

# [sample] website **audit**

yourbusiness.com

Prepared on 2/20/2020 for John Doe (you@yourbusiness.com)



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We review several areas, listing specifications on the left and explanation in layman's terms on the right.	
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This is our overall take on the design, usability and mobile-friendliness of the website, with our recommendations.	
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At a glance estimate for cyclone press to redesign the website and/or branding. A more detailed, full proposal may be sent by email.	

**CONTACT:** Sarah Schumacher / 816.237.0773 / [sarah@cyclonepress.com](mailto:sarah@cyclonepress.com)

This page outlines the technical aspects we look at for your website. Areas that need attention are marked in red. If there's anything you don't understand or would like to know, please email [sarah@cyclonepress.com](mailto:sarah@cyclonepress.com).

Domain (.com)	Your Stats	Translation in Plain English
URL	yourbusiness.com	name typed into browser to access website, renews annually
Registrar	Registrar	the website your URL was registered through
Privacy	<input checked="" type="checkbox"/> Yes	registrant information shown publicly if this is not checked
Expiration	2/20/20	date domain will be up for renewal
Nameservers	nameserver1 nameserver2	the server your URL is pointing to: these are pointing to your hosting provider (see below).
Redirects	redirect	

Hosting/Server	Your Stats	Translation in Plain English
Provider	Host	Server where your files are stored: code, copy, photos, PDFs, etc.
SSL Enabled	<input checked="" type="checkbox"/> Errors	Security certificate (https:// – shows padlock in address bar).
Email		Email provider

Platform (CMS)	Your Stats	Translation in Plain English
CMS	WordPress	Content Management System; how you edit pages/add content.
Theme/Builder	Theme	the framework that structures your website
Security Plugin	<input checked="" type="checkbox"/> No	we recommend a plugin to enforce basic security measures
SEO Plugin	<input checked="" type="checkbox"/> No	we recommend a plugin to add keywords + SEO best practices
Google Analytics	<input checked="" type="checkbox"/> No	to monitor website traffic Google Analytics must be enabled
GravityForms	<input checked="" type="checkbox"/> No	we recommend a form builder that integrates with your workflow

Performance	Your Stats	Translation in Plain English
Responsive	<input checked="" type="checkbox"/> Yes	Site adapts to device size to be mobile-friendly.
CDN	<input checked="" type="checkbox"/> No	Content Delivery Network - recommended for faster load times.
Caching Plugin	<input checked="" type="checkbox"/> No	Faster load times by serving static pages from the cache.
Optimized Images	<input checked="" type="checkbox"/> Yes	Downsave images properly for smaller sizes & faster load times.
PageSpeed	A (90%) <b>Y-Slow C (75%)</b> Load Time: 3 seconds	Further comments.



## Overall Website Design:

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### Recommendations:

- item1
- item2
- item3
- item4

## Specific Pages:

**Home:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec eget felis eu leo consequat vehicula. Morbi mollis dui enim.

**About:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec eget felis eu leo consequat vehicula. Morbi mollis dui enim.

**Contact:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec eget felis eu leo consequat vehicula. Morbi mollis dui enim.

## Mobile/Responsive Site:

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### Key Thoughts:

- **First impression** of this logo is
- **Color Palette:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec eget felis eu leo consequat vehicula. Morbi mollis dui enim.
- **Relevance:** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec eget felis eu leo consequat vehicula. Morbi mollis dui enim.

### Recommendations:

- item1
- item2

# project estimate

We host and maintain our client's websites so we can run weekly updates/backups/security monitoring. We do offer a separate plan to maintain client hosted websites, but there are premium plugin recommendations we provide at no cost if you host with us. See full emailed proposal for more details.

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## OPTION 1: \$\_\_\_\_

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## OPTION 2: \$\_\_\_\_

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## Conclusion:

Thank you for your Free Website Assessment request! I hope this review has been helpful and I've explained things effectively, particularly in the area of technical web details. Don't hesitate to reach out with questions to [sarah@cyclonepress.com](mailto:sarah@cyclonepress.com) or call 816.237.0773.

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