

Sinead's Website Audit Report

a new service from sponsor-ed to get your website humming



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Sinead's Website Audit Report

Even the easiest to use websites can lose their way a little. Let's face it, 2021 was a BIG year and those website things you were going to get to, well, didn't happen. You may need to engage **Sinead's Website Audit Report**.

If you don't know me, I'm sponsor-ed's Operation Manager, I've likely helped you at some stage via our helpdesk.


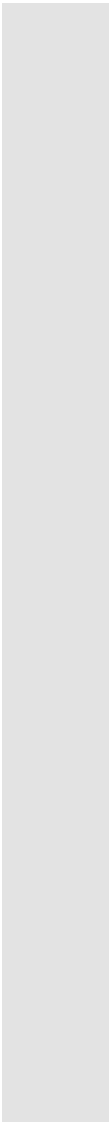
I've built hundreds of school websites and you can tap into my experience to get your website humming again.

Oh, and by the way, you pronounce my name Sha-nayd. Easy!





Components of Sinead's Website Audit Report

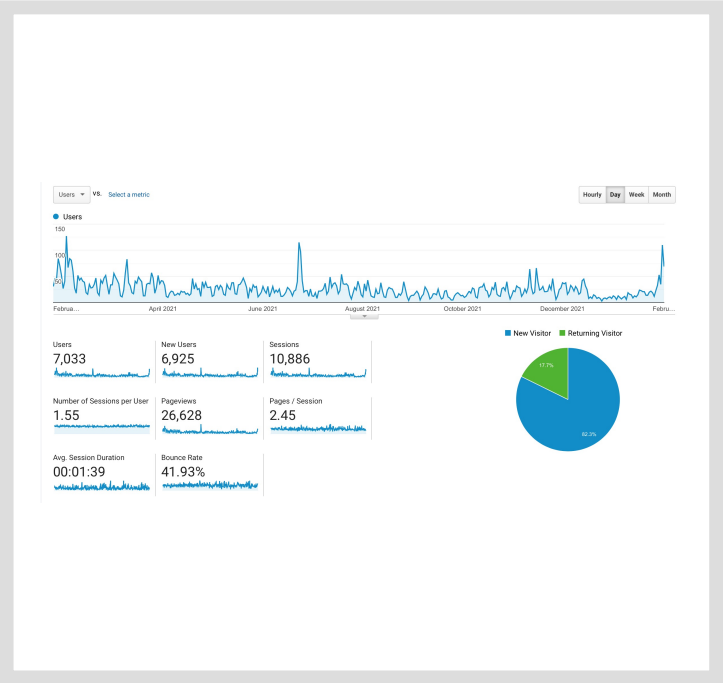
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1. Website Traffic Dashboard Analysis
 2. Google Maps
 3. Google Search
 4. Website Content Analysis
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Website Traffic Dashboard Analysis

Do you know your website's most popular pages over the last year and those that aren't?

It's important to understand how people are interacting with your site. How long they spend on the site, how many pages they visit and look at desktop vs mobile visits – you should be over 50% mobile views.

We'll slice and dice the timeframe to see if there's been any shifts in visitations worth noting. The traffic report will be used to inform many other aspects of the audit.

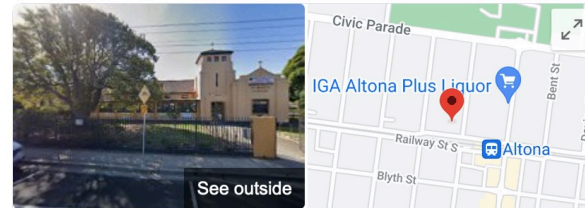


Page ?	Pageviews ?
	26,628 % of Total: 100.00% (26,628)
1. /	12,286 (46.14%)
2. /page/179/Calendar	2,504 (9.40%)
3. /page/165	2,208 (8.29%)
4. /page/168/Enrolment-Information	1,948 (7.32%)
5. /page/164/Contact-Us	1,279 (4.80%)
6. /page/167/School-Community	725 (2.72%)
7. /articles/123	723 (2.72%)
8. /page/165/Newsletter	651 (2.44%)
9. /page/170/Learning-&-Teaching	504 (1.89%)
10. /page/176/Our-School	416 (1.56%)



Google Maps

As intelligent as Google is, it's not always accurate. We'll review the content Google uses to represent your school from location, operating hours, contact information and most importantly, ensuring that Google Maps links to your website.



St Mary's Primary School

[Website](#) [Directions](#) [Save](#)

Primary school in Altona, Victoria

Address: 95A Railway St N, Altona VIC 3018

Hours: Open · Closes 3:45PM ▾

Phone: [\(03\) 9398 4842](tel:0393984842)

[Suggest an edit](#)



Google Search

Overwhelmingly, people will land on your school's website via a Google search.

When this happens, Google will not only show you the school's website but also between four to six other pages it thinks are important.

We've observed many instances where old pages are shown such as, past Canteen Price List, Staff gallery and other pages that would not be on your list of the best ones to highlight.

We'll also look at referral traffic; meaning how people landed on your site, Facebook etc

<https://www.wbeachps.sa.edu.au>

West Beach Primary School

West Beach Primary School is a community of collaborative, powerful life-long learner's committed to achieving individual excellence as active global ...

Contact

Contact ; Phone: (08) 8356 7930 ;
Postal: 3 Woodhead Street ...

Our Teachers

Our Teachers · Staff profile: staff
range in age from late 20s to ...

Newsletters

Newsletters · School Newsletters ·
Calendar · Term Dates.

[More results from wbeachps.sa.edu.au »](#)

Student Enrolment

The Principal is available to
provide enrolment tours for ...

Our OSHC

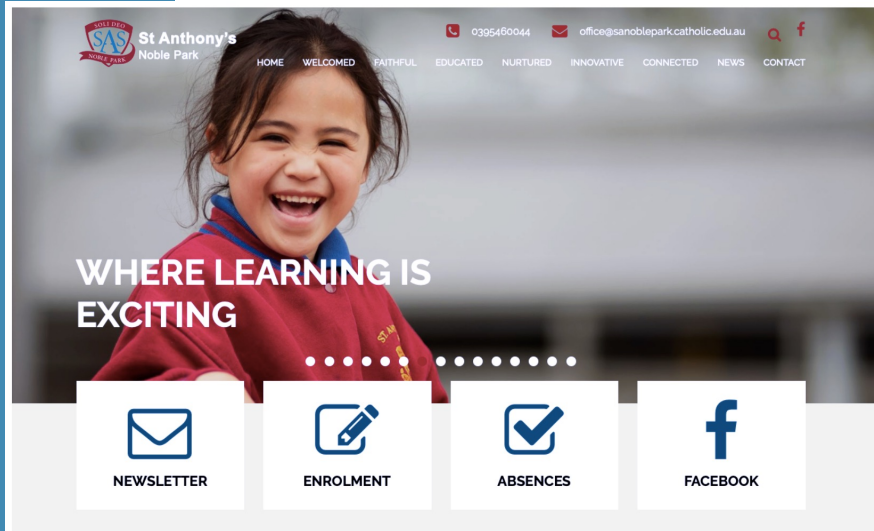
Out of School Hours Care. Contact
Details: OSHC telephone: 8356 ...

Calendar

January 2022. Sun, Mon, Tue,
Wed, Thu, Fri, Sat. 26 Dec. 27 ...

Source ?	Acquisition
	Users ? ↓
	209 % of Total: 2.97% (7,033)
1. m.facebook.com	38 (18.10%)
2. l.facebook.com	21 (10.00%)
3. lm.facebook.com	21 (10.00%)
4. macs.vic.edu.au	19 (9.05%)
5. goodschools.com.au	17 (8.10%)
6. au.search.yahoo.com	15 (7.14%)
7. facebook.com	12 (5.71%)
8. duckduckgo.com	11 (5.24%)
9. com.google.android.gm	8 (3.81%)
10. sj-mc.org.au	8 (3.81%)

Website Content Analysis



- This is the biggie! We'll review structural issues like the logic of the navigation, page titling and grouping; all informed by the website traffic analytics and our experience.
- Every aspect of the homepage will be reviewed.
 - Homepage Gallery images and the impression created looking to enhance 'feel and tone'; this conveys the personality of the school
 - Recent News articles, review age, appropriateness, content mix, quantity and format; this conveys the vitality of the school.
 - Widget selection matched against the website traffic and Google search data.
- Every webpage will be reviewed. We may recommend trimming content, reducing the number of pages by grouping 'like' content under one page and identify outdated content. We'll also seek to add some 'feel and tone' to pages using graphics (we have a library of over 200 you can access) and photos.
- We pay particular attention to your enrolment content ensuring prospective parent's web visits are fruitful not frustrating.

Facebook Content Analysis

(for schools with a FB page)

OK, you've got a Facebook page, but what is its role and impact on the community?

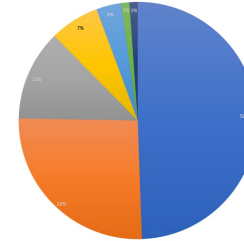
What's your FB page saying about your school?

We'll review a term's worth of FB posts and report on content mix, engagement levels and the overall 'feel and tone'. We may recommend a content plan along with a more strategic publishing and frequency cycle (less is best by the way!)

Facebook Post Categories Review

1st Sep - 24th Nov

50% - Student Awards/Successes
26% - Student Learning
12% - Wellbeing
7% - Events
3% - Facilities
1% - Staff
1% - Donations/Giving



St. Mary's Primary School Altona

10 December 2021

Perfect photo bomb Isaiah!



Marg Masseni and 35 others

4 comments

Review Meeting

We won't do a dump and run. Once Sinead's Website Audit Report has been compiled, we'll organise a Zoom style meeting to run you through our findings and discuss how you may tackle the recommended fixes.

For your interest, for those obvious and minor issues, we'll fix them as we conduct the audit report. For others, we'll table for discussion at the meeting.



Pricing, timeline & getting started

- The report and review meeting \$395 plus gst
- Generally delivered in under two weeks
- If you believe your website requires a complete content overhaul and you would like sponsor-ed to do this for you, the cost is \$65/hr plus gst
- If you would like to engage Sinead's Website Audit Report, or have questions regarding the process, simply email helpdesk@sponsor-ed.com.au or call Sinead on 1300 755 010
- All Audits commence with a briefing session to understand what you would like to achieve with your website.