PieSoft

DEVELOPMENT EASY AS PIE

WEBSITE AUDIT

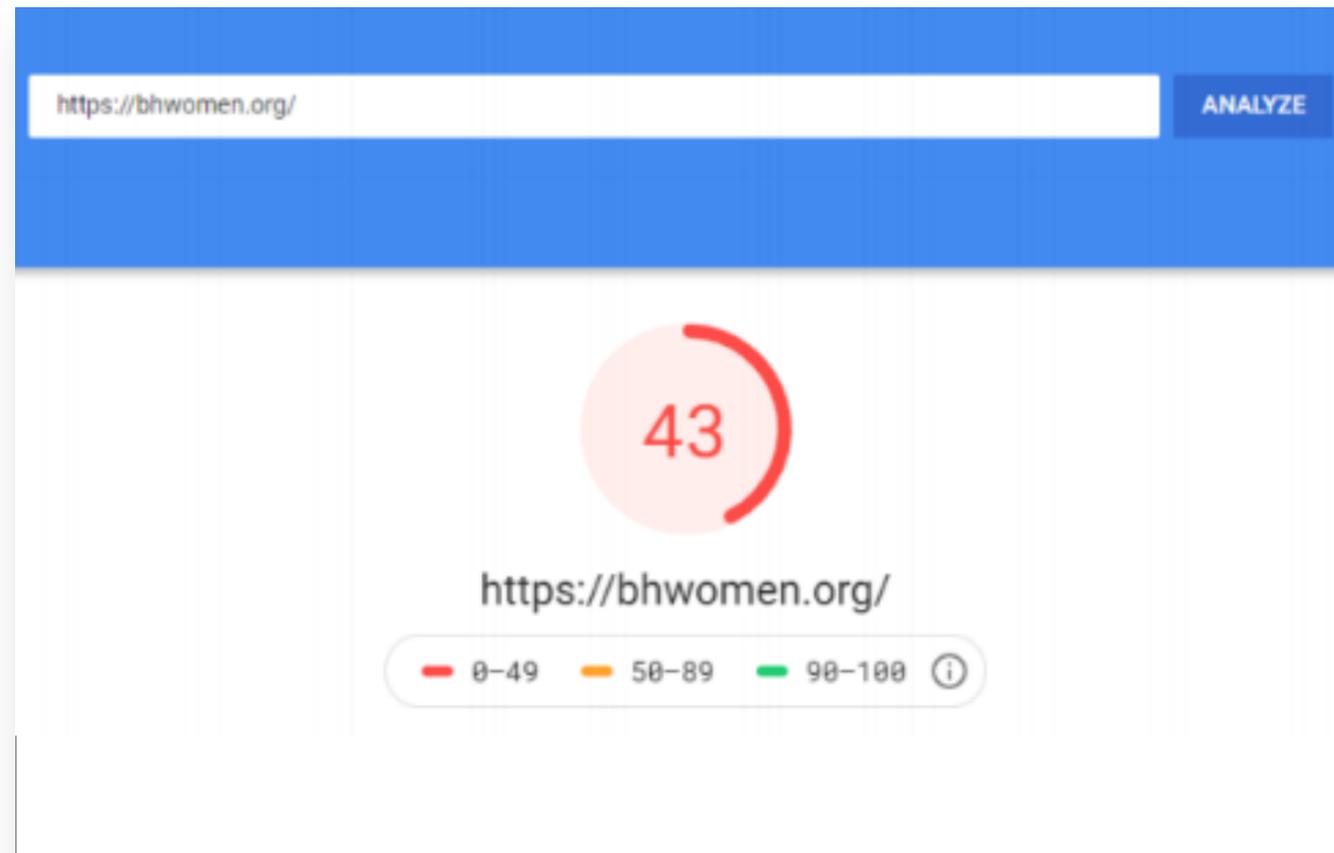www.bhwomen.org

5 critical errors

8 typical errors

19 correct

Basic parameters

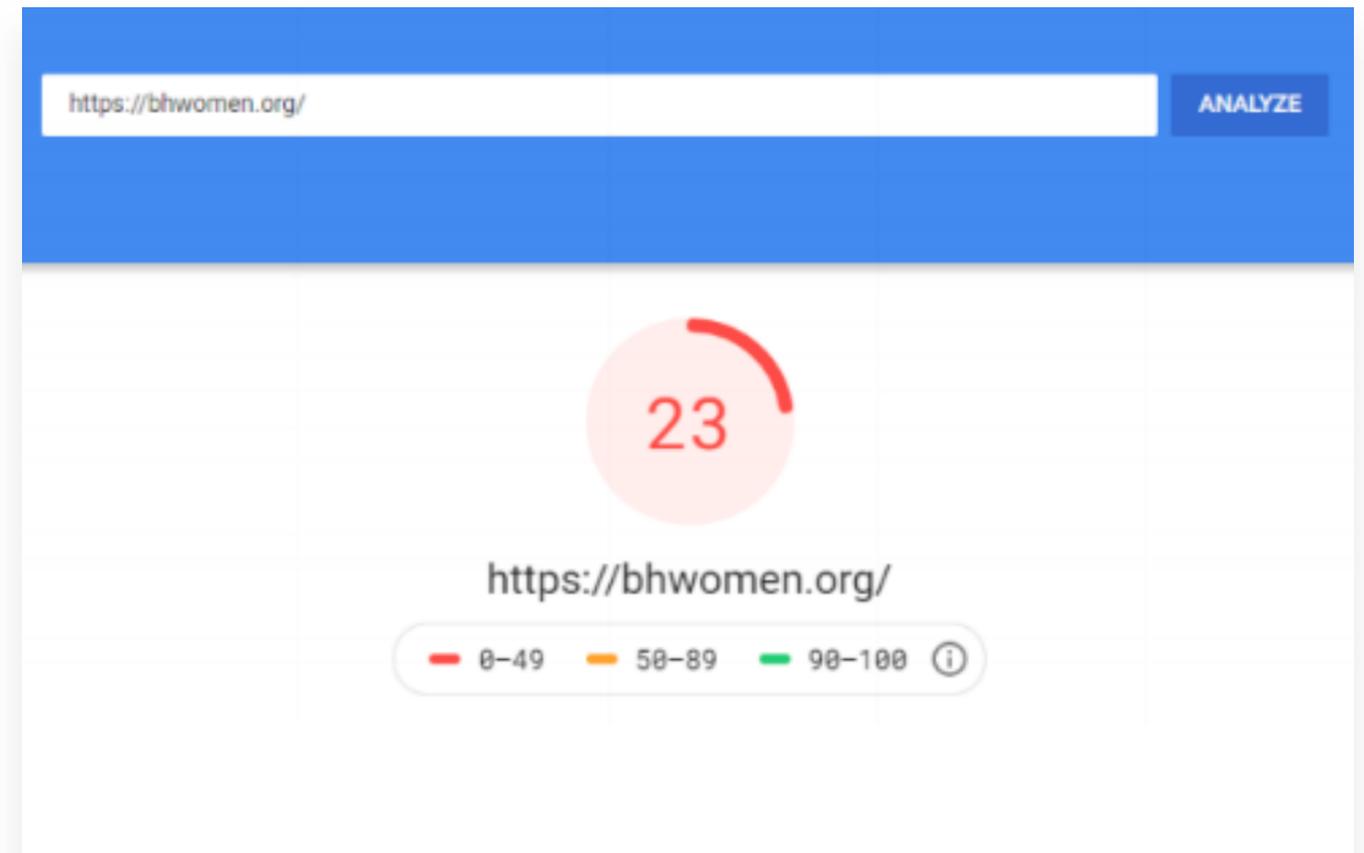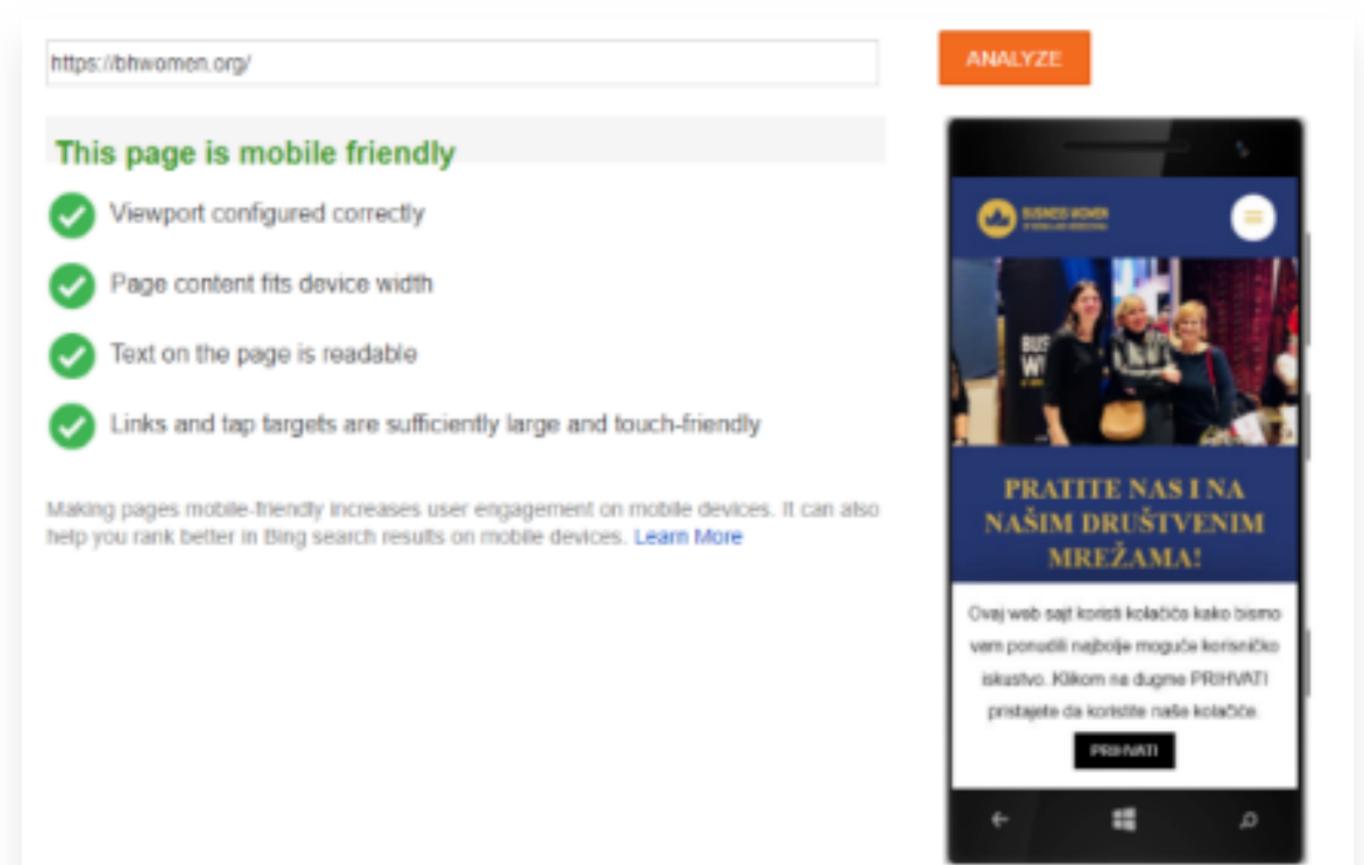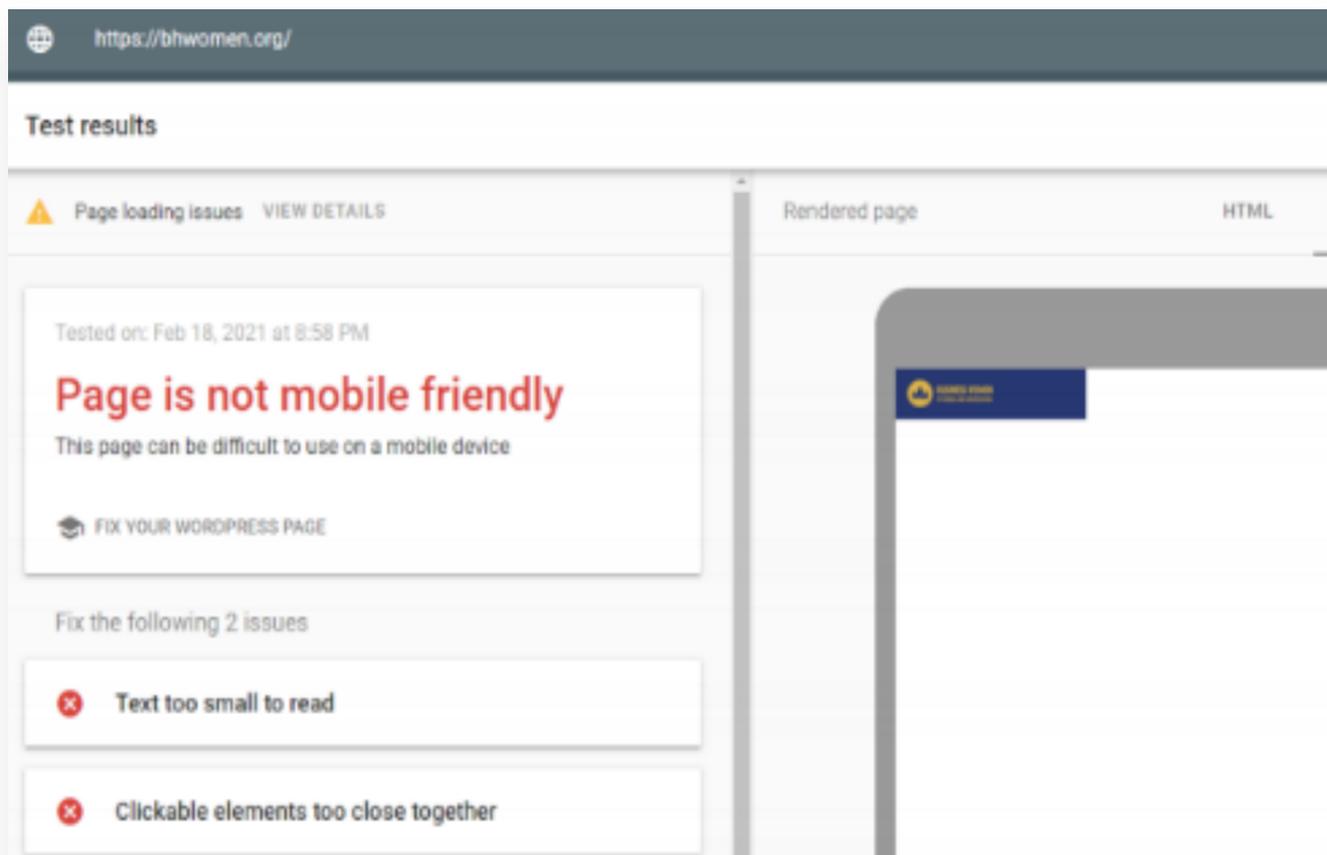## 1. Website loading speed

❌ Desktop

❌ Mobile

◀ Basic parameters

2. Mobile friendly

⚠ Adaptive

> The site looks nice on a mobile phone, but, the google test shows that it is not mobile-friendly. Perhaps, the site has some errors. Developers expertise is required.

Basic parameters

3. Unambiguity and clarity

⚠️ At first glance, it is not clear what the site is about and how it'd be useful for the user.

4. Navigation

✅ The navigation is in its usual place and is clear.

✅ The logo is clickable and leads to the main page.

✅ The main menu item in which the user is located is highlighted.

❌ No clickable breadcrumbs.

✅ The site has a favicon.

✅ The site has instant scrolling up on long pages.

⚠️ The site header takes up too much usable space.

> The height of the site header takes on average from 60-120 pixels per page

✅ The size of clickable elements is optimal.

✅ 404 page handler.

Basic parameters

5. Uniformity of interface and forms

✅ Site structure (header, footer, main menu) is the same on all pages.

6. Readability

✅ The text is contrasting.

❌ Headings and subheadings break the text into meaningful blocks.

❌ The text alternates with images.

Design

1. Functionality

✅ There are no unnecessary elements on the site.

⚠️ There is not enough white space on the site.

> There should be enough "air" on the website, that is, empty space. It makes content stand out and allows users to focus on it

2. Composition and accents

✅ The accents on the site are placed correctly.

✅ Elements on the site are contrasting.

✅ The site uses no more than three colors.

✅ The text on the button tells about the action that will be performed on click.

3. Uniformity

✅ Indentation values, headings and text sizes are formatted uniformly.

4. Typography

⚠️ Wrong paragraphing of text

> The text is divided into paragraphs up to 10 lines

⚠️ The size of the text on the site from 14-20

> The optimal size for body text is 16–20 px

⚠️ The string length is about 130 characters long, including spaces

> 40-80 is needed

✅ The site uses no more than three fonts.

Design

5. Communication with clients

⚠️ Call to action.

> A clear and understandable call to action

✅ Simple communication channel.

✅ All calls to action on the pages are visually noticeable.

⚠️ Contact details should be easily accessible.

> Difficult to go directly to contacts