

# eMARKETING AUDIT

## Domain Name & URLs

- Short and memorable
- Uses Keywords
- Used in email addresses
- Uses Favicon
- Site.com redirect to www. version:
- Alternate Domain redirects
- Home page redirect to root
- No underscores in filenames
- Keywords in directory names
- Multiple pages per directory
- Registered for 5+ years
- Multiple versions:
- .com
- .org
- .net
- .biz
- Hyphenations
- Misspellings
- Product names
- Brand names
- Type-in keywords URLs

## Browser issues

- Visible address bar
- Fully functional navigation tools
- Visible status bar
- Site works in multiple browsers
- No browser hi-jacking

## Site logo

- Displays company name clearly
- Isn't hidden among clutter
- Links to home page
- Unique and original
- Use tagline consistently across site

## Design considerations

- Instant site identification
- Crisp, clean image quality
- Clean, clutter-less design
- Consistent colors and type
- Whitespace usage
- Minimal distractions
- Targets intended audience
- Font size is adequate
- Font type is friendly
- Paragraphs not too wide
- Visual cues to important elements
- Good overall contrast
- Low usage of animated graphics
- Uses obvious action objects

- Meets industry best practices
- Easy to navigate
- Descriptive links
- Good on-page organization
- Easy to find phone number
- Don't link screen captures
- Skip option for flash
- Consistent page formatting
- No/minimal on-page styling
- Avoid text in images
- Avoid requiring plugins
- Minimize the use of graphics
- Understandable graphic file names
- No horizontal scrolling
- Non-busy background
- Recognizable look and feel
- Proper image / text padding
- Uses trust symbols
- Works on variety of resolutions
- Works on variety of screen widths

### Architectural issues

- Correct robots.txt file
- Declare doctype in HTML
- Validate HTML
- Don't use frames
- Alt tag usage on images
- Custom 404 error page
- Printer friendly
- Underlined links
- Differing link text color
- Breadcrumb usage
- Nofollow cart links
- Robots.txt non-user pages
- Nofollow non-important links
- Review noindex usage
- Validate CSS
- Check broken links
- No graphics for ON/YES, etc.
- Page size less than 50K
- Flat directory structure
- Proper site hierarchy
- Unique titles on all pages
- Title reflects page info and heading
- Unique descriptions on pages
- No long-tail page descriptions
- Proper bulleted list formats
- Branded titles
- No code bloat
- Minimal use of tables
- Nav uses absolute links
- Good anchor text
- Text can be resized
- Key concepts are emphasized
- CSS less browsing
- Image-less browsing
- Summarize all tables

### Navigation

- Located top or top-left
- Consistent throughout site
- Links to Home page
- Links to Contact Us page
- Links to About Us page
- Simple to use
- Indicates current page
- Links to all main sections
- Proper categorical divisions
- Links to Login
- Provides Logout link
- Uses Alt attribute in images
- No pop-up windows
- No new window links
- Do not rely on rollovers
- Avoid cascading menus
- Keep scent from page to page
- Targets expert and novice users

- Non-clickable is obvious
- Accurate description text
- Absolute links

## Content

- Grabs visitor attention
- Exposes need
- Demonstrates importance
- Ties need to benefits
- Justifies and calls to action
- Gets to best stuff quickly
- Reading level is appropriate
- Customer focused
- Benefits and features
- Targets personas
- Provides re-assurances
- Answers WIIFM
- Consistent voice
- Eliminate superfluous text
- Reduce /explain industry jargon
- No typo, spelling or grammar errors
- Contains internal contextual links
- Links out to authoritative sources
- Enhancing keyword usage (SEO)
- Date published on articles/news
- Web version of PDF docs available
- Consistent use of phrasing
- No unsubstantiated statements

## Content Appearance

- Short paragraphs
- Uses sub-headings
- Uses bulleted lists
- Calls to action on all pages
- Good contrast (& with background image)
- No overly small text for body
- No overly small text for headings
- Skimmable and scannable
- Keep link options in close proximity

## Links and buttons

- Limit the number of links on a page
- Avoid small buttons and tiny text for links
- Leave space between links and buttons
- Avoid using images as the only link
- Link important commands
- Underline all links
- Accurately reflects the page it refers

## Home page

- No splash page
- Instant page identification
- Provides overview of site
- Site purpose is clear
- Robot meta: NOODP,NOYDIR

## About Us page

- Adequately describes company
- Shows team biographies
- Shows mission statement
- Up to date information
- Links to support pages:
- Contact page
- Investor relations
- Company news
- Registration info
- Job opportunities
- Newsletters

## Contact Us page

- Easy to find
- Multiple contact options:
- Phone
- Fax
- Email
- Form
- Chat
- Customer feedback
- Street map
- Hours of operation
- Multiple points of contact:
- Customer service
- Tech support
- Inquiries
- General info
- Job applications
- Billing
- Management team
- Ad-free
- Form requires only essential info

## E-Commerce considerations

- Mini-product basket always available
- Displays payment options:
- CC
- Paypal
- Google Checkout
- No multiple paths to dupe product pages
- No tracking IDs in URLs
- Robots.txt shopping cart pages
- No (or nofollowed) links to secure pages
- Keep secure cert current

## Product pages

- Visible calls to action
- Clear contact info (phone #)
- Consistent layout
- Clear pricing
- Show additional fees
- Clear product presentation
- Show shipping cost
- Show availability
- Provide delivery options, details
- Estimate delivery date
- Link to site security info
- Return / guarantee info
- Allow "save for later"
- Related products & up sells
- Clear product image
- Describe images
- Enhanced multiple image views
- Product description
- Product details & specs
- Product selection options
- Customer product reviews
- Product comparisons
- Printer-friendly option
- "Add to cart" close to item
- Secondary "add" button at bottom
- Standardized product categorization
- Clutter-free page
- Provide International pricing
- Provide product search
- Emphasis brand quality and trust
- Compare to offline competitors
- Short URLs with keywords

## Basket page

- Obvious checkout link
- Product descriptions
- Product image
- Show availability
- Updatable quantities
- Ability to remove items
- Link to products
- Product price
- Payment options
- Promos/vouchers explained
- Link to security
- Link to guarantees
- Show delivery costs
- Show delivery date
- Allow gift options
- "Continue shopping" link or options
- Show contact information
- No advertising/upselling
- Don't keep personal info w/o authorization
- Shipping questions answered
- International shipping
- International address forms

## Mini baskets

- Make new products added obvious
- Link to full basket page
- Allow removal of products
- Show order total

## Checkout process

- No hidden fees
- No pre-registration
- Keep checkout process short
- Show benefits of registration:
- Faster checkout in future
- Access to order history
- Check order status
- Saved for later information
- Access to special promotions
- Personalization
- Joining a community
- Show checkout progress meter
- Effective after-order follow-up
- Receipt / Confirmation:
- Printable
- Emailed
- Thank you message
- Order number
- Order date
- Items purchased
- Expected delivery date
- Payment method
- Cancellation policy
- How to cancel
- Return policy
- Address return costs
- After-sale guarantees

## Login & My Account pages

- Easy to find login access
- Use security protocols
- Provide security assurances
- Link for new registrations
- Outline account benefits
- Reclaim lost password option
- "Remember me" option
- Link to privacy policy
- Logged-in status is clear
- Account info change access
- Confirmation of change info
- Links to financial info
- Transaction history
- Invoices
- Balances
- Payment methods
- Choose method of delivery:
- Text email
- HTML email
- Snail mail
- Overnight
- Etc.

## Help and FAQ pages

- Avoid marketing hype
- Allow Help search
- Provide printable text
- Link to additional resources:
- User guides
- Product support
- Customer support
- Downloads

## Forms and errors

- Flexible entry requirements
- Allow for tabbing between fields
- Proper tab order
- Clear field labels
- Text label above field box
- Only require necessary information
- Minimal instructions
- Instructions above field
- Friendly error output
- Errors obviously indicated
- Errors describe remedy
- Errors provide contact / help option
- Preserved data with errors
- Provide pre-selected choices
- Don't overdo choices
- Note required fields
- Progress indicator
- Progress navigation
- Remove navigation
- Link to privacy information
- Final info verification check
- Confirmation/thank you page
- Stack fields vertically
- Proper use of radio buttons
- Keep "submit" close to fields
- Field boxes adequately wide
- No "reset" or "cancel" buttons
- Autocomplete=off as necessary
- Buttons denote action

## Site search

- Located in top-right corner
- Search not case sensitive
- Properly labeled as "search"
- Link to "advanced search"
- Forgiving of misspellings
- Shows similar products
- Shows related items in results
- No "no products found"
- Provide refinement options
- Provide alternate spellings
- Provide links to relevant pages
- Show search string in results
- Don't place results in tables
- Display exact matches first
- Display close matches second
- Bold query words in results
- Display titles with descriptions
- No more than 20 results p/ page
- Option to increase result p/ page
- Link to additional results pages

## Privacy and Security pages

- Present info in easy to read format
- Make information easily scannable
- Provide section summaries
- Identify information types collected
- Explain how cookies are used
- Explain how user information will be used
- Explain how info will be protected
- Provide additional protection tutorials
- Link to these pages in footer
- Provide links to contact info

## Site map

- Present info in easy to read format
- Make information easily scannable
- Provide section summaries
- Identify information types collected
- Explain how cookies are used
- Keep information current
- Link to site map in footer
- Linked from help and 404 pages
- Provide overview paragraph
- Provide intro to main sections
- Visible site hierarchy
- Descriptive text and links
- Link to xml sitemap in robots.txt file