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This audit aimed to evaluate the website's effectiveness in various aspects, including user experience (UX), search engine optimization (SEO), and content.

Current Website Overview	UI Analysis (overall design)
Layout and Navigation (ease of finding information, CTA placement)	Technical SEO (header structure, sitemap, robots.txt, etc.)
Page Speed (load times for desktop and mobile)	Responsiveness (responsive and user-friendly on all devices)
Audit Summary	Recommendations

We've color-coded each issue to show you how urgent it is:

Green means it's a smaller issue that would be nice to fix to make the site even better

Yellow means it's important and should be tackled next

Red means it's a big deal and needs fixing ASAP, as it's seriously hurting the site

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A website's clarity and ease of use directly impact its conversion rate and search ranking. Users should find it effortless to make a purchase. Small details like confusing navigation or unnecessary form fields can deter visitors.

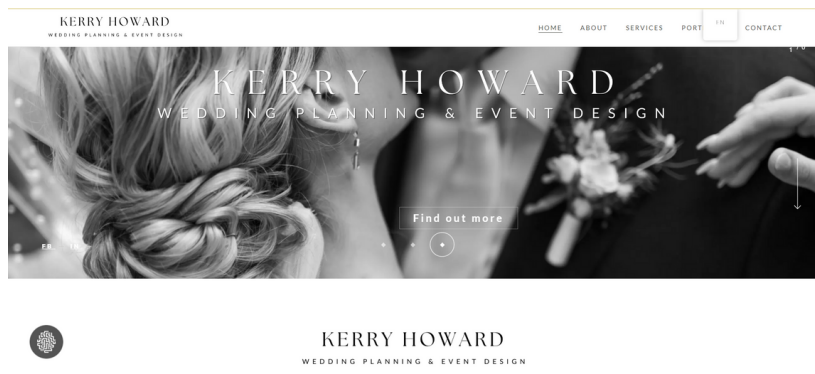
CMS	WordPress, Elementor	
Header / Menu	Good	
Hero Section	The hero section could be more visually impactful and clearly convey your message.	
Offer	The offer section could be more prominent and visually appealing. Consider using a contrasting color or a different layout to make it stand out.	
Portfolio	Your most impressive or relevant projects should be showcased directly on the homepage.	
About	Good	
Social Proof	Good. Consider adding pictures to the testimonials	
Contacts	Lack of readily available and visible contact information	

UI Analysis

Given the importance of attention to detail for special events, clients may notice some imperfections and associate them with the quality of the company's services.

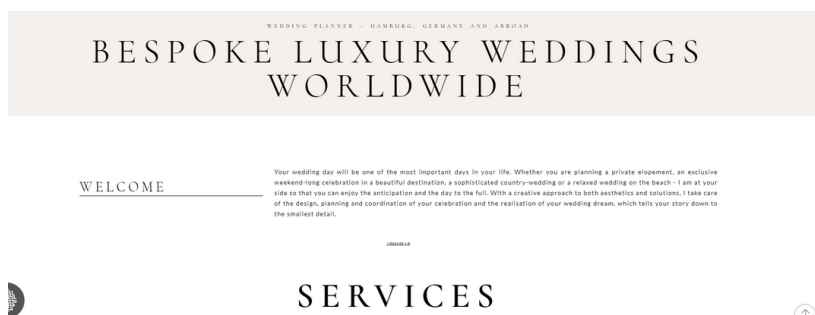
Design

The website's overall design appears to be outdated and could benefit from a refresh. The layout and visual elements could be modernized to enhance user experience and align with current design trends.



Typography

The website could benefit from further refining its typography that can create a more cohesive and visually appealing design



Adhering to proper spacing rules is crucial for ensuring a balanced and professional look of the pages

Spacing

SERVICES

FULL
WEDDING
PLANNING



DESTINATION
WEDDING

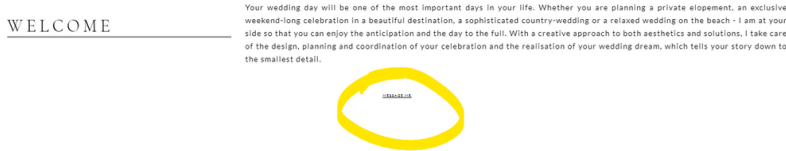


ELOPEMENTS



Layout and Navigation

The website's CTAs and contact information should be designed to make it easy for potential clients to get in touch and inquire about services. A streamlined and user-friendly process can significantly improve the conversion rate.

Ease of finding information	The overall structure of the website is good	
CTA (call to action)	It's great that you have an easy-to-use contact form directly on the homepage. However, all of the CTAs appear to be extremely small compared to the surrounding text.  Place a CTA more often to encourage visitors to take the next step, such as contacting you or exploring more content.	
Inquiry Forms	The process seems to be straightforward and user-friendly	
Send Us an Email in the footer	Good	

Technical SEO

SEO is essential for improving the website's visibility in search engine results and attracting organic traffic. Factors like mobile-friendliness, keyword optimization, and technical SEO best practices play a significant role

Header Structure

The heading structure is generally clear and well-organized. However, the page contains multiple H1 headings, which can be confusing for search engines and users.

The use of headings is somewhat inconsistent, with some sections using H2 headings and others using H3 headings.

<H1>	Wedding Planner - Hamburg, Germany and abroad	Copy
<H2>	Bespoke luxury weddings worldwide	
<H2>	WELCOME	
<H2>	SO GELINGT EURE TRAUMHOCHZEIT	
<H2>	Services	
<H2>	FULL WEDDING PLANNING	

Image alt text

Descriptive alt text for images helps search engines understand the content of the image and can improve its visibility in image search results.

Images	Without Alt	Without Title
39	10	39

Meta titles and descriptions

These are snippets of text that appear in search engine results pages. They provide a brief summary of the page's content and can influence click-through rates.

Good title will help attract more clicks and increase organic traffic to a website.



Title ?

✖ 38 characters

Hochzeitsplaner Hamburg | KERRY HOWARD



Description ?

✓ 137 characters

Kerry Howard - Wedding Planning & Event Design ist Euer exklusiver Hochzeitsplaner für Hochzeiten in Hamburg, Deutschland und im Ausland.

Robots.txt

Robots.txt is a file that provides instructions to web crawlers about which parts of a website they should index and which parts they should ignore.

Looks good



Robots Tag ?

index, follow, max-image-preview:large, max-snippet:-1, max-video-preview:-1



X-Robots-Tag ?

Missing

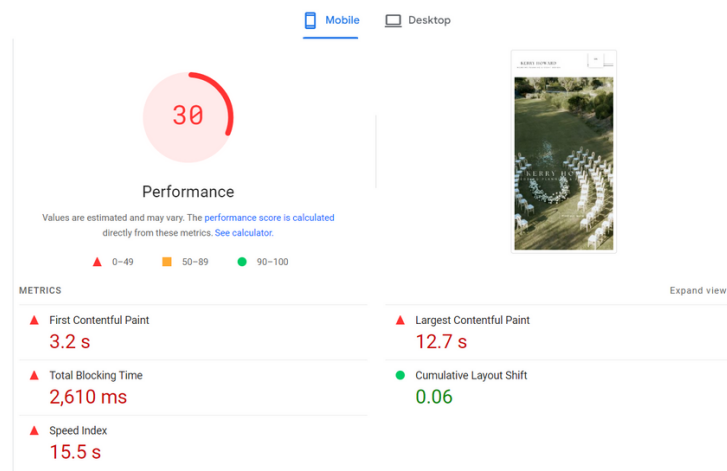
Responsiveness

Based on our testing, it appears that your website runs correctly on different devices. However, we did identify some minor design issues specifically related to the mobile version, such as misaligned headings or insufficient spacing in certain sections.

Page Speed

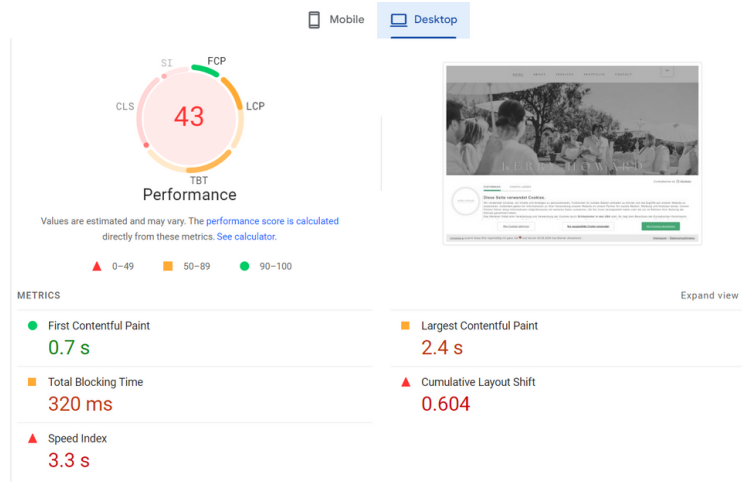
A PageSpeed Insights score of 30 for mobile is very low and indicates significant performance issues. This means your website is taking a long time to load on mobile devices, which can negatively impact user experience and search engine rankings.

Mobile



Same for the Desktop version of the website

Desktop



Summary

The website's primary weaknesses are its loading speed, design inconsistencies, limited calls to action, and suboptimal SEO. These issues can negatively impact user experience and search engine rankings, potentially limiting the website's ability to attract and convert visitors.

Great news!

You are not alone! We're here to help you take your website to the next level. Let's discuss your website goals and create a customized plan that meets your needs and budget.

Website
Makeover

Services Include:

- Optimization of your WordPress website to achieve your specific goal
- Comprehensive website design
- Updated layout and visual elements
- Improved user experience
- Enhanced navigation and structure
- Optimized for mobile devices
- Integration of custom features (if needed)
- Search engine optimization (SEO) improvements

Price Estimate for this Project **\$3680**

Don't let your website miss out on the opportunities it deserves.

Let's schedule a call to discuss how we can help you achieve your goals.

LET US MAKE YOUR BUSINESS STAND OUT LIKE A **FLAMINGO AT A PENGUIN PARTY**

unique, memorable, and impossible to ignore!

hello@web-my-day.com



Disclaimer:

- This audit is based on publicly available information at the time of this analysis (October 9, 2024). The audit primarily focused on the home page of the website, with limited evaluation of other pages.
- Some aspects, like the website's CMS and SEO practices, could not be definitively confirmed without access to the website's backend.
- Price estimate is preliminary. To provide a customized proposal outlining the project scope, timeline, and final cost, we'll need to gather more information about your vision for the new website and platform preferences.



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