieve full brand consistency.

- **Performance Issues:** Plugins like WPBakery and Slider Revolution create code bloat, slowing the site with excessive CSS/JavaScript.

- **Limited Flexibility:** Customization is constrained by the theme, and unique changes often require additional plugins, further impacting performance.

- **Shorter Lifecycle:** Theme sites typically have a reduced lifespan compared to custom-built alternatives.

RECOMMENDATIONS

Transition to a custom WordPress build:

- Fully aligned with brand identity for a unique design.

- Optimized code for improved loading times and SEO.

- Greater adaptability for future updates and scalability.

Abandoning theme development ensures a future-proof, high-performing website without the drawbacks of bloated code and limited flexibility.

Cookie Compliance Review

CURRENT SETUP

Cookie Banner:

✓ In Place: The site has a cookie opt-in banner, which is a positive step for compliance.

✓ Issue: Cookies, including Google Analytics, are being set before user consent, which violates explicit consent requirements.

Privacy Policy:

✓ In Place: Acceptable, providing general compliance with privacy regulations.

Cookie Policy:

✓ In Place: Exists but lacks detailed information about the specific cookies being used (e.g., Google Analytics).

✓ No Review/Manage Functionality: Users cannot see or manage which cookies are being set.

ACTION PRIORITY: **HIGH**

✓ Ensuring cookies are not being set until consent.

KEY ISSUES

JavaScript Optimisation:

Pre-Consent Cookies:

✓ Google Analytics is being set before users explicitly accept cookies, breaching compliance requirements.

Incomplete Cookie Policy:

✓ Missing details about actual cookies used on the site.

RECOMMENDATIONS

Update Cookie Banner:

✓ Ensure no cookies are set until users explicitly accept the banner.

✓ Use a compliant plugin or update current settings (e.g., Cookie Notice v2.5.4).

Update Cookie Banner:

✓ Clearly list all cookies in use (e.g., Google Analytics).

✓ Add functionality to review and manage cookies.

Site Performance Findings

SUMMARY OF FINDINGS

Broken Links

- 5 critical broken links identified across the site, including staff profiles and project pages leading to "404 Not Found" errors.

- Impact: Broken links harm user experience and reduce SEO effectiveness by signaling poor maintenance to search engines.

- Examples:
  - Example Link
  - Example Link

Recommendation: Address broken links immediately to restore navigation flow and improve search engine trust.

Accessibility Issues

- 9 issues flagged, primarily non-critical but important for inclusivity and compliance.

- Impact: While not severe, unresolved accessibility issues may deter some users and could reflect poorly on the site's inclusiveness.

- Priority Areas: Focus on resolving Level A accessibility issues, such as alt text and keyboard navigation errors, to improve baseline compliance.

Recommendation: Ensure all pages feature a properly implemented H1 tag, aligned with page-specific keywords.

Level A
9 issues on 51 pages

- alt: text should not be a meaningless image file name.
- alt: text should not contain placeholders like 'picture' or 'spacer'.
- An image with a null alt attribute should not have title, aria-label or aria-labelledby attributes.
- Heading should not contain other headings.
- Headings should not be empty.
- Identify row and column headers in data tables using th elements, and mark layout tables with role=presentation.
- Invalid value for ARIA role.
- Link uses non-descriptive text like 'Click Here' with no surrounding text explaining link purpose.
- Links must have an accessible name.

This link is broken. The page could not be found on the target web server.

Fixing this depends on how the link became broken:
- The link has been mistyped and should be fixed
- The destination page has moved and the link should be updated
- The destination page no longer exists and the link should be removed
- A file has been accidentally deleted and should be replaced

Broken link: https://www.____.com/projects/cancer-research-uk-biotherapeutics-development-unit/ 404 Not Found
https://www.____announces-exciting-recruitment-opportunities-in-preparation-for-launch-of-the-south-wests-largest-gmp-manufacturing-facility/
Broken link: https://www.____anes/ 404 Not Found
https://www.____om/the-bia-850-global-challenge/
Broken link: https://www.____sa/ 404 Not Found
https://www.____om/the-bia-850-global-challenge/
Broken link: https://www.____wan/ 404 Not Found
https://www.____ie-bia-850-global-challenge/
Broken link: https://www.____hery/ 404 Not Found
https://www.____the-bia-850-global-challenge/

This page has no h1 element, which violates Bing webmaster guidelines.
Add an h1 element just before the main content describing the page.

| Bing |

`<body data-rssi="1" class=" home page-templ...">noscript><iframe...</noscript><div class=" mobile-menu-wrap...">div class=" mobile-menu-cont..._>..</div></div>..</body>` — Line 265
https://www.____com/

`<body data-rssi="1" class=" page-template-de..._>noscript><iframe...</noscript><div class=" mobile-menu-wrap...>div class=" mobile-menu-conta..._>..</div></div>..</body>` — Line 509
https://www.____/case-studies/

`<body data-rssi="1" class=" page-template-de..._>noscript><iframe...</noscript><div class=" mobile-menu-wrap...>div class=" mobile-menu-conta..._>..</div></div>..</body>` — Line 509
https://www.____com/contact-us/

`<body data-rssi="1" class=" page-template-de..._>noscript><iframe...</noscript><div class=" mobile-menu-wrap...>div class=" mobile-menu-conta..._>..</div></div>..</body>` — Line 509
https://www.____com/news-new/

`<body data-rssi="1" class=" page-template-de..._>noscript><iframe...</noscript><div class=" mobile-menu-wrap...>div class=" mobile-menu-conta..._>..</div></div>..</body>` — Line 511

CURRENT SETUP

SEO Gaps

- Header 1 (H1) Missing: The scan identified 44 pages missing a header H1 element.

- Impact: H1 tags are essential for search engine rankings, page hierarchy, and accessibility standards. Missing them undermines the website's SEO performance.

Recommendation: Ensure all pages feature a properly implemented H1 tag, aligned with page-specific keywords.

Site Performance Overview

PERFORMANCE OVERVIEW

Code and Standards

✓ 19 code validation issues were flagged, largely due to plugin reliance (e.g., Revolution Slider).

✓ Impact: Code bloat and W3C validation errors reduce performance, hinder SEO, and complicate future maintenance.

✓ Considerations: While resolving all issues may be resource-intensive, addressing critical problems will yield measurable improvements.

Recommendation: Focus on fixing priority validation issues to enhance search rankings and performance, while acknowledging limitations inherent in the site's current structure.

Key Recommendations

✓ Fix Broken Links: Resolve the 5 broken links as a top priority to restore usability and boost SEO performance.

✓ Add H1 Tags: Implement H1 tags across the 44 affected pages to improve search engine visibility.

✓ Address Accessibility: Resolve key Level A issues for compliance, with a focus on improving inclusivity.

✓ Optimize Code: Prioritize critical code validation fixes while planning for a longer-term strategy to minimize reliance on plugins.

Priority 1
19 issues on 68 pages

●	Bad value for attribute 'role'.	HTML5	4 pages
●	Bad value for attribute 'target'.	HTML5	4 pages
●	CSS Validation Error.	CSS Validation	26 pages
●	Duplicate attribute 'class'.	HTML5	1 pages
●	Element 'div' not allowed as child element in this context.	HTML5	4 pages
●	Element 'img' is missing one or more required attributes.	HTML5	4 pages
●	Element 'style' not allowed as child element in this context.	HTML5	63 pages
●	Invalid CSS color value.	CSS Validation	1 pages
●	Invalid CSS selector.	CSS Validation	24 pages
●	Invalid CSS string.	CSS Validation	1 pages
●	Invalid value for CSS property.	CSS Validation	3 pages
●	No 'p' element in scope but a 'p' end tag seen.	HTML5	1 pages
●	Text not allowed.	HTML5	4 pages
●	The 'align' attribute on the 'h3' element is obsolete. Use CSS instead.	HTML5	4 pages
●	The 'align' attribute on the 'p' element is obsolete. Use CSS instead.	HTML5	1 pages
●	The CSS at-rule syntax is wrong.	CSS Validation	1 pages
●	The 'width' attribute on the 'table' element is obsolete. Use CSS instead.	HTML5	1 pages
●	The 'width' attribute on the 'td' element is obsolete. Use CSS instead.	HTML5	1 pages
●	Too many values for CSS property.	CSS Validation	1 pages

FULL REPORT

✓ For detailed findings, including the specific accessibility and code issues flagged, refer to the example report.

Site Security

Security Report Summary

Site: https://www................om/
IP Address: 217.160.0.251
Report Time: 10 Dec 2024 12:17:39 UTC
Headers: ✖ Strict-Transport-Security ✖ Content-Security-Policy ✖ X-Frame-Options ✖ X-Content-Type-Options ✖ Referrer-Policy ✖ Permissions-Policy
Advanced: Ouch, you should work on your security posture immediately. **Start Now**

Missing Headers

Strict-Transport-Security — HTTP Strict Transport Security is an excellent feature to support on your site and strengthens your implementation of TLS by getting the User Agent to enforce the use of HTTPS. Recommended value "Strict-Transport-Security: max-age=31536000; includeSubDomains".

Content-Security-Policy — Content Security Policy is an effective measure to protect your site from XSS attacks. By whitelisting sources of approved content, you can prevent the browser from loading malicious assets.

X-Frame-Options — X-Frame-Options tells the browser whether you want to allow your site to be framed or not. By preventing a browser from framing your site you can defend against attacks like clickjacking. Recommended value "X-Frame-Options: SAMEORIGIN".

X-Content-Type-Options — X-Content-Type-Options stops a browser from trying to MIME-sniff the content type and forces it to stick with the declared content-type. The only valid value for this header is "X-Content-Type-Options: nosniff".

Referrer-Policy — Referrer Policy is a new header that allows a site to control how much information the browser includes with navigations away from a document and should be set by all sites.

Permissions-Policy — Permissions Policy is a new header that allows a site to control which features and APIs can be used in the browser.

HEADERS OVERVIEW

Strict-Transport-Security

Status: Not Implemented
This weakens your TLS implementation as browsers are not instructed to enforce HTTPS. Without HSTS, the site is vulnerable to protocol downgrade attacks and cookie hijacking.
Recommended Action: Add Strict-Transport-Security: max-age=31536000; includeSubDomains.

Content-Security-Policy

Status: Not Implemented
The site lacks protection against XSS attacks, leaving it exposed to malicious content injections.
Recommended Action: Define and implement a strong CSP to whitelist approved content sources.

X-Frame-Options

Status: Not Implemented
The absence of this header makes the site vulnerable to clickjacking attacks.
Recommended Action: Set X-Frame-Options: SAMEORIGIN to prevent unauthorized framing.

X-Content-Type-Options

Status: Not Implemented
Browsers may MIME-sniff content types, increasing the risk of executing malicious files.
Recommended Action: Add X-Content-Type-Options: nosniff to enforce declared content types.

HEADERS OVERVIEW

Referrer-Policy

Status: Not Implemented
The site does not control the amount of referrer information shared with external sites, potentially leaking sensitive data.
Recommended Action: Set an appropriate Referrer-Policy header to manage referrer data.

Permissions-Policy

Status: Not Implemented
The site lacks control over browser features and APIs, leaving it open to misuse.
Recommended Action: Implement a Permissions-Policy header to restrict unnecessary features.

Site Security

RECOMMENDATIONS

TLS Recommendations

✓ No redirect from HTTP to HTTPS found. You should <u>redirect your website visitors to the HTTPS version</u> to avoid <u>the "Not Secure" browser warning</u>.

Summary of Risks

✓ The lack of critical security headers leaves the site vulnerable to attacks like XSS, clickjacking, and data leaks, increasing the risk of exploitation and loss of user trust.

Security Report Summary

F	Site:	https://www_____om/
	IP Address:	217.160.0.251
	Report Time:	10 Dec 2024 12:17:39 UTC
	Headers:	✖ Strict-Transport-Security ✖ Content-Security-Policy ✖ X-Frame-Options ✖ X-Content-Type-Options ✖ Referrer-Policy ✖ Permissions-Policy
	Advanced:	Ouch, you should work on your security posture immediately. **Start Now**

Interoptability Testing

QA & TESTING

We conducted comprehensive QA testing on the current site to identify any bugs or issues. You can find the details in the provided link. here.

✓ The "Test Cases" tab outlines the browser versions and screen resolutions we tested.

✓ The "Issues" tab provides a summary of any problems identified during the testing process.

INTEROPTABILITY & QA TESTING

Link to interoperability findings here

Competitor Review

Example Competitor 1 Website Evaluation

HOMEPAGE EVALUATION

Corporate Impression

✓ The site conveys a strong corporate identity, reflecting the scale and professionalism of a larger organization.

✓ The traditional red and blue color scheme reinforces trust and authority, presenting a formal and established image.

Hero Section

✓ Features an explainer video embedded in the hero section, which effectively communicates the company's value proposition in an engaging and professional manner.

✓ This video is prominently placed, immediately drawing attention and engaging users.

Content and Layout

✓ The homepage follows a well-structured user journey:
  • Hero section → Services intro → Key selling points → Additional selling points → Latest news → Contact CTA.

✓ The site includes branded elements like periodic table-inspired graphics, adding a unique visual touch and reinforcing brand consistency.
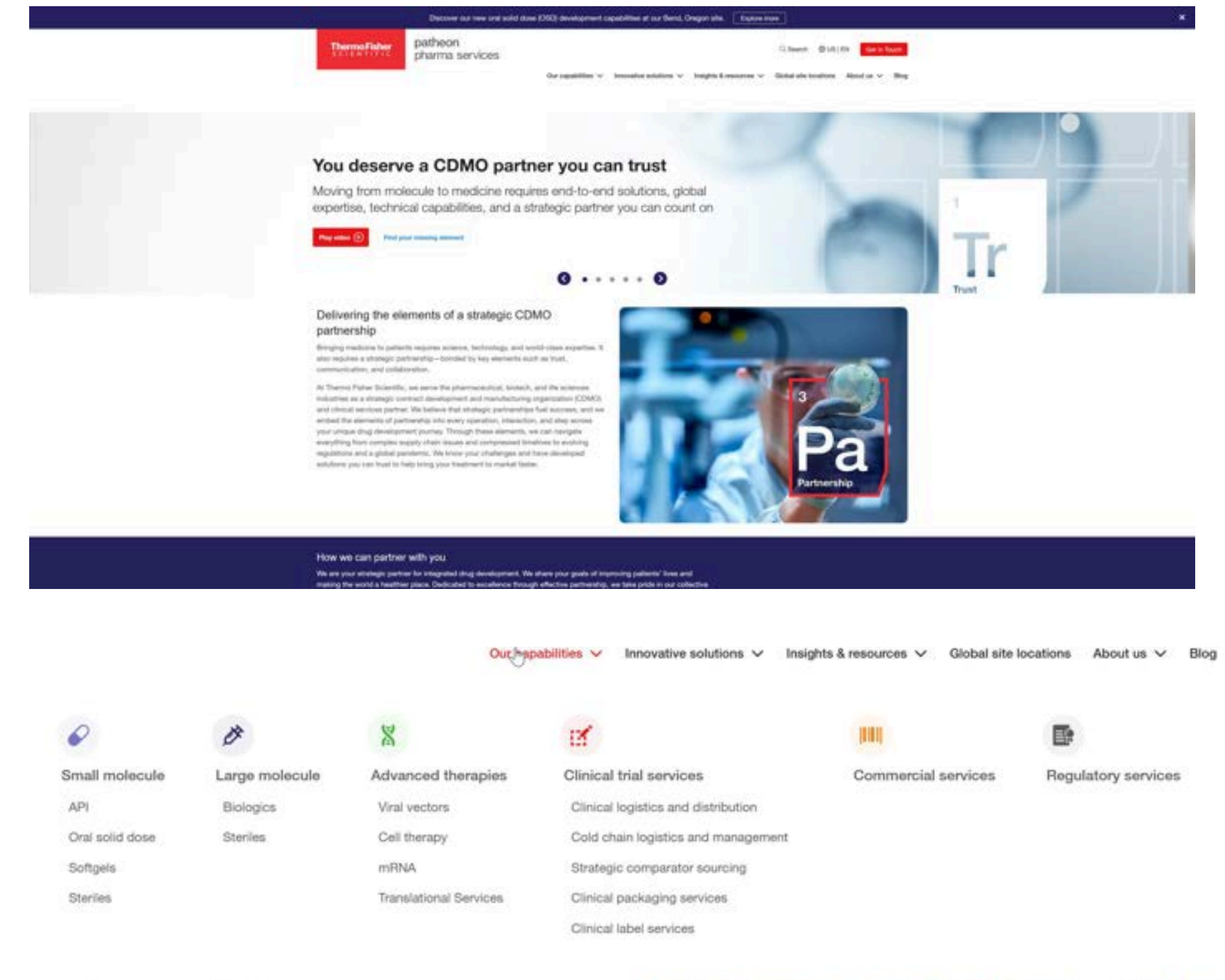
User Engagement Features

✓ Chat functionality powered by PureCloud, located in the bottom right corner, allows real-time support and feedback.

✓ Feedback functionality enables users to report issues directly to the website owner, emphasizing user-centricity.

Example Competitor 1 Website Evaluation

NAVIGATION AND USABILITY

Strengths

✓ Dropdown menu is well-organized and categorized with icons, improving clarity and ease of navigation.

✓ The header includes search functionality and a clear "Contact Us" CTA, ensuring users can find essential information quickly.

Challenges

✓ The overall design, while functional, feels slightly dated.

✓ The navigation could benefit from more dynamic visual elements to enhance the user experience.
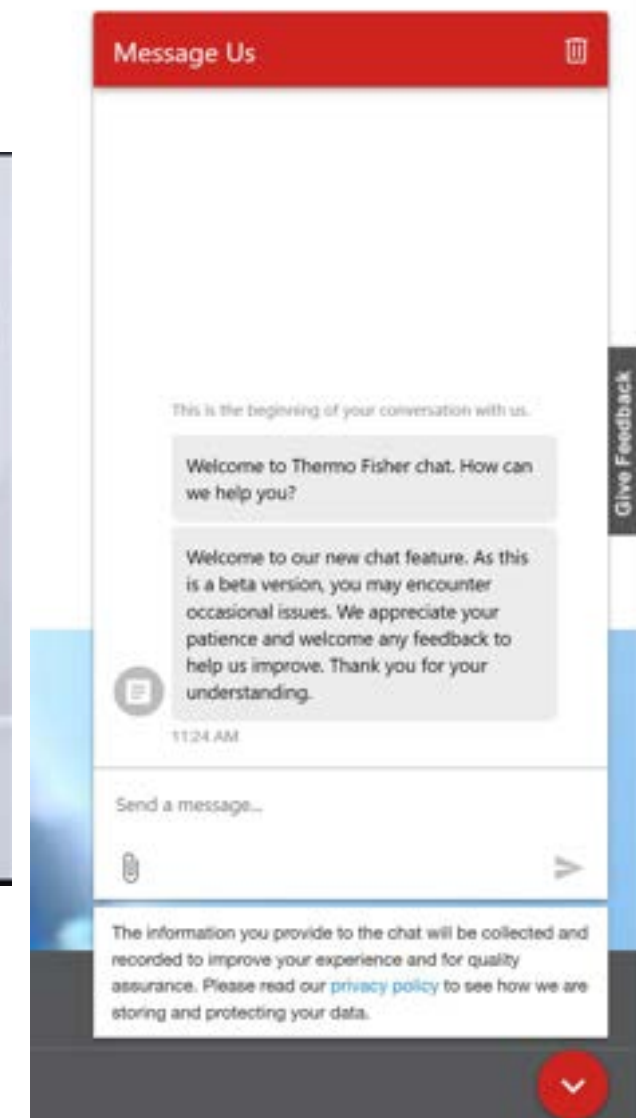
Example Competitor 1 Website Evaluation

BLOG AND CONTENT STRATEGY

Strengths

- Regularly updated blog with in-depth, informative content contributes to domain authority and SEO.

- Latest news is prominently displayed on the homepage, ensuring relevance and freshness.

Opportunities

- While the blog is informative, adding more thought leadership content could establish the company as an industry pioneer.

- Incorporating multimedia elements like video blogs or infographics could further boost engagement.

OVERALL DESIGN AND BRANDING

Strengths

- Strong branding consistency with the use of periodic table-themed visuals and corporate imagery.

- Professional tone and content presentation throughout the site.

Opportunities

- Updating the design with dynamic visuals and interactive elements (e.g., hover effects, animations) could modernize the user experience.

- Adding interactive tools, such as service recommendation quizzes, could provide a more personalized experience.

FOOTER AND CALL-TO-ACTION

Strengths

- Footer includes links to essential pages like services, insights, and contact information, ensuring users can navigate to critical content easily.

Opportunities

- Footer could include more engagement-focused elements, such as a newsletter subscription or quick links to blog highlights.

Example Competitor 1 Website Evaluation

KEY TAKEAWAYS FOR EXAMPLE COMPANY

Leverage Video Content

✓ Example Company could incorporate an explainer video in the hero section to immediately capture user attention and effectively communicate its value proposition.

✓ Use professional production and concise messaging to mirror the quality seen on Patheon's site.

Enhance User Engagement Features

✓ Introduce chat functionality to provide real-time support and gather user feedback.

✓ Add a feedback feature to demonstrate user-centricity and encourage interaction.

Refine Navigation

✓ Adopt a clear and categorized dropdown menu with icons to improve navigation.

✓ Ensure the header includes search functionality and a prominent CTA (e.g., "Contact Us" or "Request a Consultation").

Strengthen Content Strategy

✓ Develop a blog strategy with regular updates focused on thought leadership and informative content.

✓ Highlight latest news prominently on the homepage to ensure the site appears current and relevant.

KEY TAKEAWAYS FOR EXAMPLE COMPANY

Modern Design

✓ Consider using dynamic visuals, such as hover effects and animations, to create a more modern and engaging aesthetic.

✓ Incorporate unique branded elements, like graphics or visual motifs, to reinforce brand identity.

Summary for Example Company

Example Competitors website showcases the value of professional visuals, clear navigation, and engaging content. By integrating similar features—like video content, a robust blog strategy, and dynamic navigation—Exmoor can elevate its site's appeal and competitiveness in the cell and gene therapy space.

Example Competitor 2 Website Evaluation

Colour Usage

✓ Predominantly blue, giving a cohesive yet slightly "blue-washed" feel.

✓ Secondary colors like purple and green are introduced further down, adding visual variety.

Visual Consistency

✓ Strong use of microscopic imagery and futuristic design elements throughout the site.

✓ Consistent branding with recurring graphics enhances the professional and scientific appeal.

Header Design

✓ Large header with a bunched navigation and an oversized call-to-action (CTA).

✓ Use of Space: The header occupies excessive space, reducing focus on the main content.

FUNCTIONALITY AND INTERACTIVITY

Chat Functionality

✓ Powered by Qualified, the chat narrows user focus to specific services.

✓ Guides users to input information before initiating a conversation with a representative.

Newsletter and Interactivity

✓ Allows users to sign up with email, area of interest, and country.

✓ Positions Catalent as an expert by sharing tailored content.

USER JOURNEY

Content Flow

✓ Hero → Service Breakdown → Modular News → Modular Company Information → Mega Footer.

✓ Modular design elements, such as grids, effectively communicate key messages and services.

Footer ("Mega Footer")

✓ Includes news, events, and expert content, emphasizing thought leadership and authority.

Example Competitor 2 Website Evaluation

NAVIGATION

Dropdown Menu

✓ Standard dropdown structure with numerous options.

✓ Challenges: Somewhat confusing and not immediately intuitive for navigation.

Content Access

✓ Wide range of content, but the structure could be streamlined for clarity.

Key Strengths

✓ Consistent branding with scientific, futuristic visuals.

✓ Strong use of modular design for structured information delivery.

✓ Integration of interactivity (chat and newsletter) to engage users.

✓ Extensive thought leadership content (news, events, videos) to build authority.

Key Weaknesses

✓ Overly large header and call-to-action, reducing focus on primary content.

✓ Navigation is dense and could benefit from simplification.

✓ Text-heavy pages may deter users seeking quick insights.
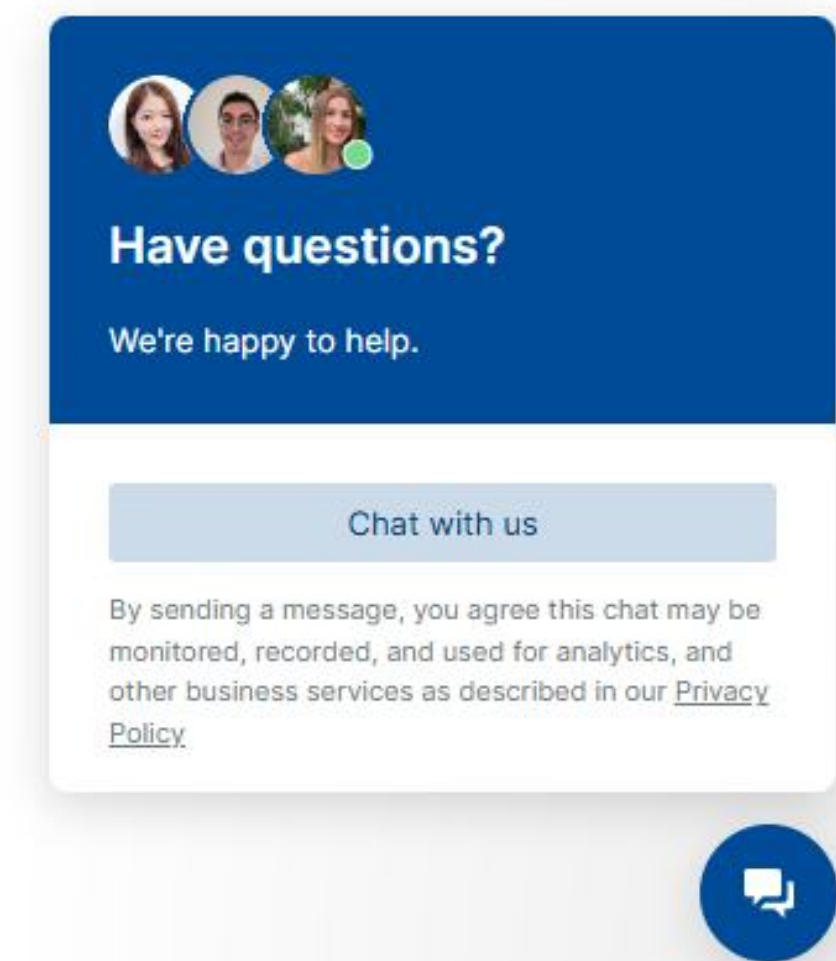
Example Competitor 2 Website Evaluation

KEY TAKEAWAYS FOR EXAMPLE COMPANY

Leverage Modular Design

✓ Adopt modular grids to break down complex information into digestible sections.

Introduce Interactive Features

✓ Add a chat tool like Qualified to guide users to services and collect their information.

✓ Implement a newsletter signup to share expertise and build a subscriber base.

Use Engaging Visuals

✓ Incorporate consistent imagery (e.g., scientific elements) to reinforce branding and professionalism.

Optimize Navigation

✓ Simplify dropdown menus for easier access to core pages and content.

Balance Content Formats

✓ Combine detailed text with engaging visuals and explainer videos for a more balanced user experience.
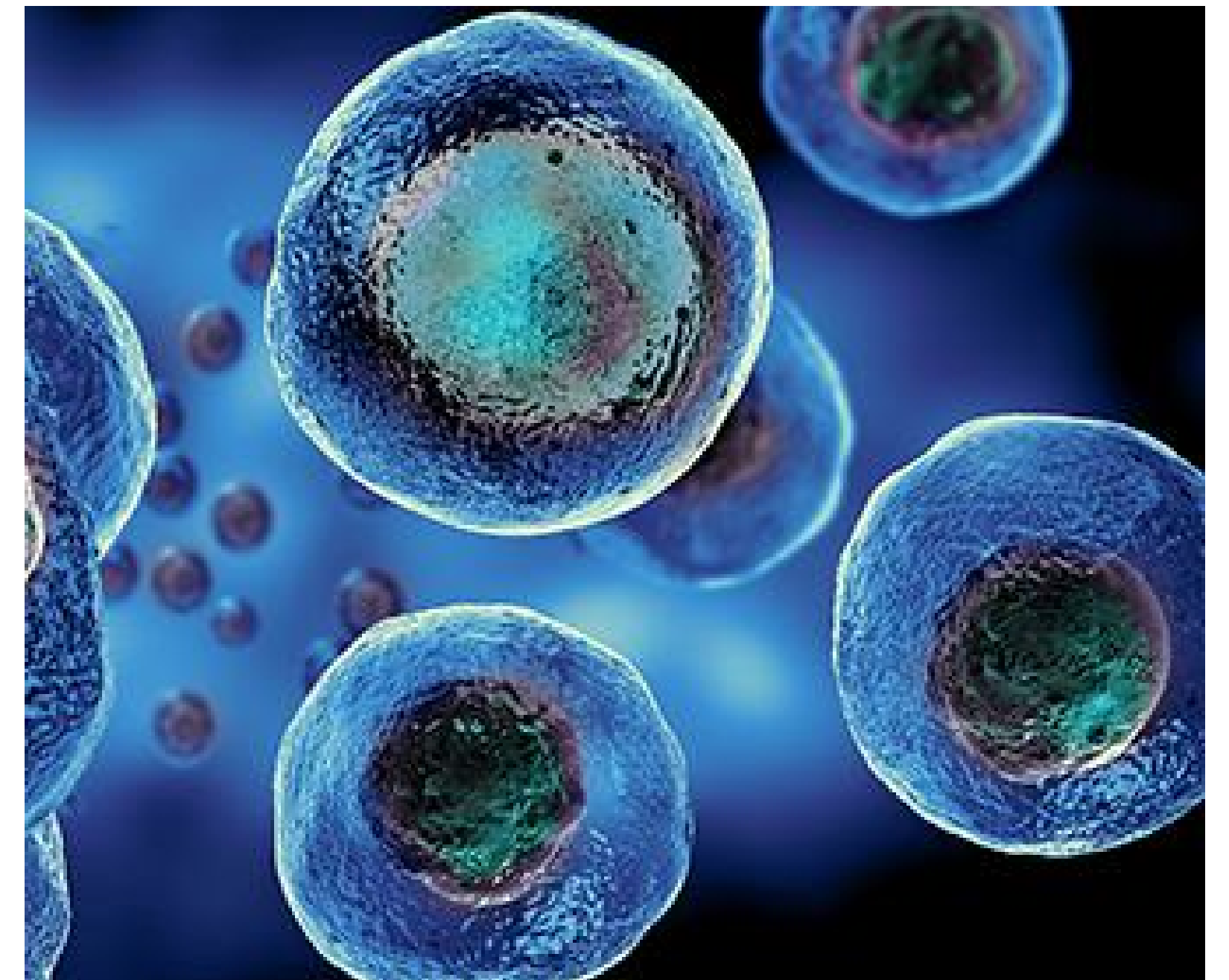
Example Competitor 3 Website Evaluation

VISUAL DESIGN

Modern and Scientific Appeal

✓ A clean, modern design featuring a blue and red color scheme that reinforces a corporate yet approachable identity.

✓ Imagery prominently highlights scientific laboratories, with consistent use of microorganism graphics (e.g., zoomed-in visuals), emphasizing scientific expertise.

Hero Section

✓ Custom hero design with key selling points prominently displayed.

✓ Icons following the hero effectively communicate the company's services and partnerships.

Consistency

✓ Consistent branding across pages with thoughtful integration of visual elements like headers and imagery.

NAVIGATION AND USER FLOW

Navigation

✓ Well-structured navigation bar with a clean layout and intuitive search functionality.

✓ Floating call-to-action (CTA) button in the bottom right links directly to the contact page, ensuring users always have a path to engage.

User Journey

✓ Homepage flow:
Hero → Selling Points → Partnerships → Services Breakdown → Mission Statement → Webinars → Newsletter Signup → Footer.

✓ Each page includes a CTA above the footer to guide users toward conversion actions.

CONTENT RICHNESS

Service Pages

✓ Extensive content across multiple service categories.

✓ Some pages feel thin, despite the overall depth of content available on the site.

Webinars and Thought Leadership

✓ Homepage features a webinar series with industry experts discussing key topics.

✓ Demonstrates the company's authority and leadership in the field.

Newsletter

✓ Signup feature encourages users to stay informed with tailored content, reinforcing expertise.

Example Competitor 3 Website Evaluation

FURTHER EVALUATION

Functionality and Interactivity

Chat Feature:
- ✓ • A floating CTA that redirects to the contact page rather than initiating an interactive chat.
  • This ensures simplicity but lacks real-time interactivity seen on competitor sites.

Footer:
- ✓ • Straightforward and minimal, providing essential links and contact options.

Strengths

✓ Clean, modern design that balances corporate and scientific elements.

✓ Consistent branding and imagery across the site.

✓ Effective user flow with CTAs and clear navigation paths.

✓ Emphasis on thought leadership through webinars and newsletter signups.

Weaknesses

✓ Some content pages feel thin and could benefit from richer details or visuals.

✓ While functional, the chat feature lacks real-time interactivity, limiting immediate user engagement.

✓ Deep content structure (e.g., 5+ directories deep) can complicate navigation for some users.
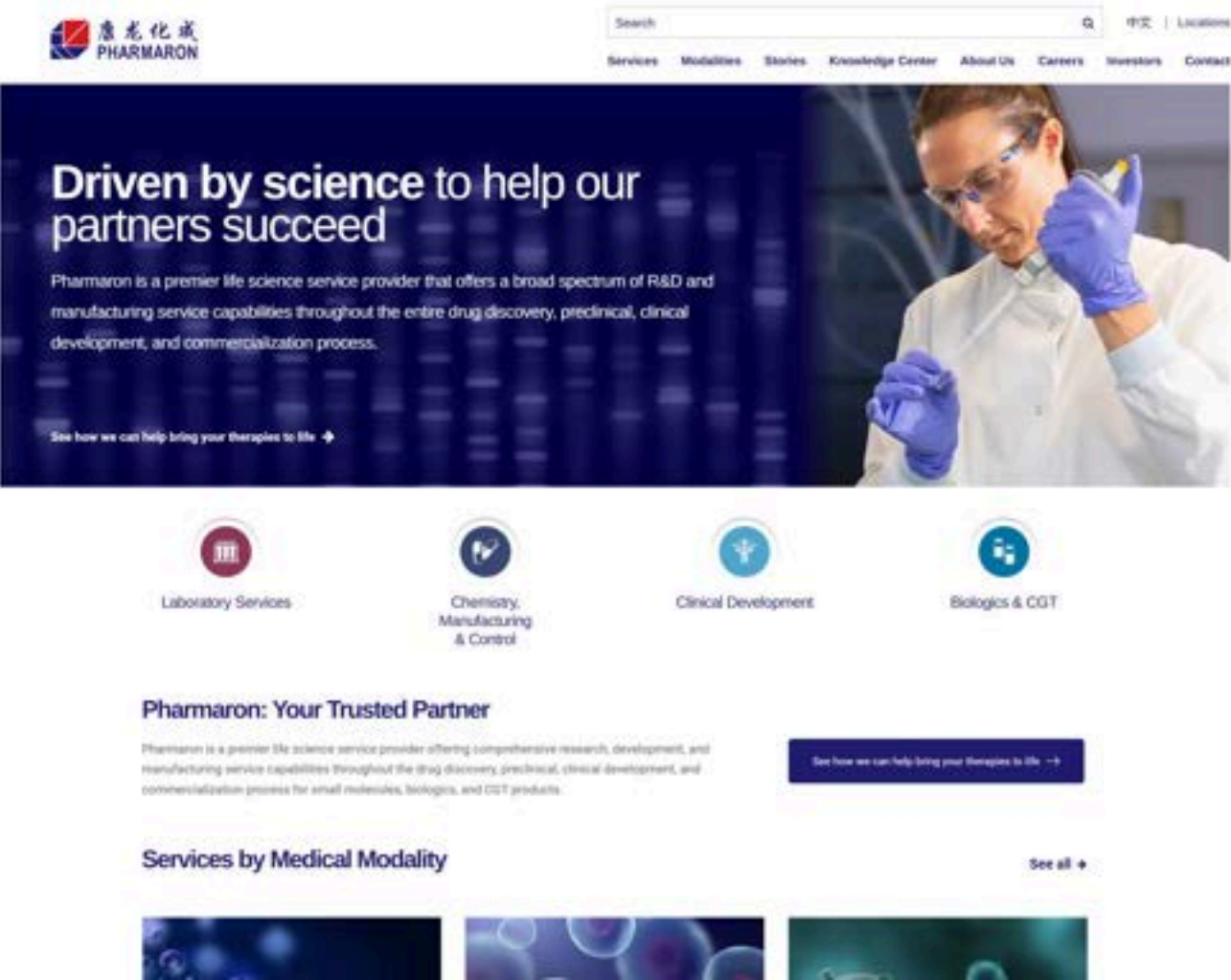
Example Competitor 3 Website Evaluation

KEY TAKEAWAYS FOR EXAMPLE COMPANY

Balance Corporate and Scientific Design

✓ Incorporate modern, consistent branding with visuals that emphasize Example Company's expertise in cell and gene therapy.

Improve User Flow

✓ Create a structured homepage journey with CTAs guiding users to key areas like services, partnerships, and contact options.

Introduce Thought Leadership

✓ Consider hosting webinars and featuring expert-led content to position Example Company as an industry authority.

Simplify Navigation

✓ Avoid overly deep content hierarchies to ensure users can easily find relevant information.

Enhance Real-Time Engagement

✓ Add a more interactive chat feature to provide real-time support and engagement.

Chemistry Lecture Series

Virtual Lecture: New Approaches to Hit Generation Using Fragments and DNA-encoded Libraries

Register to Watch the Virtual Chemistry Lecture →

Service Overview

Integrated Formulation Development and PK

Read More →

Webinars

Brain Penetration Concepts, Challenges and Mitigation Strategies for Biologics and Novel Constructs. How Low Can You Go?

Register to Watch The Live Webinar →

Chemistry Lecture Series

Virtual Lecture: New Strategies for the Synthesis and Functionalization of Small Rings and Nitriles

Read More →
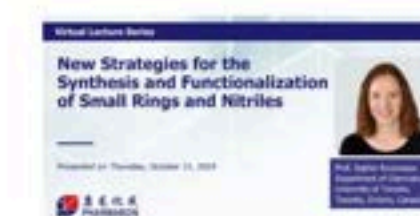
Service Overview

Radiolabelled Services - Chemistry & Metabolism Strategies

Read More →

SEO Performance

SEO Review: Example Company Website

OVERVIEW

The website demonstrates strong organic traffic metrics, with approximately 1,500 monthly organic visits and a healthy authority score. The majority of traffic (93%) originates from the UK. However, a deeper analysis reveals significant limitations in keyword diversity and overall SEO performance.

Full Reports: Domain Overview & Traffic
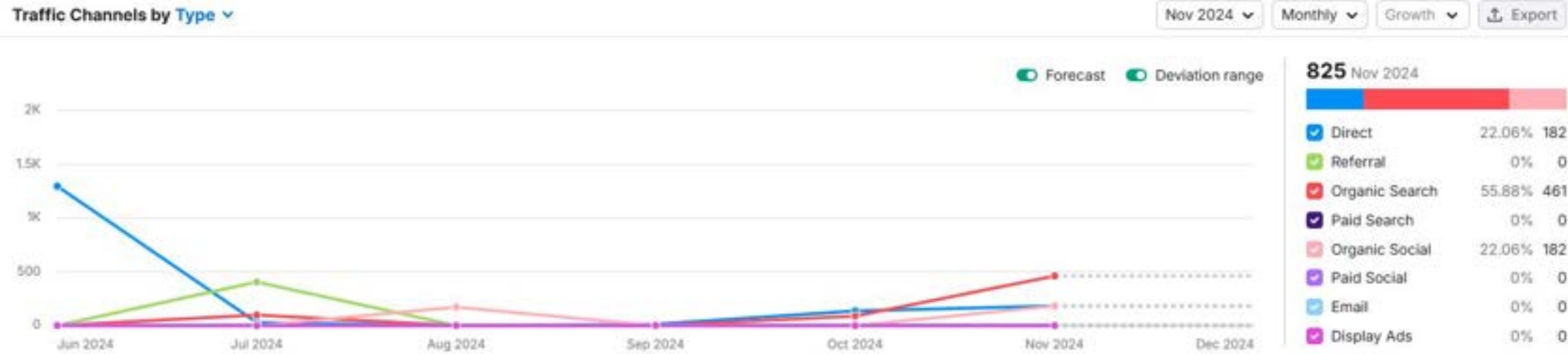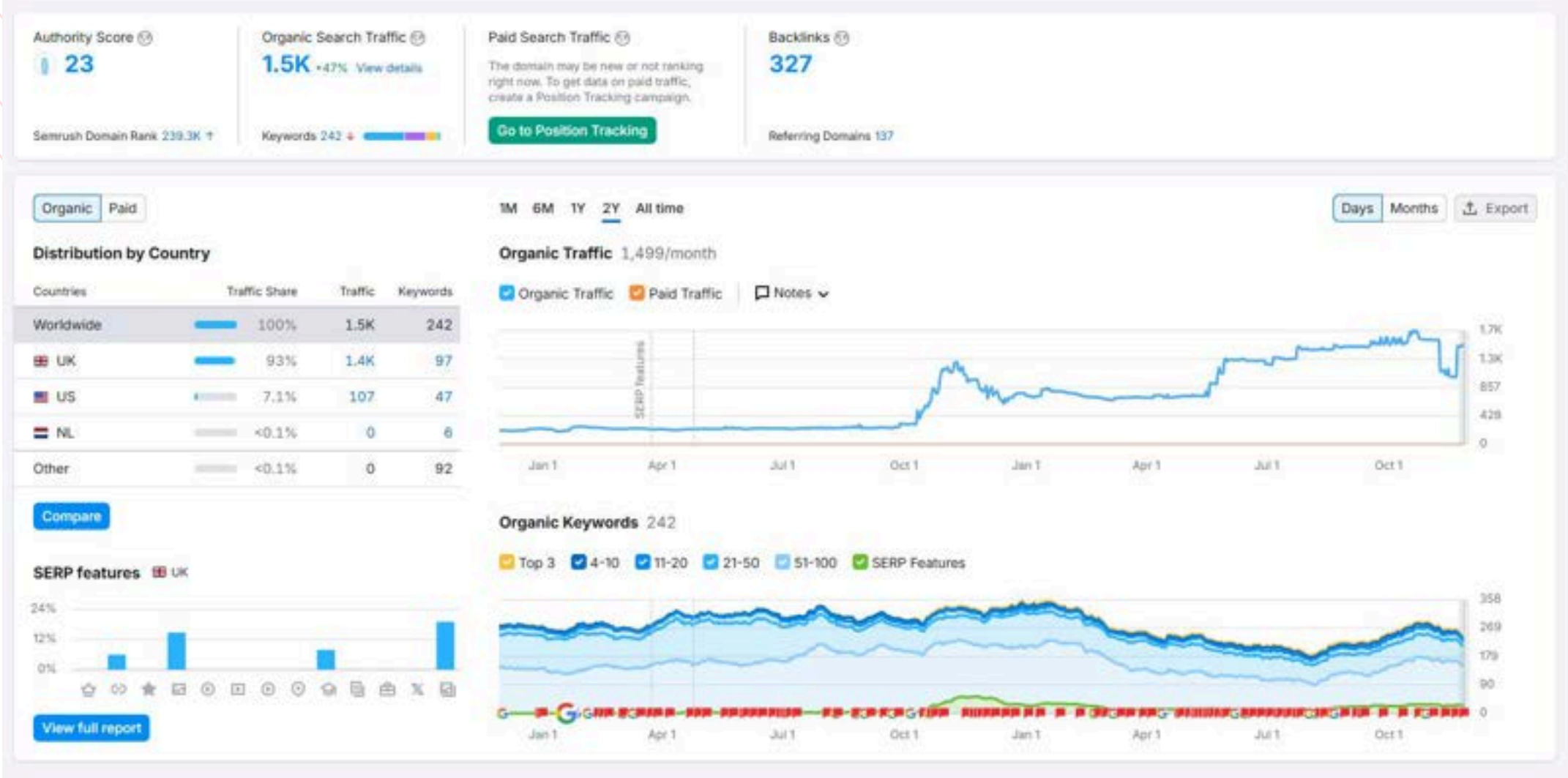
KEY FINDINGS

Traffic Sources

Branded Traffic:
- Nearly all traffic (41%, 27%, 22%) is derived from branded terms like "Example Keyword," "Example Keyword," and "Example Keyword"
- This indicates a strong brand presence but limited visibility for non-branded terms.

Non-Branded Keywords:
- Minimal or no rankings for commercial or service-related keywords.
- Rankings for obscure keywords (e.g., case studies) are low, between positions 14 and 38.

Homepage Optimization

The homepage meta title is set to "Example Title," not "Example Title," which creates confusion.

The site ranks poorly for the term "Example Term" (position 17), while branded keywords like "Example Keyword" perform well.

Service Pages

Service pages lack optimization for commercial keywords like "Example Keyword" or "Example Keyword."

These pages are not structured as comprehensive landing pages, limiting their ability to attract non-branded traffic.

SEO Review: Example Company Website

KEY FINDINGS CONT.

Content Strategy

✓ No evidence of blogging or thought leadership, which could leverage niche expertise to attract traffic via long-tail keywords.

Backlink Profile

✓ The site has a robust backlink profile with high-quality press releases in 2023 and 2024 contributing to domain authority.

✓ These backlinks are valuable but not effectively driving traffic due to the site's lack of keyword optimization.

Key Issues

✓ Over-reliance on branded traffic, with no meaningful presence in non-branded or commercial keyword rankings.

✓ Homepage and service pages are under-optimized for focus keywords.

✓ Lack of thought leadership or long-tail keyword strategy, limiting organic reach.
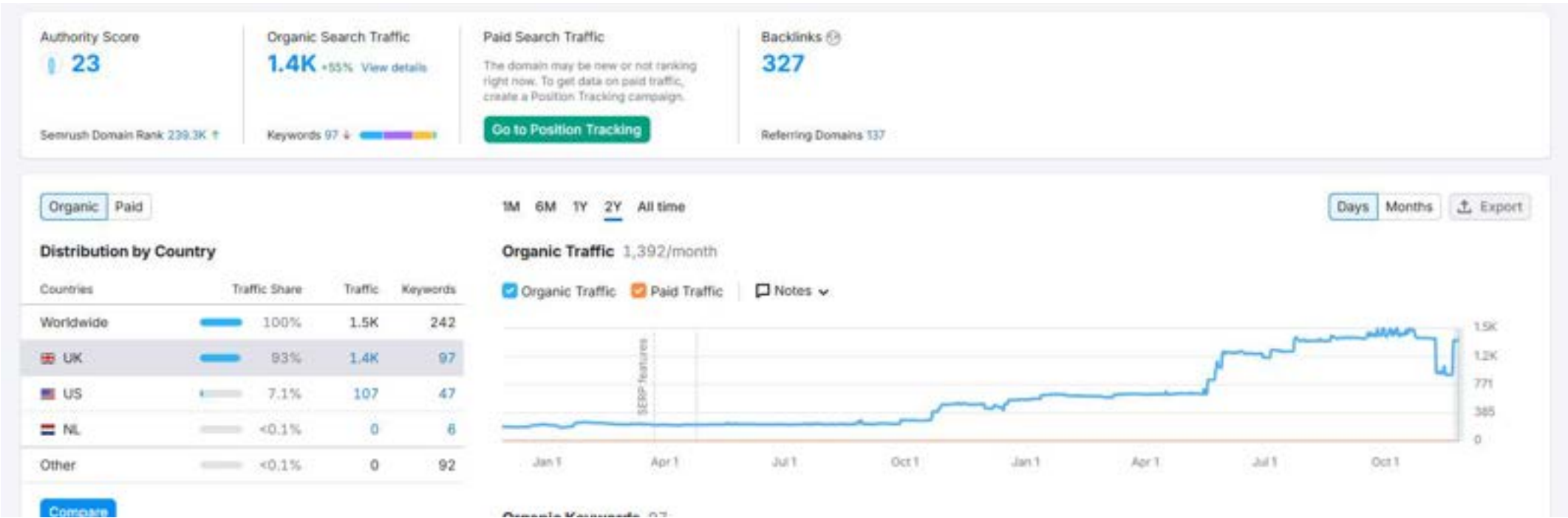
SEO Review: Example Company Website

Optimize Homepage for Focus Keywords

✓ Set clear meta titles and descriptions targeting primary keywords like "Example Keyword" and "Example Keyword."

Example:
✓ • Meta Title: "Meta Title Example"
  • Meta Description: "Meta Description Example"

Revamp Service Pages

✓ Rebuild service pages as comprehensive landing pages optimized for commercial keywords.

Example Keywords:
✓ • "Keyword Example"
  • "Keyword Example"

✓ Include detailed content, CTAs, and internal links to improve search rankings.

SEO Review: Example Company Website

Implement a Thought Leadership Strategy

✓ Publish blogs targeting long-tail keywords related to niche areas of Example Company's services.

✓ Example Topics:
  - "Example Topic"
  - "Example Topic"

### Improve Meta Titles and Descriptions Across the Site

✓ Align meta data with target keywords for all pages to boost rankings for non-branded terms.

Continue Press Release Strategy

✓ Maintain regular press releases to secure backlinks and strengthen domain authority.

Expected Outcomes

✓ Improved rankings for non-branded, commercial keywords, driving more organic traffic from users discovering Example Company's services.

✓ Higher engagement and click-through rates from optimized meta titles and descriptions.

✓ Expanded reach through thought leadership, attracting niche traffic via long-tail keywords.
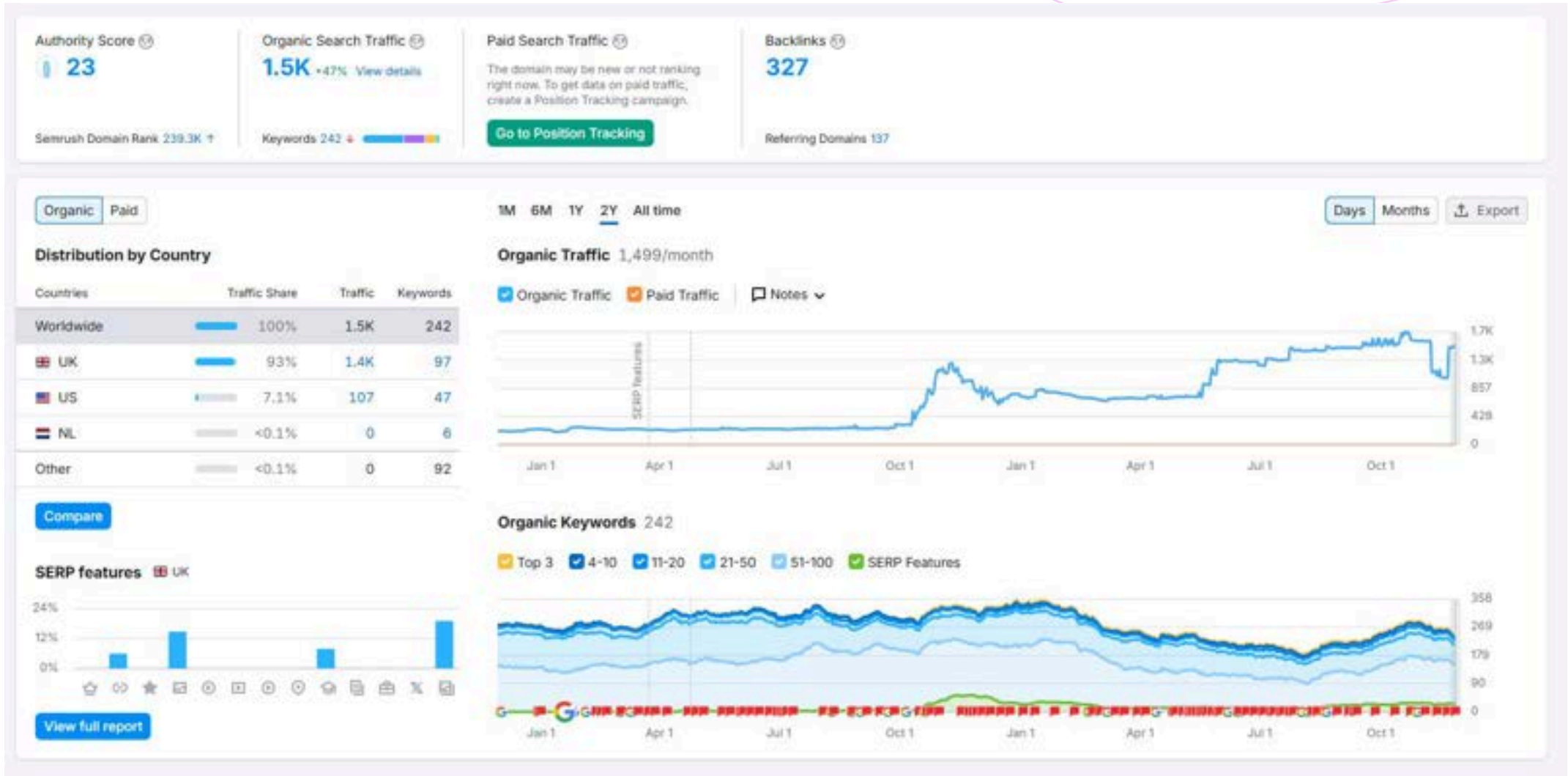
Conclusion

While Example Company benefits from strong brand presence and quality backlinks, its SEO strategy is heavily reliant on branded traffic. By optimizing the homepage and service pages, developing a content strategy, and aligning meta data with focus keywords, the site can attract more diverse and high-quality traffic.

Summary and Action Points

Summary of Recommendations

SEO AND COMPETITIVE POSITIONING - FRAMEWORK AND PERFORMANCE

Custom WordPress Build (if feasible)

✓ Transition to a custom build to address limitations caused by the current theme and plugins.

✓ Benefits include better performance, streamlined code, improved SEO, and scalability.

Optimize Current Build (if custom build isn't feasible)

✓ Replace heavy plugins like Revolution Slider with lightweight alternatives or static content.

✓ Use optimization tools such as WP Rocket to remove unused CSS/JavaScript and improve load speeds.

✓ Address Cumulative Layout Shift (CLS) issues by simplifying hero elements and deferring non-critical assets.

SEO AND COMPETITIVE POSITIONING - CONTENT AND NAVIGATION

Expand Thin Content

✓ Service pages and case studies require richer, more comprehensive content to provide value and justify their inclusion in navigation.

✓ Ensure each page is optimized as a landing page with clear CTAs and informative, keyword-focused content.

Refine Navigation

✓ Simplify dropdown menus to group related content, avoiding complexity while the site's content remains limited.

✓ Plan for mega menus after content expansion, providing users with easier access to resources, services, and thought leadership.

Summary of Recommendations

SEO AND COMPETITIVE POSITIONING - SEO OPTIMIZATION

Target Non-Branded Keywords

✓ Optimize the homepage and service pages for high-value, commercial keywords such as "Example Keyword" and "Example Keyword."

✓ This will attract new users searching for Example Company's services.

Meta Data Enhancements

✓ Update meta titles and descriptions site-wide to reflect focus keywords and improve click-through rates.

Example for the homepage:
✓ • Meta Title: "Meta Title Example"
  • Meta Description: "Meta Description Example."

Header Tags

✓ Add H1 tags to all 44 missing pages, aligning with accessibility and SEO standards.

SEO AND COMPETITIVE POSITIONING - COMPETITIVE FEATURES

Introduce Chat Functionality

✓ Competitors like Example Competitor 1 and Example Competitor 2 use chat tools to guide users and capture leads.

✓ Add a similar AI-powered chat or lead capture functionality for improved engagement.

Thought Leadership

✓ Publish blogs, articles, or whitepapers focusing on niche topics to build authority and attract long-tail keyword traffic.

Topics could include:
✓ • "Example Topic"
  • "Example Topic."

Interactive Elements

✓ Consider adding virtual tours of GMP facilities, explainer videos, or infographics to make the site more engaging.

Summary of Recommendations

SEO AND COMPETITIVE POSITIONING - SECURITY AND COMPLIANCE

Cookie Compliance

✓ Update the cookie banner to block cookies until explicit user consent is provided, ensuring GDPR compliance.

HTTPS Redirection

✓ Redirect all traffic to HTTPS to improve user trust and avoid browser warnings.

Security Headers

✓ Implement headers to mitigate risks like XSS, clickjacking, and sensitive data exposure.

CLOSING THOUGHTS

Implementing these recommendations will:

✓ Improve SEO Performance: By optimizing for non-branded keywords and addressing technical gaps.

✓ Enhance User Experience: Through better navigation, richer content, and interactive features.

✓ Strengthen Competitive Positioning: By introducing modern tools and thought leadership initiatives.

✓ Boost Security and Compliance: With updated cookie policies, HTTPS redirection, and security headers.

We're happy to explain these recommendations further during a call or assist with implementing them. To support you, we're offering a 10% discounted rate on any related services as part of this audit.

Next Steps

Please let us know if you'd like to arrange a call to go through our findings in your website audit.