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Conversion Growth Program™ Site Audit Guide

The philosophy behind this process

Central to analyzing a site is to view it from a general customer's point of view. From every page, consider the layout, design, navigation and content from the perspective of someone trying to do something on the site.

- If the site is an ecommerce site, focus on research, purchase, and support tasks
- If the site is a lead generation site, focus on research, consideration, and contact

Site Audit

This outline is meant as a guide for evaluating the user experience and content quality of any ecommerce / lead generation site. Browse through the site you're auditing following this path.

- Homepage
 - How clear is the content?
 - What's the primary purpose of the page?
 - What is the 5 second takeaway?
 - Is there a clear reason to believe or call to action?
 - Is the navigation clear and easy to use?
- Category page
 - Are there filters in place?
 - Is the catalog large enough to warrant filters?
 - Are the images and text easy to consume and understand?
 - Is there pricing (if ecommerce)?
 - Is there an easy way to get help choosing a product or service?
- Product page
 - Are product images large and hi-res?
 - Are the product descriptions detailed and brief?
 - Is there a clear call to action?
 - What happens when clicked?
 - Is complementary content easy to consume and navigate?
 - How well do product options load (colorways, sizes, etc.)
- Checkout (ecommerce)
 - How many pages does it take to get to the final checkout screen?
 - Is there guest checkout?
 - Is guest checkout the default option?
- Site search
 - Run a search on top queries, examine result quality (zero, poor, good, excellent)
- Mobile experience

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- Is the site designed responsively?
- Is the content tailored for mobile?
- Customer service
 - Is customer service contact information easy to find?

Analytics Audit

The key to evaluating site performance through analytics is to look for the workhorses and outliers: which pages and products are bringing in the most revenue, and where are most people bouncing or leaving?

This high level focus will help to surface the difference between what site visitors are voting for with their mouse and what the company is focused on to prioritize efforts accordingly.

- Top content
 - Note top landing, bounce, and exit pages
- Top products
 - By revenue / quantity
- Top browsing paths
- Top on-site search terms
 - Note conversion rate of visits with and without search
- Total revenue
 - Note seasonal revenue trends
- Conversion rates
 - Note differences between rates overall / by device

User Testing

Pages with high bounce rates, low conversion rates, or unusual data are prime candidates for user testing. Choose a handful of poor performing pages and send testers to those pages and assign goals you expect your customers to perform on those pages.

Some generic goals to run user tests on that you can make more specific to your brand and products include:

- Find a product and add it to the cart
- Use search to locate a particular product
- Use the product filters to locate a particular product
- Add multiple products to the cart and attempt to check out
- Find support information for a particular product
- Attempt to make a product return
- Find answers to common questions about a specific product