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USE WITH SECTION 9.3

Resources To Use To Audit Your Existing Website

NOTE – Many of the tools listed below that are available online to help you evaluate your website are offered by third parties who use their assessments as a lead generation tool for their services. This isn't always bad, but you should know before sharing your details or details about your site on any of them that you are highly likely to get a pitch for their services to help you fix your site shortly after using one of their assessments.

1. WEBSITE GRADER (http://website.grader.com)

A tool created by marketing automation company Hubspot to evaluate your site and send you a full report. Unfortunately, the report is only available by email – but does offer detail on elements of your site that may need attention.

2. BRILLIANT ASSESSMENTS (www.brilliantassessments.com)

Based on a software platform that can deliver an extensive analysis of your site, this tool gives you easy to read assessments, detailed reports and even scores your site.

3. SEMRUSH SITE AUDIT (www.semrush.com/siteaudit/)

This popular search engine marketing platform has an audit tool to help you identify issues with the search marketing readiness of your site.

4. MOUSEFLOW (www.mouseflow.com)

Based on a software platform, this site has an interesting collection of tools not only to offer deeper analytics on your site but also to help you see what users are actually doing when they visit based on watching the flow of their movements.

5. TAGINSPECTOR (www.taginspector.com)

Platform designed to test the marketing tags you may be using across your site and help you to optimize them ... mainly useful if you are doing ecommerce.

6. WEB ACCESSIBILITY EVALUATION (www.w3.org/WAI/ER/tools/)

A collection of tools that help you test your site for how friendly it is towards users who have disabilities or accessibility issues.

Is this list missing something?

These resources are continually updated. To make suggestions for us to add to the next edition, let Rohit know by emailing rohit@nonobviouscompany.com!