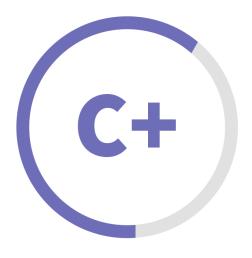# SARGENT
BRANDING FIRM

Website Audit

SIR. CHARLES CARY

www.sircharlescaryinc.com

C+

Website Rank: AVERAGE
Your Website Could Better

13 RECOMMENDATIONS

See details and explanations inside.

Score Breakdown

SEO - 52/100
Your SEO could be better

Your page has some level of optimization but could be improved further. SEO optimization is important to ensure you can maximize ranking potential and drive traffic to your website from search engines. You should ensure your page fulfills common recommended improvements before moving onto more advanced SEO strategies.

Usability - 77/100
Your usability is good

Your page is mostly usable across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

Performance - 20/100
Your performance needs improvement

Your page's performance has various issues that may be adversely affecting users. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings).

Social - 85/100
Your social is very good!

Congratulations, your social presence is strong and active. Social activity is important for customer communication, brand awareness and as a marketing channel to bring more visitors to your website. We recommend continued use of social campaigns to grow this further.

Security - 60/100
Your security could be better

We recommend addressing the highlighted security items. Security is important to ensure your website protects user data, doesn't become compromised or experience downtime or data loss.

Detailed Analysis

Overall this is a good website. It has all the important information one would need to book you for speaking engagements. It is an excellent start to a great website. I see this as a semi-professional website. There are several ways we can improve the website, but it's always easier to point out what's wrong than what's right.

In terms of design, this is a great starter website design and has a good "rhyme and reason" to it, meaning there's some consistency in page headers, page layouts, color and typography. It's good that you have many different ways people can work with you (boot camp, speaking, coaching, books, programs, etc)—many personal brands don't have this level of content in place. The blog feed is also good too. For ways to improve and optimize your website, see our recommendations below.

5-Second Homepage Grunt Test: PASS · AVERAGE · FAIL

Our Recommendations:

1. Speaking page - maximize the space above-the-fold. User has to scroll down too far to see header and content. Remove negative space at the bottom. Add "book now" button after each presentation topic
2. Maximize above-the-fold space by reducing header height and navigation height.
3. Mission statement page & footer - In the "about me" section, consider changing the tense to third person ("About Charles")
4. Consider putting the store products in a grid format, making it more user-friendly and organized (Look into Woocommerce for Wordpress)
5. Services - consider a redesign of this page, incorporating a different that accents the 3 ways to work with you, and presenting the content better. This page feels disjointed and in-cohesive.
6. Standardize the look, size, color and font of all call-to-action buttons across the website
7. Put the terms and conditions in the footer of the website, instead of in the main navigation. This is a low priority page.
8. Consider rewriting the reviews. Reviews should be in third person, referring to "Charles" instead of "you". The reviews are for your visitors; and the people giving the review is essentially speaking to the visitor on your behalf.
9. Lengthen blog articles. Google ranks blog content based on the length and the quality of the post content, not frequency. The more value you can give in a longer post, the better it will rank in the search engines. 1,000-1,500 word articles tend to perform better.
10. Consider adding graphical and/or form call-to-actions. These call-to-actions will be at the end of each blog post and will relate to the topic of the article.
11. Redesign homepage to follow a story arch framework that leads visitors from problem > solution > action steps > success.
12. The website performance can be drastically improved by leveraging browser caching, combining external CSS files and combining external JavaScript files.
13. Decrease page load time. Currently, the page load time is 10.16 seconds. Ideally, page load time should be below 5 seconds.

Get your website fixed
in 3 easy steps

---

1. [Schedule a call](#) with us to review your audit results

2. We'll create a customized plan of action to fix your website

3. Our team implements the recommendations and improvements

CLICK HERE TO SCHEDULE A CALL