

MEDIUM & MESSAGE

Website Audit for Audere Partners

March 2018

This audit of the Audere Partners website (<http://auderepartners.com/>) is concerned with presentation, content, search engine results, and site portability across devices. The focused end goal of a business website, for purposes of this evaluation, is a polished business presentation which leads to conversions from website visitors to client. In this audit, we suggest a number of optimizations to visual presentation, website content, and underlying code to increase Audere Partners brand positioning and conversion ability.

Website Content: Individual Display

Homepage:

The initial value proposition presented on the homepage (“Audere Partners is a daringly innovative operations and management consulting practice with global reach and expertise across a range of industries....”) needs some refinement to specify what industries Audere Partners help with what problems. When people seek business consultants they’re looking for solutions to specific problems; your website should help visitors to the site figure out if you’re for them.

A suggested format for more focused positioning statement on the website would be: “We’re a DISCIPLINE who helps TARGET MARKET with EXPENSIVE PROBLEM. Unlike our competitors, UNIQUE DIFFERENCE.”

Specificity is important to cut through the buzzwords of the day and create an impression on potential clients. Pull specifics from the solutions page and industries page onto the homepage and link to those pages for more information in homepage text. For example, “We focus on aligning goals and behaviors through our review of seven key success drivers.”

Additionally, the section on “proven solutions in multiple industries” could be replaced with links to specific case studies for each industry, showcasing your work and talents immediately on the homepage.

The call to action section – “Act Boldly to Unlock Breakthrough Performance!” to be sent to the contact form is vague. I’m unclear on how clicking the button and/or filling out a contact form creates breakthrough performance.

Quotes from clients (the “social proof”) should be featured more prominently to speak to the quality of your work.

Solutions page:

This page frames your work excellently. It can be improved by reducing the extraneous illustrations/stock photographs on the page to focus on substance.

Industries:

This page is a good jumping off point. However for maximum benefit, each case study should be text-based rather than an image that displays in a lightbox for a few reasons. The first is that lightboxes do not display well on tablets or mobile devices, rendering this content hard to read if not unreadable to visitors on those devices. More importantly, this text is not being crawled or cached by search engines (because computers can not render text from images) and so you are losing the opportunity to rank in search engine results for what is arguably the most important part of your site: displaying your actual results and methods in the key industries where you hope to gain clients. Therefore clients who search for “mining management consultants” and various results they are seeking will not find you. Consider also adding a menu item called case studies to call more attention to this content.

This is the most important thing you could do for conversions on your site right now.

Visual Presentation and Display:

The Audere Partners website could greatly benefit from a clearly defined style guide. Currently a mix of fonts, font styles, and font colors need cleaning up, while the 7 shades of blue, 4 shades of gray, and 3 shades of green on the homepage leads to an inconsistent brand presentation.

Generally a neutral color palette with some primary color and a hint of secondary color create the strongest brand impression, with consistent font implementation for different uses. Headline fonts should be as dark, if not darker, than body text to help viewers skim and navigate important points.

Site footers serve an important function as secondary navigation and provide important information. This area of the site needs cleanup, with inconsistent font sizes, alignment on mobile devices. The background color of footer should be the blue in the logo, or darker. The social icons are not all sized the same, need spacing between them, and are too large. Copyright is also too large. Are you contractually bound to display the web designer credit on the site?

Images on the site need to adhere to color guidelines and be in line with the general business presentation. Right now, some of the stock images are too generic and do not work with the presentation. The blue/yellow image used for page headers and calls to action does not visually

go with other graphic elements on the site. We recommend replacing this or choosing a single color background.

Desktop view of site:

At present, the website header is too large and takes up too much valuable screen space. The logo isn't vertically centered with menu, and the top-level menu font is too large; About us shouldn't wrap onto two lines. Consider reducing font size, aligning menu to the right, and aligning menu with logo.

Mobile optimization needs improvement:

While the site works on tablets and smart phones, various sections are cut off in mobile views, and image and row alignments are off, leading to missing text, unclear illustrations of concepts, and an overall diminished experience. More than half of web traffic these days occurs from mobile devices, so enabling proper display for these devices enables roughly half your users to have a decent experience navigating and viewing your content.

On mobile devices and tablets, the header occupies too much of the screen and making the content hard to read for visitors. On the homepage on mobile devices, the video disappears on mobile and the first lines of Audere's positioning statement are hidden under the header. This leaves first time visitors confused and feeling like they've entered in the middle of a conversation. See screenshots below.



[Solutions](#)

[Industries](#)

[About Us-](#)

[Contact](#)

the unique challenges our clients face represent boundless opportunities for improvement. We focus on changing behaviors at all levels of client organizations to ensure that we deliver extraordinary results and a culture of breakthrough performance. As your partner, we will "Act Boldly" and challenge you to do the same!

homepage on tablet. header partially obscures text, leading to disjointed experience for viewers.

Audere

Bold


The purpose of this rotating graphic is unclear. Buzzwords do not communicate value or solutions provided to end clients.






Tablet view: on left, font is too large and icons are misaligned with numbers and cut off. On the right, quote is cut off. This white header area is too large.



45 
Countries

70 
Companies

3.0B
\$

translate that learning into action rapidly, is the ultimate competitive advantage.
~Jack Welch

The infographic features a blue vertical bar on the left with white text and icons. The text includes "45 Countries", "70 Companies", and "3.0B \$". The right side has a grey background with a world map and a quote by Jack Welch. A red arrow points to a hamburger menu icon in the top right corner.

Code and Site Optimizations:

Starting in 2017, Google began penalizing websites in their website search results that do not load securely over SSL encryption (https:// in the browser; displays a lock symbol and a “secure” badge in the browser). Using SSL encryption signals that you a) have gone through the process to verify the ownership of your site (i.e. you are who you say you are) and b) care about the data security of your firm and end users. Adding SSL encryption (a \$0-\$15 process) demonstrates your concern with these issues and will strengthen your position in search results.

Google PageSpeed Insights for <http://auderepartners.com/> (which you can view at <https://developers.google.com/speed/pagespeed/insights/?url=http%3A%2F%2Fauderepartners.com>) indicate very low optimization scores (38/100 on Mobile and 43/100 on Desktop) leading to a sub-par viewing experience and lower results in search engines, as the factors in the report are some of those considered in Google page rank.

PageSpeed supplies what issues need resolution, however. These include compression of images and css / javascript assets, browser caching, eliminating render-blocking code and general code minification.

Summary Action Points:

- The biggest impact work you could do on your site right now would be to convert the image based case studies to text, and feature these case studies as cornerstone content on the site: prominently on the front page, more clearly on the Industries page, and potentially as a new menu item. Potential clients want to see results you've produced for others, and the methods you used to achieve those results. Featuring of your work in text format rather than in images will enable visitors on tablets and phones to access those results, and will also improve your search engine results by making it readable by search algorithms.
- Site language, particularly on the homepage, should be refined to better reflect the work of the company and reduce jargon, which obscures the good work you do.
- Clearly define brand/style standards for auderepartners.com and adapt site to adhere to brand standards will lead to a more polished presentation.
- Improve the tablet and mobile experience of the site to ensure that the half of your web traffic coming in on these devices can read and understand your content.
- Obtain and install a SSL encryption certificate for auderepartners.com
- Optimize code for Google PageSpeed Insights to improve user experience and google site rankings.