

Fervor Website Scorecard Audit

URL: _____ DATE REVIEWED: _____

CATEGORY	1-10	NOTES
DEFINED PURPOSE Your organization's purpose is obvious, precise and unique. Why do you exist? What are you doing to make an impact? Visitors to your site need to know right away.		
CLEAR DEFINITION OF WHOM THE SITE IS FOR It's obvious who this site is designed for, and all aspects were built with the ideal audience in mind. Your ideal audience should feel at home on your site.		
CALL TO ACTION Visitors know what you want them to do. They came to your site, now what? A simple, specific call to action engages your people.		
NEW AND ENGAGING CONTENT New content, published on a regular basis, keeps the site living and breathing. Content is optimized for search engine impact, and it's targeted at the folks your organization needs to reach.		
DESIGNED TO WIN The site looks good, sounds good and is designed for a best-in-class user experience. Hey, looks matter.		

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<p>SEO AUDIT</p> <p>The site is optimized for search engines and Google can find your organization. We all have issues, even websites — but identifying and repairing those issues is important.</p>		
<p>WEB ACCESSIBILITY</p> <p>Web Content Accessibility is a growing need in today's online climate. Guidelines (WCAG), including WCAG 2.0 and WCAG 2.1 have been introduced in order to ensure people with disabilities and challenges can access online content. This grade subjectively reviews a site's access to those guidelines.</p>		
<p>SITE LOAD TIME</p> <p>Your site loads quickly and free of errors. We're all in a hurry these days. When it comes to your website, you can't be the turtle — you've gotta be the hare.</p>		
<p>TIME ON SITE</p> <p>High time on site indicates that your content and site is actually connecting with your key audience. It's important that they show up, and it's important that they stick around.</p>		
<p>SOCIAL + EMAIL INTEGRATION</p> <p>The site makes it easy for people to connect through social media and to sign up for your email list. This is how your visitors can become your advocates.</p>		