

{brand\_logo}

**{brand\_name}**

**{domain}**

# **Digital Experience Report**

**This is a full report of your current digital experience for website, social media, and other digital mediums.**

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# **Brand Review**

This brand review section is designed to give you an overview of your brand from a digital standpoint & assist with fine tuning campaign focuses with target audiences.

**Brand**: {brand\_name}

**Slogan**: {brand\_slogan}

**Domain**: {domain}

**Industry**: {industry}

**Specific Niche**: {targetPersona}

**Top Competitive Keywords (Direct):**

*Direct keywords are what people are exactly searching for.*

**{detailedReports.keywords.directSearch }**

**Top Competitive Keywords (Contextual):**

*Contextual keywords are more informative phrases that leads to direct inquiries.*

**{detailedReports.keywords.contextual}**

**Top 5 Competitors**

* **{#competitors}{name} / {avgMonthlyVisitors} / {url}{/competitors}**

**Brand Discovery Opportunities**

* **{brand\_oppurtunities}**

# **Brand Marketing Checklist**

Compare and contrast what you are currently doing for your marketing initiatives and things you could be spending effort into. Take this checklist as new opportunities to fulfill your entire digital marketing funnel from attraction to returning customers.

**Attract (Awareness)**

**{#attract} {name}:** {#visible}✅{/}{#invisible}❌{/} **{/attract}**

**Interest & Desire**

**{#interestAndDesire} {name}:** {#visible}✅{/}{#invisible}❌{/} **{/interestAndDesire}**

**Action**

**{#action} {name}:** {#visible}✅{/}{#invisible}❌{/} **{/action}**

**Loyalty**

**{#loyalty} {name}:** {#visible}✅{/}{#invisible}❌{/} **{/loyalty}**

# **Website Review**

When reviewing a website as the first digital experience for most brands, we start by considering the following criteria that is being evaluated.

* **Beauty** – Beauty is in the eye of the beholder. Is the site visually pleasing?
* **Content** – captions, copywriting, data, descriptions, grammar, images, photos, stories, text, videos
* **Design** – layout, mobile friendliness, navigation, responsive design, structure, typography, etc.
* **Performance** – speed of webpage access on various devices from diverse geographic locations
* **Security** – HTTPS, SSL, TLS 1.3, vulnerability analysis
* **SEO** – search engine optimization, can we find the site on google based on relevant results?
* **Web Standards** – proper use of HTML, CSS, and JavaScript according to W3C guidelines
* **Accessibility** – How easy and streamlined is it to access your website? Consider all the hundreds of thousands of devices across the globe.

**Each criteria section we will provide a numerical score from 1 to 5:.**

* **1 - Bad** - Major Rework / Revamp Needed
* **2 - Needs Attention** - Significant Improvements Needed
* **3 - Average** - Improvements Needed
* **4 - Good** - Little to no improvement needed
* **5 - Great** - No improvements / keep it going!!

**At the end, we take an average of the sum of the categories, and your final website grade will be assigned.**

* *4.75 - 5.00****: A+***
* *4.50 - 4.74****: A***
* *4.25 - 4.49****: A-***
* *4.00 - 4.24****: B+***
* *3.75 - 3.99****: B***
* *3.50 - 3.74****: B-***
* *3.25 - 3.49****: C+***
* *3.00 - 3.24****: C***
* *2.75 - 2.99****: C-***
* *2.50 - 2.74****: D***
* *2.73 & Below****: F***

# **Website Overview**

**Your Website Score:**

**{overallGrade}**

**Overall, it could use some love and attention!**

**Score Breakdown**

|  |  |
| --- | --- |
| **Category** | **Score** |
| Beauty | **{sectionGrades.beauty.score}** |
| Content | **{sectionGrades.content.score}** |
| Design | **{sectionGrades.design.score}** |
| Performance | **{sectionGrades.performance.score}** |
| Security | **{sectionGrades.security.score}** |
| SEO | **{sectionGrades.seo.score}** |
| Web Standards | **{sectionGrades.webStandards.score}** |
| Accessibility | **{sectionGrades.accessibility.score}** |
| Average - | **{sectionGrades.overallGrade.score}** |

To view a more detailed breakdown of what each section’s feedback consists of, you will find crucial feedback below in the details section.

[NEXT PAGE]

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# **Beauty**

Beauty has been defined as a combination of qualities, such as shape, color, or form, that pleases the aesthetic senses, especially the sight. Beauty provides a perceptual experience of attraction, pleasure or satisfaction.

While the **observation of beauty** can be subjective, mathematicians have used the [golden ratio](https://en.wikipedia.org/wiki/Golden_ratio) to explain beautiful architecture, art, and music. A **beautiful website** has balance, harmony, and symmetry.

Your Beauty SCORE (1 - 5) : **{sectionGrades.beauty.score}**

**Feedback:**

|  |
| --- |
| * **{sectionGrades.beauty.description}** |

# 

# **Content**

We evaluate content in relation to your advertisement and marketing goals.

Content is broken into five main sections of criteria to consider with content -

1. **Authority** - Authority shows that the person, institution or agency responsible for a site has the qualifications and knowledge to do the job.
2. **Purpose** - Does the site inform, persuade, state an opinion, entertain, or parody something or someone effectively?
3. **Accuracy** - Is the information reliable? How verifiable are the facts presented on the site?
4. **Relevancy** - Does the information present on the site align with the target audience? Is this information also up to date and reliable

Your Content SCORE (1 - 5) : **{sectionGrades.content.score}**

**Feedback:**

|  |
| --- |
| * **{sectionGrades.content.description}** |

# 

# **Design**

We evaluate content in relation to your advertisement and marketing goals.

**What is good website design?** **Do you know it when you see it?**

**A well-designed website employs thoughtful aesthetics and style to create a positive user experience.** The layout utilizes white space and clear visual hierarchy to avoid a cluttered or overwhelming feel. Icons, buttons, and UI elements follow established design principles with clean lines and ample padding.

Design criteria that people look for:

1. Clean, minimalist aesthetic
2. Intuitive navigation and information architecture
3. Strategic use of white space
4. Harmonious color scheme
5. Quality typography and fonts
6. Relevant, high-resolution images
7. Responsiveness across devices
8. Short, scannable content.

Your Design SCORE (1 - 5) : **{sectionGrades.design.score}**

**Feedback:**

|  |
| --- |
| * **{sectionGrades.design.description}** |

# **Performance**

How quickly does your site operate? A first impression on a website is typically within the first 10-15 seconds of entering the site. A speedy website helps with the experience.

We generated speed insights regarding your current website using the following site:

<https://pagespeed.web.dev/>

**View your specific speed report here:**

**Performance Criteria:**

1. Page load times on mobile and desktop
2. User-centric speed metrics and scores
3. Testing from different geographic locations
4. CDN usage and cache optimization
5. Minification of HTML, CSS, and JavaScript
6. Overall site size and resource loading

Your Performance SCORE (1 - 5) : **{sectionGrades.performance.score}**

**Feedback:**

|  |
| --- |
| * **{sectionGrades.performance.description}** |

# **Security**

**Robust security is crucial for any website to protect its data and users.** Technical protections like SSL encryption, strong passwords, and firewalls create foundational safeguards. Ongoing maintenance like software updates and penetration testing shore up vulnerabilities before hackers can exploit them.

**Performance Criteria:**

1. SSL/TLS encryption for all pages
2. Strong passwords and multi-factor authentication
3. Firewalls, antivirus, and intrusion detection
4. Input validation and sanitization
5. DDoS prevention
6. Compliance with regulations like PCI DSS
7. Access controls and permission policies

Your Performance SCORE (1 - 5) : **{sectionGrades.security.score}**

**Feedback:**

|  |
| --- |
| * **{sectionGrades.security.description}** |

# **SEO**

### **Of the 10 Criteria to Evaluate a Website, SEO is One of the Most Important**

This area helps our digital experience show up on Google and meet our audience quicker.

**All content should target primary keywords and avoid duplication.**

**SEO Criteria:**

1. Metadata optimization
2. Ranking, tracking, and keyword monitoring
3. Traffic source and channel analysis
4. Mobile friendliness
5. Quality backlink building
6. Local SEO / Regional Results

Your SEO SCORE (1 - 5) : **{sectionGrades.seo.score}**

Your Google Rankings Based On - [Insert]

**Feedback:**

|  |
| --- |
| * **{sectionGrades.seo.description}** |

# 

# **Web Standards**

Quality websites adhere to coding standards for HTML, CSS, JavaScript, and other languages. Following web standards will optimize performance, and increase compatibility. HTML and CSS code should pass validation by the W3C standards body. Ensuring valid, semantic markup enhances accessibility, SEO, and compliance across multiple browsers, and a variety of devices, and screen sizes.

**Performance Criteria:**

1. HTML and CSS validation testing
2. Link and spelling/grammar checks
3. Accessibility audits with WAVE, aXe, and related tools
4. Analytics review of user behaviors

Your Web Standards SCORE (1 - 5) : **{sectionGrades.webStandards.score}**

**Feedback:**

|  |
| --- |
| * **{sectionGrades.webStandards.description}** |

# **Accessibility**

Accessible websites are inherently more usable, and consequently they get more traffic. Better user experiences result in lower bounce rates, higher conversions, and less negative feedback.

**Accessibility Criteria:**

1. Perceivable - Provide text alternatives for any non-text content so that it can be changed into other forms people need, such as large print, braille, speech, symbols or simpler language.
2. Operable - Keyboard accessible for users who can’t use a mouse.
3. Understandable - Text content should be readable and easy to understand.
4. Robust - Content must be robust enough that it can be interpreted reliably by a wide variety of user agents, browsers, screen readers, screen sizes and a variety of assistive technologies

Your Accessibility SCORE (1 - 5) : **{sectionGrades.accessibility.score}**

**Feedback:**

|  |
| --- |
| * **{sectionGrades.accessibility.description}** |

# **Recommendations**

1. **Enhance Visual Appeal:** Incorporate more engaging visuals and a consistent color scheme to make the site more attractive.
2. **Content Optimization:** Make the content more concise and engaging, and proofread for grammatical errors.
3. **Improve Layout and Navigation:** Ensure the site is fully responsive, simplify navigation, and add more dynamic elements.
4. **Optimize Performance:** Compress images, use a CDN, and implement caching techniques to improve load times.
5. **Strengthen Security:** Ensure all pages use HTTPS, update security certificates, and conduct regular vulnerability assessments.
6. **Boost SEO:** Optimize meta tags, use alt text for images, improve internal linking, and ensure the site is indexed by search engines.
7. **Ensure Web Standards Compliance:** Validate code against W3C standards and use semantic HTML tags.
8. **Enhance Accessibility:** Use descriptive alt text, ARIA roles, keyboard navigation options, and ensure high-contrast colors and readable font sizes.

# **How To Implement Recommendations**

* Work with UX Brite to do a complete revamp of the website to bring the site **closer to business objectives, enhance visual appeal**, **optimize**, & get the website **ranked higher** on search engines such as Google to **increase brand exposure**. **As a result of implementing:**
  + **Higher Website Traffic:** Newly revamped website will lead to higher traffic.
  + **Higher SEO Rankings:** Better SEO practices will improve search engine rankings, driving more organic traffic.
  + **Higher Conversions:** Improved site design and user flow leading to increased conversions or booked appointments.
  + Unified branding experience across all digital platforms.
  + **Improved Performance:** Faster load times will reduce bounce rates and improve user retention.
  + **Credibility Boost:** Establish additional credibility in your industry by having a more professional website.
  + **Increased Security:** Strengthened security measures will protect user data and enhance trust.
  + **Compliance and Accessibility:** Ensuring web standards and accessibility will make the site usable for a broader audience, including those with disabilities.