

group**two**

# Website and Conversion Point Audit

Craft Homes

# Analytics and Site Responsiveness

✓	<b>Google Analytics</b>   Google Analytics is installed and firing properly.
↗	<b>Responsiveness</b>   Site works with different screen sizes and on mobile. There is no horizontal scrolling. - On mobile, sometimes pages need to be refreshed in order to make links or the menu responsive.
✗	<b>Site Speed</b>   Site and pages should load in under 3 seconds  ** When the site loads, it does meet best practices of under 3 seconds. However, the site does not reliably load on desktop nor on mobile. Sometimes, the site loads content and then unloads content without reloading it again - sites should not unload content at all.

## Key:

✓ = Great!

✗ = Needed

↗ = Room For Improvement

# Website Navigation

↗	<b>Navigation Bar</b>   Website includes navigation in the header and lists the important pages. Navigation options are no more than three levels deep. ** Navigation is only 2 levels deep. However, a hamburger menu is used across the site without regard to the viewport and may be frustrating for users browsing on computer.
↗	<b>Navigation Design</b>   Navigation bar design is clean and easy to read. ** Font size is good (16px) but color contrast is hard to read - 2.06:1 ratio. A contrast ratio of 4.5:1 is recommended.
↗	<b>Number Of Items</b>   Navigation bar does not contain more than 7 primary links that are buyer-focused and ordered by importance from left to right. ** There are 8 primary links.

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# Community and Available Home Pages

✓	<b>Page Design</b>   Is clean, simple, and easy to navigate
↗	<b>Good Mix of Images and Text</b>   Images should be your “highlight reel” and be a mix of exteriors and interiors. ** detail pages for floor plans could use explanatory text in addition to images
✓	<b>Pages Aren't Cluttered</b>   There is enough white space to support scanning.
✓	<b>Phone Number</b>   Is clearly displayed
✓	<b>Contact Form</b>   Is included on interior pages ** CTA is accessible on every page
✓	<b>Calls to Action</b>   Are included to encourage the user to take desired actions. ** “Request information” button is in the header for every page. However, more context-based text ctas are also encouraged.

# Content and Design

✓	<b>Consistent Formatting</b>   Navigation, headers, text, typography and hyperlinks are consistently formatted.
✓	<b>Organized Content</b>   Content flows from one block to another without overwhelming the visitor. Gives users a clear and consistent structure they can follow.
↗	<b>Scannable</b>   Content contains short paragraphs, descriptive headings, lists and images. Visual content is used when appropriate, instead of large amounts of text. ** Content is primarily images with the occasional paragraph. Very scannable, but does not organize information well and lacks a significant amount of information that COULD be included.
↗	<b>Blog</b>   Your blog gives you the opportunity to create relevant content for your prospects. Fresh content is key to beating out your competitors in search engine results pages. ** Technically there is a blog. The newest content is from 12-20-2019, though. Recommend using a consistent, reliable schedule for blog posts.
✗	<b>Testimonials</b>   Testimonials strengthen your credibility. Ideally your testimonial page should include both written and video testimonials. ** Should consider including some access to testimonials - currently there are none.

# Content and Design (continued)

✖	<b>Online Chat</b>   Having an online chat feature or OSC helps get buyers out from behind the safety of their computer so you can convert browsers to buyers. ** No online chat feature
✓	<b>Social Icons</b>   Linking your website to your social media profiles helps SEO and provides an opportunity to further engage with buyers. To make sure users don't leave your website completely, make sure the links open the social media channels in a new tab or window.
✓	<b>Area Map</b>   A map is included indicating the areas in which you build.
↗	<b>Photo &amp; Video Gallery</b>   A page is included to highlight your best interior, exterior and neighborhood photos. ** There is a photo gallery, but it is organized by floor plan so I need to click into a specific model to see the photos instead of being able to browse by different home features, ex: exteriors, living rooms, etc. If I was particular about a feature, I would need to hunt through each gallery.
✖	<b>Virtual Tours</b>   Your site contains virtual tours. ** No virtual tours

# Conversion Points

↗	<b>Contact Forms</b>   Contact forms are easy to use and straightforward. A contact form/link is included on every page as well as the “Contact” page. ** Contact form is accessible via “Request Information” button at the top of each page. However, it has 12 fields to fill out which could be discouraging for users, especially when including their phone number and addresses.
↗	<b>Phone Number</b>   Phone numbers are prominently displayed on the homepage, community pages and Contact page. Phone numbers are clickable. ** Phone number clearly visible at the top of every page but it is not clickable.
✖	<b>Email / Newsletter Signup</b>   Site visitors are able to sign up to your newsletter or blog.
↗	<b>Calls To Action</b>   Clear call to actions and included and make it clear which action to take next and why. ** Calls to action are at the top of each page, but not why the user should use it.

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## Additional Opportunities

- Secondary Menus (ex on the community pages) text moves when you hover over the menu item and the cursor does not change to a clickable cursor, so it feels as if clicking the now-empty space will not actually work.
- For accessibility, recommend NOT using an accessibility overlay as these are designed to pass algorithmic tests for accessibility instead of providing actual accessibility. For example, if I try to navigate the site via keyboard (no mouse!), it's hard to know what my selector is now selecting once I leave the header and I cannot access the navigation.



Questions?