audit - www.▮▮▮▮▮▮▮▮▮▮▮▮▮.com

Average: B-

Your website Visibility & functionality Audit reveals the following points:

PROS

- Effective Clean Presentation.
- Easy to locate work samples by gallery.
- Music gd emotional conductor; compliments content.
- Google Places activated with Search lsiting.
- Your Investment, good concept!
- Blog great concept; ok Social Media representation.
- About Us: work content is good, needs more exposure.
- You don't oversell (but you could use light promo).

CONS

- HTML Site not functional, Flash is ineffective foundation.
- Slideshow can be buggy, browser compapitbility issue?
- Maybe Better to categorize work by type, vs venue.
- No presentation of Videography services?
- Music controls could be more obvious and easier.
- Need more Google Places Reviews (only 1).
- Poor Google Sitelinks Display, which may confuse user.
- Blog, WP allows built in blog, allows motion w/o flash.

Website Likability: — A

- Perceivd Visual Appeal
- Welcoming Content
- Modern Web Art & Design Compliance

Search Engine Visibility: — D

- On-Page Optimizations
- Off-Site Optimizations
- Search Engine Compliance & Registration

Website Usability: — B

- Design Simplifies Interaction
- Easy to Find Features & Tools
- Efficient and Comprehensive Navigation

Perceived Market Position: — B

- Competitive Professionalism
- Competitive Credibility
- Competitive Skill & experience Presentation

Website Utiity: — C

- Perceivd Functional Appeal
- Easy to Understand & Use Tools
- Modern Web Utility Compliance

Soft-Lead Capturing: — F

- Good Sales Funnel Structure
- Relevant & Useful Offer for Info
- Secondary or Third CTA for soft-leads

Brand Identity: — B

- Unique Visual Appeal
- Graphic & Messaging Continuity
- Modern Branding Compliance

Social Media Presence: — B

- Prospect Retention Efforts
- Modern, Engaging, Fun Content
- Direct Messaging Campaigns to Target Groups