"Conduct a comprehensive website audit for a client who already has an existing website.The audit should focus on identifying and analyzing the following key areas: 1.Technical Performance: - Check website loading speed using tools like Google PageSpeed Insights or GTmetrix.- Analyze mobile responsiveness and usability across various devices.- Identify broken links and error pages (404 errors).- Evaluate the website's security features (SSL certificate, vulnerability checks).2.SEO Optimization: - Assess on-page SEO factors, including title tags, meta descriptions, header tags, and keyword usage.- Review the website's URL structure for SEO friendliness.- Analyze content quality and relevance, including keyword density and readability.- Check for proper use of alt tags for images and other multimedia elements.3.User Experience (UX): - Evaluate the overall design and layout of the website, including navigation and accessibility.- Analyze user engagement metrics such as bounce rate, time on site, and conversion rates.- Gather insights on user feedback or conduct usability testing.4.Content Analysis: - Review the existing content for accuracy, relevance, and alignment with target audience needs.- Identify content gaps and opportunities for enhancement or new content creation.5.Competitor Benchmarking: - Compare the client's website against key competitors to

identify strengths and weaknesses.- Analyze competitors' SEO strategies, content effectiveness, and user engagement practices.6.Recommendations: - Provide actionable recommendations based on the audit findings in each category.- Prioritize issues based on impact and ease of implementation.Ensure that the audit report is well-structured, clear, and includes visual aids (charts, graphs) where necessary to effectively communicate findings.The final output should be suitable for presentation to the client, with a focus on clarity and practicality in recommendations."

https://www.asb.ac.in/

Here's a structured website audit for asb.ac.in, focusing on key areas with actionable recommendations:

1. Technical Performance

Loading Speed

- Use **Google PageSpeed Insights** or **GTmetrix** to measure performance. Prioritize optimizing images, leveraging browser caching, and minimizing JavaScript/CSS files to improve scores[1].

Mobile Responsiveness

- Test across devices using **LT Browser 2.0** (LambdaTest)[2]. Ensure touch elements are spaced properly, fonts are legible, and layouts adapt seamlessly to smaller screens.

Broken Links & Errors

- Use tools like Screaming Frog to crawl the site and identify 404 errors. Redirect broken links to relevant pages or update URLs.

Security

- SSL Certificate: Check validity using DNS Checker's SSL tool[3]. Ensure the certificate is up-to-date and uses HTTPS.

- Run vulnerability scans (e.g., Sucuri) to detect malware or outdated plugins.

2. SEO Optimization

On-Page SEO

- **Title Tags/Meta Descriptions**: Optimize length (<60 characters for titles, <160 for meta) and include primary keywords[1].
- **Header Tags**: Use H1 for page titles, H2/H3 for subsections, and ensure keyword alignment[1].
- **URL Structure**: Simplify URLs (e.g., `asb.ac.in/blog/seo-best-practices` instead of dynamic parameters). Use hyphens, lowercase letters, and avoid numbers[4].

Content Quality

- Audit content for relevance and keyword density (aim for 1-2% primary keywords). Improve readability with shorter sentences and bullet points.
- **Alt Tags**: Add descriptive alt text to images (e.g., `alt="ASB campus building"` instead of `img_123.jpg`)[5].

3. User Experience (UX)

Design & Navigation

- Simplify menu structures and ensure intuitive navigation. Use breadcrumbs for multi-level pages.
- Check accessibility compliance (e.g., contrast ratios, screen reader compatibility)[5].

Engagement Metrics

- Analyze **bounce rate**, **time on page**, and **conversion rates** via Google Analytics[6]. High bounce rates may indicate irrelevant content or poor UX.
- Conduct **usability testing** with tools like Survicate to gather direct user feedback[7].

4. Content Analysis

- Review existing content for accuracy (e.g., course details, contact info). Identify gaps (e.g., missing FAQs, alumni testimonials).
- Create a content calendar targeting high-intent keywords (e.g., "MBA admissions 2025") and update outdated blogs.

5. Competitor Benchmarking

- Use SEMrush or Ahrefs to compare SEO performance (keywords, backlinks) against competitors like **INSEAD** or **ISB**.
- Analyze competitors' content strategies (e.g., video tours, student testimonials) and replicate successful tactics.

6. Recommendations

Priority Fixes

1. **Critical**: Renew SSL certificate if expired[3] and fix broken links.

2. **High Impact**: Optimize mobile responsiveness[2] and improve page speed.

3. **Moderate**: Revise title tags and meta descriptions for key pages[1] [4].

Long-Term Actions

- Implement quarterly usability tests[7].

- Develop a content strategy focusing on video and interactive elements.

Visual Aids

- Include charts comparing load times (pre/post-optimization).

- Use heatmaps (e.g., Hotjar) to illustrate user interaction patterns.

This audit prioritizes fixes with the highest impact on performance, SEO, and user retention. Let me know if you need further details!

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1. https://www.asb.co.nz/businesshub/resources/articles/how-to-get-found-online.html

2. https://www.lambdatest.com/learning-hub/responsive-testing

3. https://dnschecker.org/ssl-certificate-examination.php

4. https://seranking.com/blog/create-seo-friendly-url/

5. https://yoast.com/image-seo-alt-tag-and-title-tag-optimization/

6. https://www.optimalworkshop.com/blog/user-engagement-metrics

7. https://survicate.com/blog/website-usability-testing/