

■ Website Audit Report

To analyze the provided website content for SEO, UI/UX, and performance issues, let's break

SEO Analysis:

1. **Title:**

- The title "Nike. Just Do It. Nike IN" is concise and contains the brand name, which is good

2. **Meta Description:**

- The meta description is fairly generic. While it conveys Nike's mission of inspiring athletes

3. **Text Content:**

- There's a dense list of products, categories, and services, which is good for capturing a broad
- Consider segmenting content into more digestible sections or using brief descriptive headings

UI/UX Analysis:

1. **Readability Issues:**

- The content is presented as a list without clear structure. This might overwhelm users and
- There is an excessive reliance on text without visual breaks like images or spacer elements

2. **Mobile Responsiveness Problems:**

- No specific mobile layout details are provided, but ensure that the text is not too small on m
- Without images or a visual breakdown, it's difficult to assess the mobile experience, but en

3. **Bad Fonts:**

- Not enough information is given about the font style. However, ensure that any fonts used

Performance Issues:

1. **Poor Image Sizing:**

- There are no images provided for review. However, for image performance, it's essential to

Additional UX Considerations:

1. **Navigation:**

- The mentioned content seems heavily linked, which is good, but ensure that key navigation
- The call to actions (CTAs) should be clear and distinct, prompting users towards conversion

2. **User Interaction:**

- Given Nike's product and customer interaction-focused approach, incorporating interactive

3. **Feedback Mechanism:**

- The "Send Us Feedback" section is crucial, so ensuring this process is seamless and accessible

By addressing these areas and conducting iterative testing, the website can improve its SEO,