

WEBSITE AUDIT

Gaining a thorough understanding of your site's audiences and what they need is a vital first step to designing or refining your website. Our process is time-tested and scalable to work with clients and websites of all sizes and complexity, and ensures that your new site is built with a solid foundation.

Discovery

The initial project assessment is crucial to clearly defining and subsequently meeting project goals. After reviewing existing website content, analytics, and other relevant resources, we will work with you to clarify the vision, goals and strategic uses of the new website. This includes:

- Two-hour kick-off meeting with the project team to further familiarize ourselves with the assets, history, and culture of the organization, as well as capturing your wishes and needs for the new/refined website.
- Ongoing phone consultation until project conclusion.

Technology and Workflow Assessment

We will evaluate the technical needs and challenges of your website so that it can support project goals. We will:

- Review technology capabilities of the existing web hosting environment.
- Identify key types of content being published.
- Identify the different ways the content should be available.
- Evaluate any existing systems and databases that the content management system must interact with.
- Identify and prioritize the types of users the site will have, and what they should be able to do on the site.

Content Strategy

Content strategy plans for the creation, publication, and administration of useful information on your website. First we will conduct a content audit which includes:

- A comprehensive inventory and assessment of your current site.
- Identifying who is and/or who will be responsible for content on the new site.

Working with your web team, we will define which content will be published on the new site, and why we're publishing it in the first place. The content strategy document provides guidelines for:

- Key themes, messages, tone, legal requirements, etc.
- Metadata and search engine optimization (SEO).
- Content creation, publication, and administration.
- Content management and infrastructure.

Upon completion, we will present the content strategy for approval.

Usability Testing

Usability testing provides a qualitative understanding of how site users interact with your current website. This testing will provide direction and insights to audience needs and goals, identify opportunities, and inform navigation of the new site.

The testing consists of hour-long, one-on-one interviews in which 5–6 subjects (per defined audience) identify their goals for interacting with the website, and respond to prompts to accomplish certain tasks. Interview subjects will describe and click through how they use the current site. Upon completion, we will present findings and outline recommendations.

Creative Brief

At the completion of the website audit, we will summarize the project in a creative brief. This document will outline the project goals, findings of our initial meetings and usability testing, and establish both a blueprint for design development and criteria for measuring the project's success going forward. At this time, we will also present a refined project timeline and budget for moving to implementation, as applicable.

Timing and Next Steps

In most cases, this web planning process can be accomplished in 6–8 weeks. When it's complete, you can proceed with confidence. You now have the information you need to design and build a website that effectively serves the needs of your target audience(s).