Website Audit

PILKEY, HOPPING & EKBERG

April 16, 2018

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What is a UX website audit?

User Experience (UX) Website Audit refers to the collection of methods, skills, and tools used to study and analyze how users interact with a website.

The analysis is then used to make educated decisions and recommendations (based on facts, research, and data) on how to tweak and optimize the website which translates to better business performance and higher ROI.

Why is it important?

UX focuses on enhancing user satisfaction by improving how users interact with websites. It makes things easy to use and easy to understand. Through an audit, we can begin to identify potential usability and findability issues, inefficiencies, and bottlenecks that prevent users from completing their objectives.

UX is all about eliminating opinions and assumptions and replacing them with data and research collected from the website and its users. Rusty George Creative's UX Team utilizes a collection of quantitative and qualitative research methods, skills, and tools to study and analyze your website for potential issues. Finally, recommendations are made based on the findings and established best practices.

By making tweaks and improvements to an existing website, we can achieve the following:

- Increase conversions
- Improve customer satisfaction
- Produce more leads and information requests
- Make important information easier and quicker to find
- Quicker task completion by users
- Less user frustration
- Overall better perception of your brand and organization

Overview

PROJECT TEAM

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PROJECT SUMMARY

Rusty George Creative will design and develop a new website for Pilkey, Hopping & Ekberg (PHE). The website will reflect the PHE branding and support PHE as a relationship-based broker, with a multitude of quality products, who are entering a new generation of leadership.

CHALLENGES AND SOLUTIONS

As PHE has evolved and expanded its breadth of products, the website's current content and design has not kept pace. We have identified several key challenges and summarized them below along with their respective solutions. More in-depth information and challenges are outlined later in the document, but this quick summary will highlight the main take-aways from our website audit.

Challenge
PHE's main message, values, and product offerings are not immediately apparent.

Solution
Highlight this important information, who you are and what you do, above the fold on the homepage by creating hierarchy using appropriate typography, visual elements, and unique messaging.

Challenge
PHE's current website does not reflect the updated PHE branding.

Solution
Create a design that is consistent with PHE branding including logo, color palette, typography, and imagery.

Challenge
PHE's website content doesn't clearly reflect the tone of voice, values, and culture of the company.

Solution
Write content that is unique, compelling, and draws in users so they stay focused. Use tone of voice in content that accurately represents the high-quality of customer service and dedication users can expect from PHE.

Challenge
Site is not responsive, uses outdated technology, and does not adhere to usability best practices.

Solution
New site to be built in WordPress with a responsive and mobile-friendly design. Site built to adhere to usability standards.

Challenge
Blog is not updated frequently.

Solution
Try to keep the blog updated to present yourselves as experts in the field and to make Google happy by creating fresh content on a regular basis. Share your blog posts on social media to engage current and new users and bring them back to the PHE website.

Challenge
Does not rank highly on search engines.

Solution
Implement some SEO best practices like writing high-quality and unique content, utilizing description and title tags, and using targeted keywords. Keep up-to-date on how your site is performing in searches by frequently checking in on your Google Analytics account.

Branding & Design Audit

SUMMARY

The branding and design of the site is so important to the success of the site and the ease of use for your users. PHE recently had a brand redesign but the current website does not reflect that updated branding. Typography is not consistent. The imagery and overall look and feel doesn't correctly represent the company. A new design that matches the branding will alleviate these issues.

CRITERIA CHECKLIST	NOTES
Do your pages have a consistent format for navigation, headers, text, typography, and hyperlinks?	Navigation and hyperlinks are consistent, but not the typography
Is your critical content easy to find?	Sort of. Contact info is but about the company isn't as clear
Does your design help make the content more digestible?	No. Not responsive
Do you include CTAs that give visitors a clear path?	CTAs on homepage are clear
Does the design align with your company brand?	No
Does the imagery tell the story you'd like to tell visually?	No
Do the graphics and architecture of the pages encourage users to explore deeper into the site?	Graphics aren't clear indicators of the business; the architecture leads to the Contact page
Is there a healthy balance between content density, images, and white space?	Page is lacking quality content and imagery designed with white space
Do all the navigation buttons and tabs follow a design and terminology convention?	Yes
Is there an obvious relationship between the navigation and the page the user is current viewing?	No, navigation bar button doesn't highlight or anything and page title is not obvious at first
Are form fields clearly labeled with clues that provide the users about the expected input values? Is that information checked for accuracy before the user moves on to the next step?	Form fields are labeled outside of the forms but no suggestions inside of the forms such as examples of answers; there is some form validation
Are items that are clickable obvious?	Yes

Color
Make sure the website's color scheme matches and accentuates the organization's brand and corporate color palette.

Typography
Make sure that the website uses typography consistently and stays in line with branding standards.

Images and Videos
Select the right images and videos and not just any stock image. Use images that best represent the organization's brand, product or service, and the industry.

About Us Page
This page should tell website visitors who the organization is and what they do, while aligning with the organization's overall style. It should not only provide an overview, it can include testimonials, success stories, or key employee bios.

Tone of Voice
Make sure the organization's unique tone of voice is adequately represented in the website verbiage and information presented to visitors.

Favicons
Favicons help provide branding for the website and support ease of use while reviewing bookmarks for a particular website or link.

Consistent Website Formatting
Use a consistent template format for navigation, headers, text, typography and hyperlinks.

Focused Layout
Use the layout of the site to highlight the most important content. Place critical content above the fold and allow less important content to follow.

Organize Content
Make sure content flows from one block to another without overwhelming the visitor. Give users a clear and consistent structure they can follow.

White Space
Make sure to provide enough white space throughout the design. White space not only helps reduce the cognitive load of visitors, it makes it much easier for users to segment and digest the information presented.

Control the Bling
Many website owners want their website to "pop" or "sparkle" at the cost of the user experience. Limit bling and don't make the logo bigger even if the organization desperately wants it to leap off the page at visitors.

Call to Actions
Think through the desired visitor path and present clear call to actions to guide them along the way. Plan

on these early in the development process so they can be included in the design in a cohesive and non-obstructive manner.

Conversion Optimization
Make sure the website's CTAs and other points of user conversion are operating are optimized.

- Noticeable phone number
- Primarily and secondary calls to action (CTA)
- Lead capture forms
- Relevant trust factors
- Unique selling proposition (USP)

Coding & CMS

SUMMARY

The new PHE site will be built in WordPress, which will solve any current CMS (Content Management System) issues. The URLs in the site are clean and simple for search engines with the exception of the payment page. Site lacks an SSL certificate except on the payment page. This is a problem because Google now requires sites to have an SSL certificate or the site will be flagged and penalized in search engine ranking. SSL/HTTPS protects your site from tampering and protects the integrity of your site. If you don't have an SSL certificate, a secure connection cannot be established.

CRITERIA CHECKLIST	NOTES
How easy is your Content Management System (CMS) to use?	N/A; will be moving to WordPress
Does your site have an SSL (secure-socket layer) Certificate?	No; only on the payment page
Is your CMS running on the latest version?	N/A
What is your technical support/maintenance set-up?	N/A
Are you using Headers and Sub-headers properly?	No. H1 and header tags are not properly designated through the entire site; headers and text also appear embedded into images which is bad for usability
Are you using Flash, or any other outdated technologies?	The site is responsive
Are you using clean and simple URLs?	Yes with the exception of the 'Make a Payment' page

CONSIDERATIONS

Use Headers and Sub-headers Properly
Make sure the website properly uses H1 headers and H2-H6 sub-headers. Limit H1 headers to one per page.

Use Canonical URL's
Canonicalization is the process of picking the best URL when there are several choices. Best practice is to set a preferred URL structure and/or page for search engines.

Use a Sitemap.xml File
XML sitemaps make it easier for search engines to discover new or updated pages and posts on the website. Keep the XML sitemap dynamic.

Avoid Frames
Frames present a variety of problems including support for older browsers, user navigation, and the search engines ability to crawl the page successfully.

Optimize for Performance
Speed matters to users and search engines. Make sure the site's code is light, images minimized, and cache is used where feasible.

Site Security
HTTPS protects the integrity of your website. HTTPS helps prevent intruders from tampering with the communications between your websites and your users' browsers. Intruders include intentionally malicious attackers, and legitimate but intrusive companies, such as ISPs or hotels that inject ads into pages. HTTPS is a requirement for many new browser features, particularly those required for progressive web apps.

Usability Audit

SUMMARY

The site needs a lot of tweaks to be more user-friendly and adhere better to usability best practices and standards for websites. Number one priority would be to have a responsive mobile-friendly site as up to 50% of website traffic now comes from mobile phones. The most important two or three pieces of information that a user is looking for on your site should be clearly defined and easy to find on the site, above the fold. Site loads quickly since there are not currently many images on the site.

CRITERIA CHECKLIST	NOTES
Is your site responsive?	No
==	Yes, but it doesn't seem to work correctly on every page and link
How easy is it to do the top three things people come to your website for?	The contact information is highlighted and easy enough to access. 'Get A Quote' and 'About Us' are not as prevalent if those are the next two things people are looking for on the site.
How long does it take for your site to load?	Very fast
Does your site follow usability best standards? • Avoid long paragraphs and sentences • Content is easy to understand • Use H1, H2, etc. appropriately for screen-readers • Give text blocks plenty of white space • User-friendly hyperlink texts • Images use quality alt-text • Don't embed text into images	• Paragraphs are short but content is lacking • Content is repetitive with no clear hierarchy • Header and sub-header tags are not always used appropriately • More white space for text • Hyperlinks are clear • Images do not have clear or well-written alt-text • Text is embedded on images in multiple spots

CONSIDERATIONS

Layout Meets Best Practices
Every website should include sections dedicated to a header, content, and footer. Include sidebars, or sections to the right or left of content, when appropriate.

Navigation Used Appropriately
Every website should include a navigation in the header and should list the important pages. Navigation options should be no more than three levels deep.

Check Browser Rendering
Does your browser perform well across all major browsers and operating systems? A cross browser check is worth the time, as many browsers do render website differently.

Mobile Responsive for Smaller Websites
Responsive web design keeps desktop and mobile content on a single URL, which is easier for users to interact with, share, and link to and for Google's algorithms to assign the indexing properties to content. Google recommends webmasters follow the industry best practice of using responsive web design, namely serving the same HTML for all devices and using only CSS media queries to decide the rendering on each device.

Dedicated Mobile Sites for Larger Websites
Larger and more complex websites can struggle with the responsive approach. In these scenarios, it is best to have a segregated website that specifically designed to mobile devices.

Check Device Rendering
Does the website look good on tablets and smartphones? Is content easy to navigate through and forms accessible? Spend time to test prior to launch.

Consider Image Usage Carefully
Large horizontal images with text may work great on a desktop computer, but they can be difficult to scale and still read on a mobile device. If you plan to use text within graphics, consider a vertical approach and avoid horizontal layouts.

Content, Goals & Effectiveness Audit

SUMMARY

The information that users are interacting with the most on your site is the 'Contact Us' buttons. It will be important to keep that information highlighted and clear on your site on each page. Search engines like to see unique and compelling content. Fleshing out the content on the site, including current blogs, will help boost your search engine rankings and make it easier for your users and potential clients to understand your offerings and who you are as a company.

CRITERIA CHECKLIST	NOTES
Do you have marketing strategies and goals?	Get more leads
Are you currently generating leads from your website?	No
Do your landing pages have a few paragraphs of engaging and unique text?	No, need more compelling and unique content
Does the homepage clearly describe what you do and/or what you provide?	No, not currently clear
Do you use creative headlines for blog posts?	Headlines are straight-forward and clear about the topics
Are you providing fresh content on a consistent basis that your users will want to read and share?	Last blog post from August 2017
Do you have duplicate content on several pages?	Not duplicate but content is repetitive in places
Are there spelling or grammar mistakes?	No
Do you use bulleted lists to communicate key lists?	No
Do you know what the purpose of each page is? Does each page have a main objective or path that a user should follow?	The purpose of each page is clear but the user path isn't as obvious
Do you have calls-to-action (CTAs) on each page?	Yes, the "Contact Us" and "Get A Quote" CTA is on each page
Do you know what people are engaging with the most?	Yes, "Contact Us"
Does your content reflect the tone of voice of your organization?	No

Quality
Make sure the content is of high quality with substantial depth to make it worth reading. Do research and use facts to support your words. Showcase the organization's knowledge and position them as an expert.

Consistent
Content marketing requires regular publishing of content that is consistent in nature. If the site allow readers to expect new content, they will return frequently. The best way to do this is to set publishing goals and execute them.

Relevant
Cover topics that are relevant to the organization's website, industry or niche, and target market. Remember to write for the organization's humans and not the search engines.

Engaging
Use a light tone that will bring in readers, captivate and encourage them to discuss and share content.

Fresh
A web page is given a "freshness" score that can boost ranking for certain search queries. Websites that add new pages at a higher rate may earn a higher freshness score than sites that add content less frequently.

Readability Level is Appropriate
Content should not require a masters degree to read. Make it simple enough so a majority of the target audience can understand it. If a user cannot digest the content, they will not stay on the website.

Content is Free of Spelling and Grammatical Errors
Make sure website content is free of spelling errors, properly edited and written in the author's native language.

Content is Easy to Read and Digest
Longer articles or large blocks of text should be broken out by the appropriate use of sections or sub-headers. It is also advisable to use a mix of paragraphs and bullets.

Social Media Audit

SUMMARY

Social Media is a powerful tool that can increase visibility to your website. Utilize Social Media channels to drive more traffic to website. Create fresh content on the blog that you can share regularly on your social media channels and interact with your audience. Ensure that your content has a clear objective and CTA that compels users to share your content and drives them to your site. Your Facebook page has content posted frequently but there is not much user engagement. You have 153 'likes' and 142 people follow your page. Create more robust posts that encourage your users to engage and participate in the post and share the post with others. Ensure every post has a clear CTA that leads users back to your site.

CRITERIA CHECKLIST	NOTES
Do you have links to your social media accounts clearly visible on your site?	Yes
Do you utilize social media share links on your blog posts?	Yes
Does your social media contain fresh and consistent content?	On Facebook, yes, it looks like there is frequently updated content
Does social media content have a clear objective and CTA?	No, there are a lot of articles and posts that are shared but the description area above the article is not utilized often enough with a CTA back to PHE. Lots of links to Travelers website.

CONSIDERATIONS

Integrate Social Media in Your Website
Make it very easy for people to locate the organization's social profiles and share their content. The website should have easily identifiable social icons that link to social accounts, as well as traditional sharing icons on posts so content can be quickly shared across social media networks.

Use the Proper Social Accounts
We have a lot of choices when it comes to social media platforms. Make sure you are using the right network for your audience.

SEO -> Google+ and YouTube
Business to Business -> LinkedIn, Twitter, Quora
Business to Consumer -> Facebook, Pinterest, Instagram

Search Engine Optimization Audit

SUMMARY

Search Engine Optimization (SEO) is important in ensuring your website ranks high on search engines. There are some simple best practices we can utilize on your site including appropriately utilizing description tags, meta tags and descriptions, targeted keywords, alt-text, sitemaps, and prioritizing creating unique content on a regular basis. In addition, making sure your site is registered with Google and Bing and that both of those sites have a current XML sitemap will help increase your search engine rankings.

CRITERIA CHECKLIST	NOTES
Do you utilize description tags? Interior page title tags?	No
Do you utilize outbound and inbound links?	No
Do you utilize targeted keywords?	No
Does your site have rich, fresh, and unique content for each page?	No
Do your images have appropriate alt-text?	No

CONSIDERATIONS

Use Appropriately Targeted Keywords
Consider the words that a user might search for to locate a web page or post on the website. Validate this list of possible keywords to actual search volumes. Anticipating the right keywords and writing content with these keywords in mind will produce positive results. A mix of regular keywords and long-tail (longer phrases) will provide the best mix of search traffic and results.

Use No More Than One or Two Keywords Per Page or Post
With the increasingly competitive nature of organic SEO and website optimization, best practices for keyword selection and implementation is to focus on one keyword per web page. In cases where the keywords are long-tail keywords or keywords of lesser competitive nature, it is possible to target two similar keywords or phrases on one page.

Spend Time Mapping Keywords to Individual Pages and Posts
Plan the website pages and posts by mapping preferred keywords and phrases to actual content. Use a WordPress plugin like WordPress SEO from Yoast to help track the keywords and keep focused.

Avoid Keyword Stuffing
Google defines "keyword stuffing" as the practice of loading a webpage with keywords in an attempt to manipulate a site's ranking in Google's search results. Such practices create a negative user experience

and can harm your site's ranking. Focus on creating useful, information-rich content that uses keywords appropriately and in context.

Page Titles Accurately Represent Content
Each website page should have a clear and concise title that effectively communicates the topic of the page's content. It should be presented at the top of the page and represented with an H1 header that is keyword rich.

Keyword in Page URL
URLs with keywords that are relevant to page content make the pages rank higher due to the inherent SEO value. They will also make it easier for real users to remember and will encourage more sharing on social networks.

Meta Descriptions
A good meta description will begin with the page's target keyword or phrase while also providing compelling text that will encourage a searcher to click through to the content. They should be unique to each page or post. The meta description should be no more than 155 characters.

Meta Titles
Meta titles should be keyword rich, without appearing as if the writer is keyword stuffing. They should be less than 55 characters. The main keyword word or keyword phrase should begin the title and clearly align with the page content and targeted keyword.

Duplicate Content
Search engines want to provide unique content and they avoid presenting searchers with multiple versions of the same content. As such, some search engines will filter out content they deem to be similar or nearly duplicate of existing indexed content.

Thin Content
This refers to websites who create low-quality pages with little or no unique content. It degrades the user experience and opens websites up to a manual penalty from Google.

Stolen or Scraped Content
This includes the reuse of content from another source in an effort to increase page volume and influence search results. It also opens the website up to a penalty.

Analytics Audit

SUMMARY

Through Google Analytics, we compiled some statistics about your current website's traffic and information about your current users. Much of this will change when you have a fresh website design and build, but it is always good to see where your current site was performing well and lacking to make sure we address those issues in the website redesign.

HIGHLIGHTS

- Low traffic numbers to website in general. About 15 visits a day.
- About 50/40 percent of organic search vs direct traffic
- Visits from social media properties are negligible
- Most site visitors are using Chrome, with Internet Explorer second. IE8 accounted for 82 visits in 2017 (13%)
- Most traffic from desktop browsers, < 20% mobile usage
- Of mobile usage, 65% is iPhone/iPad
- Website is almost certainly being penalized in search results for lack of mobile support
- Page load speed on current site is okay
- Majority of site entry is from the Homepage, with Employees a distant second

SUGGESTIONS FOR BETTER PERFORMANCE

- Modernize Website
  - Mobile support
  - Better accessibility
  - More intuitive UX
  - Add SSL certificate
- Craft unique title/meta tags for each page
- Leverage H Tags better
- Incorporate relevant keywords into text content
- Utilize social media channels to try and drive more traffic to the site
- Produce content on a more regular basis for the blog
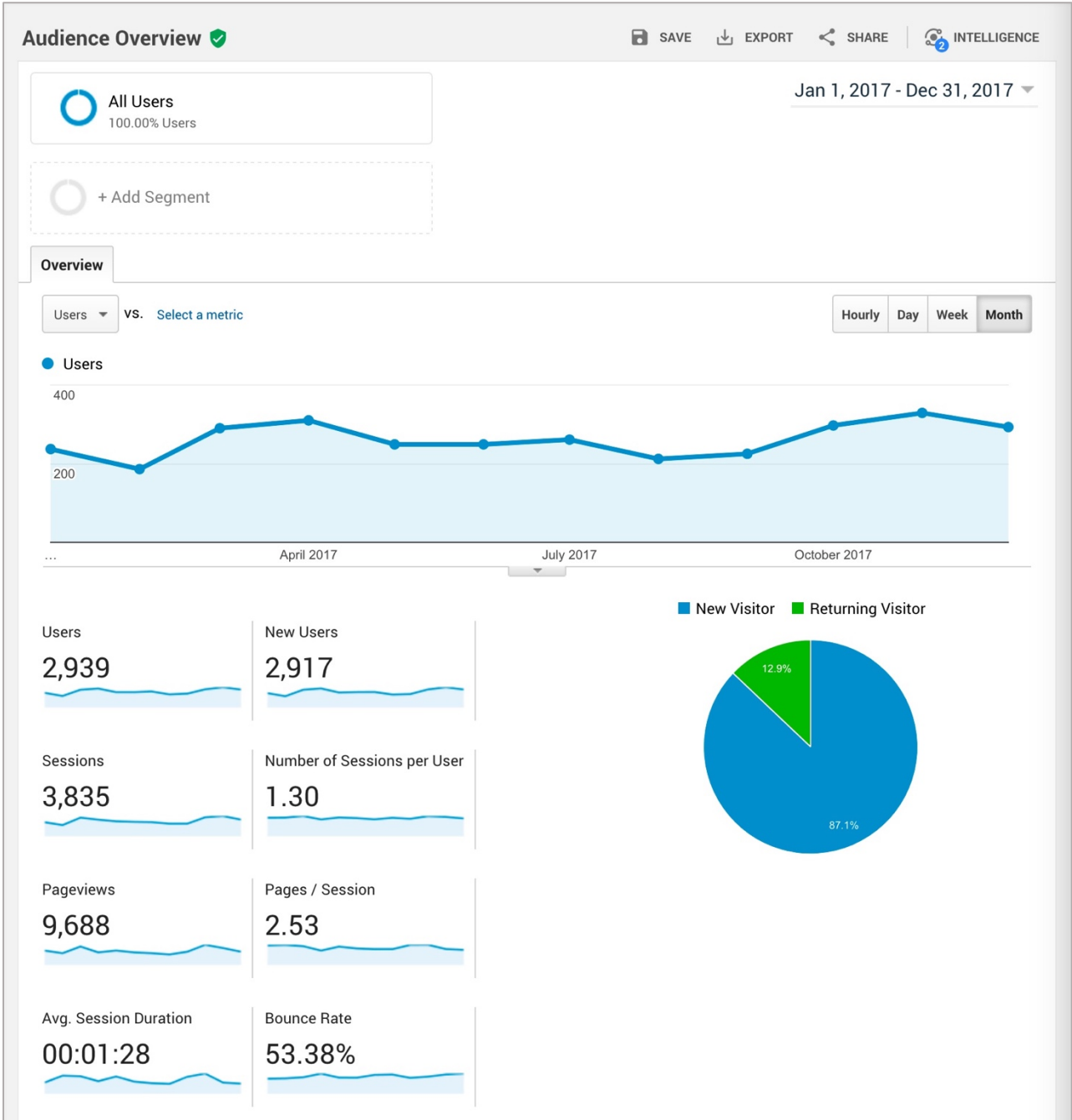
Total Visitors: **2939**

Avg. Visit Duration: **1:28**

Bounce Rate 53%
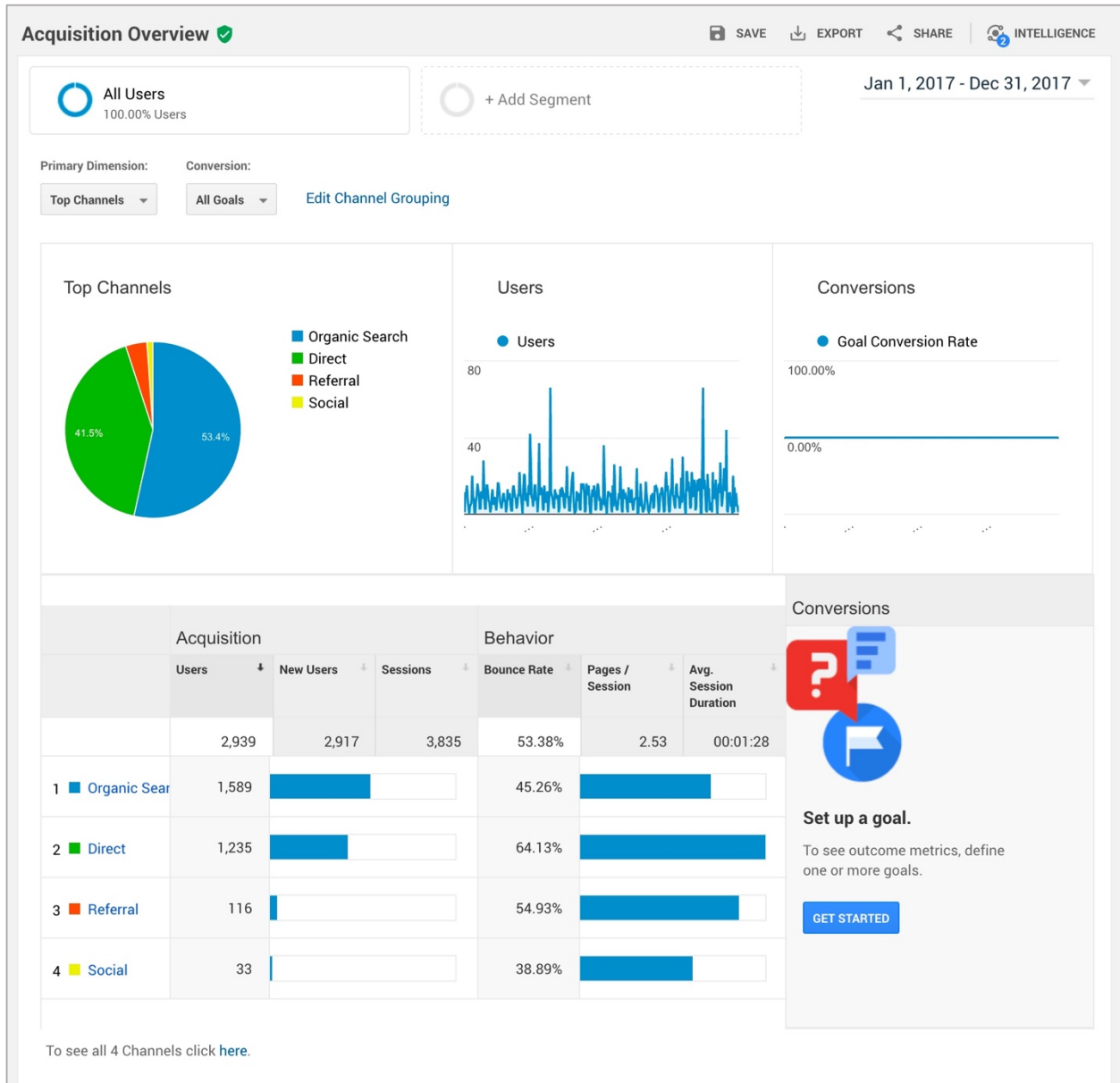
Organic search results bringing visitors to site: **53%**

Site traffic from direct reach: **44%**

Primary Dimension: **Browser** Operating System Screen Resolution Screen Colors Flash Version Other ▾

Plot Rows | Secondary dimension ▾ | Sort Type: Default ▾ | [search] 🔍 advanced

	Browser ?	Acquisition			Behavior			Conversions
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?
		2,939 % of Total: 100.00% (2,939)	2,918 % of Total: 100.03% (2,917)	3,835 % of Total: 100.00% (3,835)	53.38% Avg for View: 53.38% (0.00%)	2.53 Avg for View: 2.53 (0.00%)	00:01:28 Avg for View: 00:01:28 (0.00%)	0.00% Avg for View: 0.00% (0.00%)
☐ 1.	Chrome	1,447 (49.23%)	1,438 (49.28%)	1,888 (49.23%)	58.10%	2.44	00:01:24	0.00%
☐ 2.	Internet Explorer	620 (21.10%)	610 (20.90%)	786 (20.50%)	44.53%	2.51	00:01:30	0.00%
☐ 3.	Safari	512 (17.42%)	509 (17.44%)	728 (18.98%)	55.49%	2.46	00:01:17	0.00%
☐ 4.	Firefox	181 (6.16%)	180 (6.17%)	218 (5.68%)	39.91%	2.99	00:02:07	0.00%
☐ 5.	Edge	123 (4.19%)	125 (4.28%)	155 (4.04%)	45.16%	3.05	00:02:05	0.00%
☐ 6.	(not set)	10 (0.34%)	10 (0.34%)	10 (0.26%)	100.00%	1.00	00:00:00	0.00%
☐ 7.	Safari (in-app)	9 (0.31%)	9 (0.31%)	9 (0.23%)	22.22%	3.89	00:00:55	0.00%
☐ 8.	Samsung Internet	9 (0.31%)	9 (0.31%)	9 (0.23%)	33.33%	6.56	00:03:32	0.00%
☐ 9.	Amazon Silk	7 (0.24%)	7 (0.24%)	9 (0.23%)	66.67%	2.44	00:00:29	0.00%
☐ 10.	Android Browser	7 (0.24%)	7 (0.24%)	8 (0.21%)	87.50%	1.25	00:00:03	0.00%

Primary Dimension: **Browser Version** Other ▾

Plot Rows | Secondary dimension ▾ | Sort Type: Default ▾ | [search] 🔍 advanced

	Browser Version ?	Acquisition			Behavior			Conversions	
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goa Comple ?
		620 % of Total: 21.10% (2,939)	610 % of Total: 20.91% (2,917)	786 % of Total: 20.50% (3,835)	44.53% Avg for View: 53.38% (-16.58%)	2.51 Avg for View: 2.53 (-0.79%)	00:01:30 Avg for View: 00:01:28 (2.50%)	0.00% Avg for View: 0.00% (0.00%)	% of 0.0(
☐ 1.	11.0	524 (84.52%)	513 (84.10%)	687 (87.40%)	48.18%	2.58	00:01:36	0.00%	0 (
☐ 2.	8.0	82 (13.23%)	83 (13.61%)	84 (10.69%)	14.29%	1.87	00:00:18	0.00%	0 (
☐ 3.	10.0	9 (1.45%)	9 (1.48%)	10 (1.27%)	30.00%	2.90	00:05:44	0.00%	0 (
☐ 4.	9.0	3 (0.48%)	3 (0.49%)	3 (0.38%)	100.00%	1.00	00:00:00	0.00%	0 (
☐ 5.	7.0	2 (0.32%)	2 (0.33%)	2 (0.25%)	50.00%	3.50	00:00:39	0.00%	0 (

Legacy IE users for the year: **82**

	Device Category ?	Acquisition			Behavior			Conversions	
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	C
		2,939 % of Total: 100.00% (2,939)	2,918 % of Total: 100.03% (2,917)	3,835 % of Total: 100.00% (3,835)	53.38% Avg for View: 53.38% (0.00%)	2.53 Avg for View: 2.53 (0.00%)	00:01:28 Avg for View: 00:01:28 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	
☐	1. desktop	2,326 (79.12%)	2,308 (79.10%)	2,939 (76.64%)	53.56%	2.43	00:01:32	0.00%	
☐	2. mobile	516 (17.55%)	512 (17.55%)	711 (18.54%)	49.37%	2.98	00:01:14	0.00%	
☐	3. tablet	98 (3.33%)	98 (3.36%)	185 (4.82%)	65.95%	2.29	00:01:21	0.00%	

	Mobile Device Info ?	Acquisition			Behavior			Conversions	
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Co
		614 % of Total: 20.89% (2,939)	610 % of Total: 20.91% (2,917)	896 % of Total: 23.36% (3,835)	52.79% Avg for View: 53.38% (-1.10%)	2.84 Avg for View: 2.53 (12.30%)	00:01:16 Avg for View: 00:01:28 (-14.01%)	0.00% Avg for View: 0.00% (0.00%)	
☐	1. Apple iPhone	335 (54.56%)	333 (54.59%)	465 (51.90%)	50.97%	2.68	00:01:09	0.00%	(
☐	2. Apple iPad	64 (10.42%)	64 (10.49%)	137 (15.29%)	72.26%	1.85	00:01:11	0.00%	(
☐	3. Samsung SM-G930V Galaxy S7	16 (2.61%)	16 (2.62%)	28 (3.12%)	53.57%	2.64	00:00:52	0.00%	(
☐	4. Microsoft Xbox One	9 (1.47%)	7 (1.15%)	19 (2.12%)	68.42%	1.68	00:01:01	0.00%	(
☐	5. Samsung SM-G900V Galaxy S5	9 (1.47%)	9 (1.48%)	9 (1.00%)	22.22%	9.11	00:02:41	0.00%	(
☐	6. (not set)	8 (1.30%)	8 (1.31%)	8 (0.89%)	50.00%	1.62	00:01:43	0.00%	(
☐	7. Microsoft Windows RT Tablet	8 (1.30%)	8 (1.31%)	8 (0.89%)	12.50%	4.38	00:01:20	0.00%	(
☐	8. Samsung SM-G920V Galaxy S6	8 (1.30%)	8 (1.31%)	11 (1.23%)	54.55%	3.18	00:02:55	0.00%	(
☐	9. Samsung SM-G955U Galaxy S8+	7 (1.14%)	7 (1.15%)	8 (0.89%)	75.00%	1.62	00:00:51	0.00%	(
☐	10. Microsoft Windows RT Tablet Windows RT Tablet	6 (0.98%)	6 (0.98%)	6 (0.67%)	83.33%	1.17	00:00:01	0.00%	(

Show rows: 10   Go to: 1   1 - 10 of 114 ‹ ›

Low % of mobile usage on website.

Mobile Usability

Fix mobile usability issues affecting your site. Websites with mobile usability issues may not rank as well in mobile search results. Learn more.

Status: 3/19/18

🟥 **7** Pages with issues

	Usability issue	Pages with issues ▼	
1	Content wider than screen	7	»
2	Viewport not set	7	»
3	Text too small to read	7	»
4	Clickable elements too close together	7	»

Download   Show 10 rows ▾   1 - 4 of 4   ‹   ›

Site likely penalized for lack of responsive support.

Avg. Page Load Time (sec)	Avg. Redirection Time (sec)	Avg. Domain Lookup Time (sec)	Avg. Server Connection Time (sec)	Avg. Server Response Time (sec)
1.73	0.05	0.02	<0.01	0.17

Avg. Page Download Time (sec)
0.07

Site Speed		Browser	Avg. Page Load Time (sec)
Browser	▸	1. Edge	1.35
Country		2. Safari	1.49
Page		3. Chrome	1.63
		4. Firefox	1.75
		5. Internet Explorer	2.46
			view full report
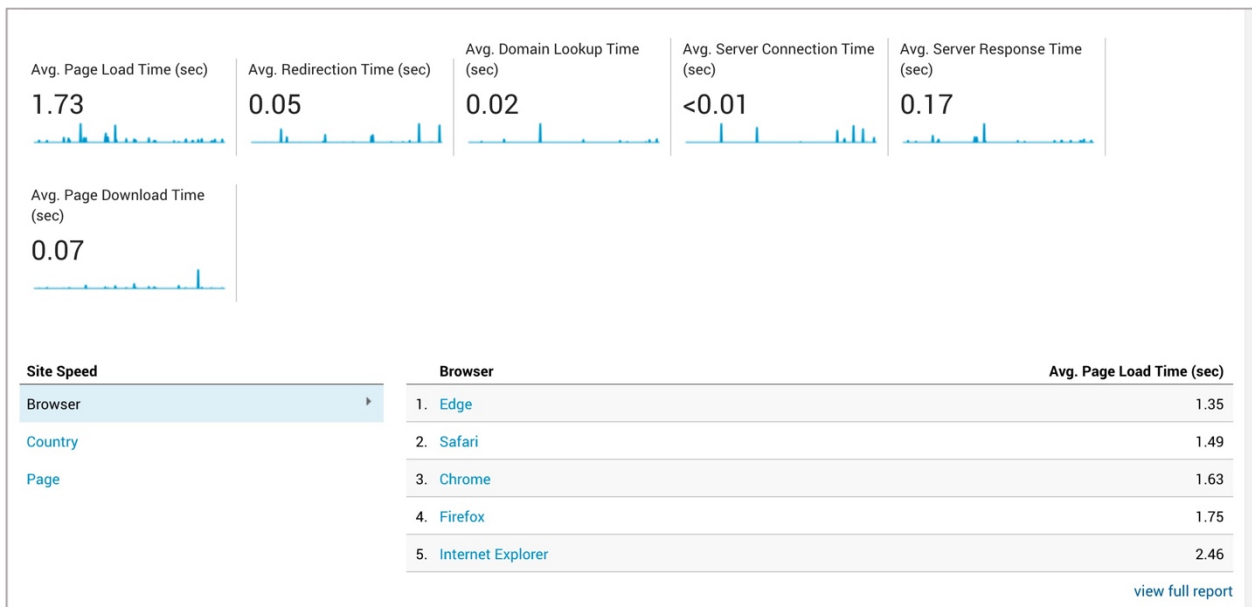
Page timings good.

	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		9,688 % of Total: 100.00% (9,688)	7,311 % of Total: 100.00% (7,311)	00:00:58 Avg for View: 00:00:58 (0.00%)	3,835 % of Total: 100.00% (3,835)	53.38% Avg for View: 53.38% (0.00%)	39.59% Avg for View: 39.59% (0.00%)	$0.00 % of Total: 0.00% ($0.00)
☐ 1.	/	3,224 (33.28%)	2,301 (31.47%)	00:00:53	2,134 (55.65%)	44.85%	41.63%	$0.00 (0.00%)
☐ 2.	/employees.aspx	899 (9.28%)	591 (8.08%)	00:01:19	136 (3.55%)	54.41%	37.71%	$0.00 (0.00%)
☐ 3.	/m/	714 (7.37%)	476 (6.51%)	00:00:22	446 (11.63%)	35.43%	32.35%	$0.00 (0.00%)
☐ 4.	/contact.aspx	683 (7.05%)	565 (7.73%)	00:01:51	97 (2.53%)	71.13%	49.05%	$0.00 (0.00%)
☐ 5.	/about.aspx	435 (4.49%)	336 (4.60%)	00:00:41	33 (0.86%)	57.58%	22.30%	$0.00 (0.00%)
☐ 6.	/m/employees.aspx	218 (2.25%)	151 (2.07%)	00:01:08	28 (0.73%)	53.57%	27.52%	$0.00 (0.00%)
☐ 7.	/get_a_quote/	201 (2.07%)	102 (1.40%)	00:00:27	16 (0.42%)	100.00%	24.88%	$0.00 (0.00%)
☐ 8.	/m/contact.aspx	161 (1.66%)	127 (1.74%)	00:00:24	36 (0.94%)	55.56%	31.06%	$0.00 (0.00%)
☐ 9.	/blog/	141 (1.46%)	115 (1.57%)	00:00:51	18 (0.47%)	100.00%	33.33%	$0.00 (0.00%)
☐ 10.	/m/services.aspx	138 (1.42%)	82 (1.12%)	00:00:13	3 (0.08%)	66.67%	9.42%	$0.00 (0.00%)

Show rows: 10   Go to: 1   1 - 10 of 166

Top site pages. Notice the /m/ URLs.
These are a separate mobile only site that is partially complete. There is likely a redirect error here producing traffic to these pages.

Links to Your Site

Total links
942

Who links the most

yellowpages.com	717
zoominfo.com	54
getlocalinsurance.org	27
gigharborchamber.net	11
insurancewebsitebuilder.com	10

More »

Your most linked content

http://www.pheinsurance.com/	872
/locations/	17
/employees/	15
/contact/	14
/about/	6

More »

How your data is linked

website

home

employee directory

about us

customer service forms

More »

Top domains linking to pheinsurance.com.
Notice the back linked text doesn't contain any relevant keywords.

HTML Improvements

Last updated Mar 22, 2018

Addressing the following may help your site's user experience and performance.

Meta description	Pages
Duplicate meta descriptions	7
Long meta descriptions	0
Short meta descriptions	0

Title tag	Pages
We didn't detect any issues with the title tags on your site.	

Non-indexable content	Pages
We didn't detect any issues with non-indexable content on your site.	

Duplicate meta descriptions on 7 pages.

Heat Mapping Analysis

SUMMARY

Heat maps are a data visualization that aggregates user behaviors on a website using red, yellow, green, etc. semi-transparently overlaid to the screen being analyzed. Heat maps vary color intensities to convey the intensity of user interactions. On the heat map on your site, we found that users are engaging with your 'Contact' information and CTAs more frequently than other buttons and information. Because of this we know that this is information that users are seeking and that it needs to continue to be highlighted and easily accessible.

HOMEPAGE

BLOG

Pilkey
Hopping
& Ekberg
Insurance since 1890
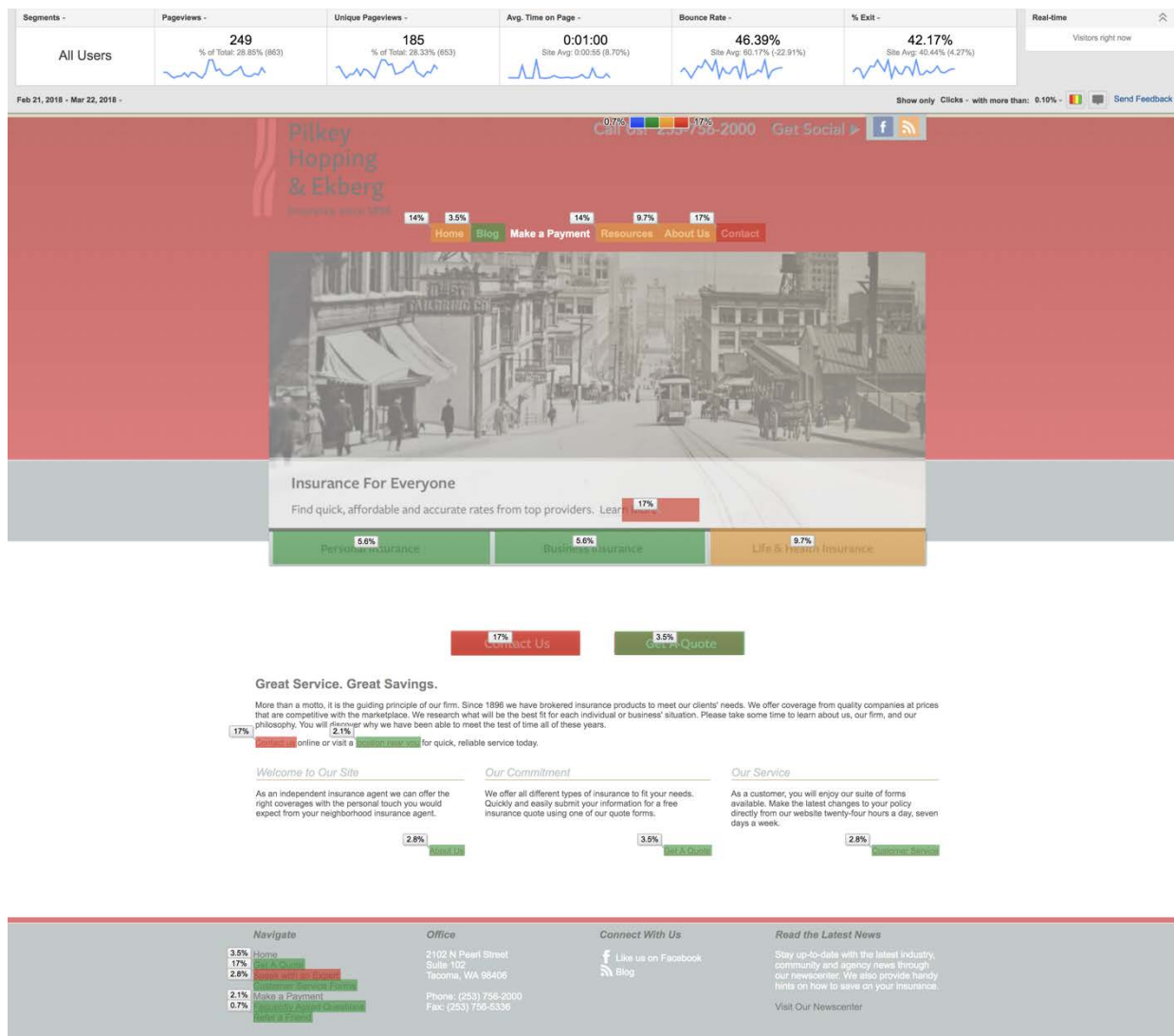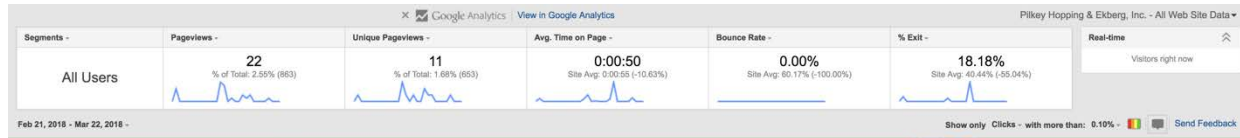
Call Us! 253-756-2000   Get Social ▸ f 📶

11% 11%   11%

Contact Us   Get A Quote

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View the latest blog posts from Pilkey-Hopping & Ekberg.

11! 11! 11! 11! 11%
Share f y in ... | 📶 ...

Blog Archive

5.6% THURSDAY, AUGUST 31, 2017
Medicare 101

Questions about Medicare? We can help! Our Life and Benefits team has put together a short and informative video that breaks down the pie 5.6% Medicare and helps you plan a path to navigate it. Check it out here: https://youtu.be/01JXISU_DLY READ MORE >>

⊞ 2017
⊞ 2016
⊞ 2015

taxes (1)   identity theft (1)   medicare (1)

5.6% WEDNESDAY, MARCH 8, 2017
Taxes and ID Theft

4 Things to Know About Taxes and Identity Theft In 2014, almost 18 million people in the U.S. were victims of identity theft. Two- 5.6% of them said they suffered a direct financial loss because of it, according to the Bureau of Justice Statistics (BJS). READ MORE >>

THURSDAY, JULY 14, 2016
Focus on Safe Driving -- Summer

Focus on Safe Driving While it may seem like hazardous driving conditions are limited to winter, that is not necessarily true, as warm weather driving brings its own challenges. Click the link above for the full article provided by Liberty Mutual Insurance. READ MORE >>

5.6%

5.6% WEDNESDAY, APRIL 27, 2016
Hull ID Numbers: Play the Numbers Game

Info taken from www.BoatSafe.com Did you ever wonder what that strange series of letters and numbers on the transom of your boat are? They are Hull Identification Numbers (HIN) and are required. But, what do 5.6% mean? All boats manufactured or imported on or after November 1, 1972 must bear a HIN. READ MORE >>

11%

11% THURSDAY, DECEMBER 3, 2015
5 Things to Know About Fallen Trees and Insurance Coverage

Insurance Claims for Fallen Trees Posted by Safeco March 16, 2015 It's the time of year when the temperatures warm and the flowers bloom, putting us all in a chipper mood. But, it's also time for thunderstorms, which most of 11% our in the spring and summer months, according to the National Severe Storms Laboratory. READ MORE >>

11%

11%

11% WEDNESDAY, OCTOBER 28, 2015
Holiday Traditions

Tradition. For many of us that word has a "feel-good" meaning, especially around the holidays. We have traditions on what we wear, where we go, and what we eat. Gayle 11% Holcom's family tradition is to have "Make your own pizza" on Christmas Eve. READ MORE >>

MONDAY, OCTOBER 26, 2015
Pilkey-Hopping & Ekberg Referral Program

Your referrals mean the world to us. We work hard to earn each referral with great service every day. Our "Spread the Word" program is our way to say thank you for all the referrals you've trusted us with for years. Refer someone to Pilkey-Hopping & Ekberg Insurance and get something back! READ MORE >>

11%

11% MONDAY, OCTOBER 26, 2015
Reid Ekberg named new President of Pilkey-Hopping & Ekberg

Pilkey-Hopping & Ekberg Inc. has announced the election of Reid Ekberg as President effective September 1, 2015. Reid has been with the firm since 2008, serving most recently as Vice President and Commercial D 11% bunt Manager. He began his insurance career as a claims adjuster with Safeco in Seattle. READ MORE >>

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Make a Payment
5.6% Frequently Asked Questions
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Tacoma, WA 98406

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Visit Our Newscenter

27

EMPLOYEE DIRECTORY

Competitive Analysis

SUMMARY

The Competitive Analysis will help evaluate your company's website and those of your competitors. From the search engine results of the search "Insurance Agency Tacoma," we identified the following competitors: **Ozanich Insurance Brokers, Propel Insurance, American Underwriters Insurance,** and **Sound Pacific Insurance**. This is not an exhaustive list of competitors, but will be a good representation to compare the performance of your current website.

IDENTIFIED COMPETITORS

Ozanich Insurance Brokers (OIB)
www.ozanich-ins.com

Propel Insurance (PI)
https://www.propelinsurance.com

American Underwriters Insurance (AUI)
www.auiagency.com

Sound Pacific Insurance (SPI)
www.soundpacificins.com

COMPETITIVE ANALYSIS

For each question below, the website will receive a score from zero to ten (0 being the worst and 10 being the best) based on both subjective analysis and data-driven analysis. The cell will be color-coded depending on how it rates against the other values in that row. The greener the cell, the more likely this is an advantage for that company; the redder the cell, the more likely this is a weakness. The average score for each website will be highlighted at the top of the table.

AVERAGE SCORE	3	7	2	8	4
CREATIVE	OIB	PI	AUI	SPI	PHE
Does the company look credible, authentic, and trustworthy?	3	8	2	9	5
Were the messages effective and compelling?	2	8	2	7	5
Was it free of typos, grammatical mistakes and poorly written content?	3	7	3	9	6
Overall, was the design and presentation effective and convincing?	1	6	0	9	3
TECHNICAL	OIB	PI	AUI	SPI	PHE
Does the website load quickly? (under 2 sec)	10	10	10	10	10
Is the site mobile-friendly and responsive?	0	8	0	10	3
Is the website free of errors, glitches, broken links or dead-ends?	7	6	4	8	3
Does the site use any outdated technologies?	3	5	3	9	3
Overall, does the website seem it was built sound and was functioning well?	2	7	2	9	3
MARKETING	OIB	PI	AUI	SPI	PHE
How does the site rank in search engine results?	9	6	3	10	4
Does the company have an engaging and updated social media presence?	5	7	4	4	5
Do they have a blog that is helpful, informative, and current?	6	8	0	3	3
Do they offer any downloadable material or content? Whitepapers, webinars, etc.?	0	8	0	0	0