

Website Audit Report

Prepared for TouchMedia Ads - Website Design And Development Company in Pune | Web Developers in Pune | Website Designers in Pune

<https://www.touchmediaads.com/>

0/100

Overall Score

F

Grade

Executive Summary

TouchMedia Ads' website demonstrates a solid foundation with its mobile responsiveness and secure HTTPS protocol. However, there are key areas that require attention to enhance user engagement and trust, such as updating outdated technologies and improving content clarity.

What You're Doing Well

- ✓ The website is mobile responsive, enhancing accessibility for users on different devices.
- ✓ HTTPS is active, ensuring secure communication and building customer trust.
- ✓ Google Analytics is in place, providing valuable insights into user behavior.

Detailed Findings

Security & Trust

[Good]

Finding: The website is secured with HTTPS, ensuring safe communication.

Why it matters: This builds trust with visitors, making them more likely to engage with your services.

Recommendation: Continue to maintain SSL certification to uphold security standards.

Mobile Experience

[Good]

Finding: The website is mobile responsive, making it accessible on various devices.

Why it matters: A mobile-friendly site improves user experience and can lead to higher engagement and conversions.

Recommendation: Ensure ongoing compatibility with new mobile devices and browsers.

Content Clarity**[Needs Attention]****Finding:** The H1 headline is not descriptive of the services offered.**Why it matters:** This can confuse visitors, leading to potential loss of interest and business.**Recommendation:** Revise the H1 headline to clearly articulate your core services.**User Trust & Engagement****[Needs Attention]****Finding:** No visible testimonials or case studies are present on the site.**Why it matters:** Testimonials and case studies can significantly enhance credibility and persuade potential clients.**Recommendation:** Add a section for client testimonials and case studies to build trust.**Design & Usability****[Needs Attention]****Finding:** The design lacks modern visual elements like whitespace and typography.**Why it matters:** An outdated design can deter potential clients and affect your brand perception.**Recommendation:** Consider a design refresh to incorporate modern aesthetics and improve usability.**Privacy Compliance****[Critical]****Finding:** The website does not have a cookie consent feature.**Why it matters:** This may lead to compliance issues and affect user trust, potentially resulting in legal challenges.**Recommendation:** Implement a cookie consent feature to comply with privacy regulations.**Technical Health****[Needs Attention]****Finding:** The site uses an outdated version of jQuery.**Why it matters:** Outdated technology can pose security risks and affect site performance.**Recommendation:** Update to the latest version of jQuery to enhance security and functionality.

Top Priorities

1. Implement a cookie consent feature to ensure privacy compliance.
2. Update the H1 headline to clearly describe the services offered.
3. Refresh the website design to incorporate modern visual elements.

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