



MATT MURPHY

- CLIENT:** Confidential
- PROJECT:** Website audit
- OBJECTIVE:** Using a proprietary evaluation model, review a US defense contractor's website for recommendations on design, content, SEO, and other features/functionality
- SUMMARY:** This document extract contains select pages from the walkthrough of the audit findings as well as before-and-after screenshots of the site, which I was retained to rewrite in its entirety



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# SAMPLE WALKTHROUGH PAGES

# CONTEXT



## Background

- [CLIENT] is a leading expert in sensor and sensor-system technology in the government and commercial sectors.
- Its 5-year-old website has been updated occasionally, but now requires a more holistic review.
- While current copy speaks to technicians and engineers, it's less suitable for executives and marketers.
- [CLIENT] seeks to improve positioning of its strengths and value proposition, which are highly appealing to Tier 1 prospects.

## Task

- Audit [CLIENT] website to identify strengths and areas for improvement.
- Offer recommendations for quick fixes as well as for longer-term updates.
- In particular, provide observations on site copy that would serve as guidelines for a full update within Phase 2 of this process.

## Deliverables

- Website audit checklist – separate spreadsheet contains a spotlight-style (red/green/yellow) evaluation across 5 categories.
- Website audit walkthrough – this document serves as a visual aid for various items (not required for all) within each category.
- Proofread for basic revisions (e.g., spelling, grammar, etc.) – separate Word document offers easy ways to “polish” the current copy in case [CLIENT] decides to make no other site updates at this time.

Item	Description	Status	Recommendations
<b>Site Identity &amp; Key Information</b>			
1	<b>Logo</b> Top of the page prominently features brand name and logo, and browser tab favicon uses company branding/logo.	Green	- Logo placed in the top left-hand corner and links back to the home page - Favicon uses the WordPress logo - easy to update this on the back end
2	<b>Footer</b> At a minimum includes the company name and a means to contact (hyperlinked)	Yellow	- Key info is included, but consider whether the search feature is necessary - "About Page Photo credit" is placed on all pages - either update for each page or use royalty-free stock-photo site images that don't require credit - A privacy policy is legally required since your form collects personal info, and the footer is the standard location for a link to this page
3	<b>Home page</b> Solutions-oriented header incorporates the value proposition and identifies the target audience(s), while the body makes it easy to find specific content deeper in the site	Red	- Header is vague and subhead is too long (include most of it to the body), and 1 CTA for the key action you want readers to take is better than 2 - Header is currently a graphic, change it to text for SEO and mobile benefits - Body content doesn't prompt readers to click through to key pages
4	<b>About page</b> Focuses on the "who" (e.g., team, leadership, etc.) and the "why" (e.g., story, mission, etc.) rather than the "what" (e.g., product, service, etc.)	Red	- Good discussion of customer needs, but lacks [CLIENT] background info - Why did you begin, what market gap do you fill, what obstacles did you knock down along the way, how is it that you're an authority in your field, etc. - If included on the site, the brochure should be a thumbail graphic linking to a downloadable document rather than a scrolling interactive feature
5	<b>Contact page</b> Contains all publicly-available contact options and details (e.g., email, phone, address, live chat, social media link s, etc.)	Green	- Postrix company address to Google maps (do so in page the footer as well) - Add LinkedIn and any other SM links - Consider creating and adding a generic email as an additional way to get in touch if one doesn't exist (e.g., contact@[CLIENT].com)
<b>Content Strength</b>			
6	<b>Headlines</b> Descriptive, keyword-rich page headlines and section headers	Green	- Some page headlines are generic words/terms while others are descriptive - Page headlines and subheads should be consistent and specific - Body section headers are strong, but consider possible keyword integration
7	<b>Digestible content</b> Body content uses bite-sized sections, short paragraphs, and bullets as appropriate to keep text reader-friendly and skimmable	Red	- Good use of section headers and brief "room burners" to break up each page - Text-heavy sections in Home, [CLIENT] Advantage, and Technology pages - High FK readability score (14.9) due to bulky paragraphs and complex sentence structure (ideally around 10.0 for highly-technical fields if possible)
8	<b>Conversational copy</b> Light on industry speak and marketing jargon, and easy to understand by multiple audiences	Red	- Instances of relaxed language (e.g., "Clever, no?" on Technology page), but heavy technical parts can be confusing to non-experts - Include only details that are absolutely necessary at this stage of the journey - Then, streamline and simplify those details for less tech-savvy buyers
9	<b>Benefit oriented</b> Customer-centric messaging highlights benefits, not just features	Yellow	- Site favors features over benefits – recommend addressing this - Rather than mixing 1st person ("We") and 3rd ("CLIENT"), use 1st and 2nd person consistently to make it more approachable (i.e., "We can help you") - Speak directly to the reader with the problem rather than via the customer (i.e., "Our customers benefit from..." becomes "You will benefit from...")

# DIGESTIBLE CONTENT



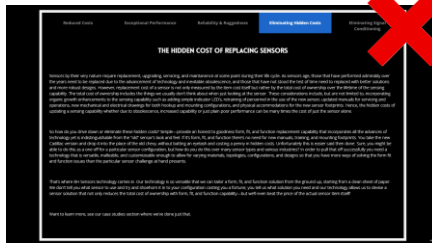
Various sections of text are quite dense, whereas others are far more appropriate for the web. Guidelines for reader-friendly content include the following:

- Short paragraphs with punchy sentences
- Bullets or bullet-like text for lists
- Brief sections with descriptive headers to make pages “skimmable”
- Visuals can break up—or potentially replace—lengthy and detailed copy

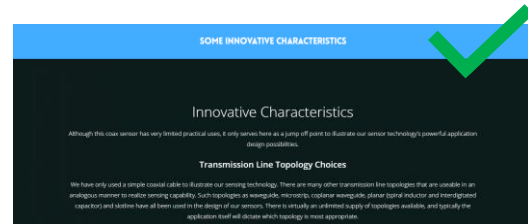
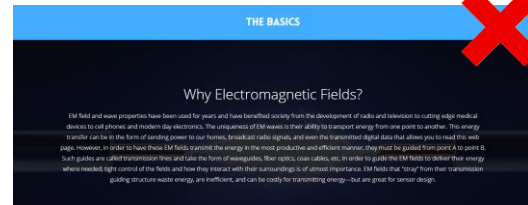
## Home / About Page Subheads



## [CLIENT] Advantage Page



## Technology Page



# DIGESTIBLE CONTENT (CONT.)



Minimize highly-complex language to the extent possible. As a marketing platform, your website is a promotional vehicle, and even the most technical parts should read less like a manual. Avoid this by streamlining extraneous detail and maintaining a “professional but personable” approach that speaks directly to the customer using primarily 1st (“we”) and 2nd (“you”) person point of view.

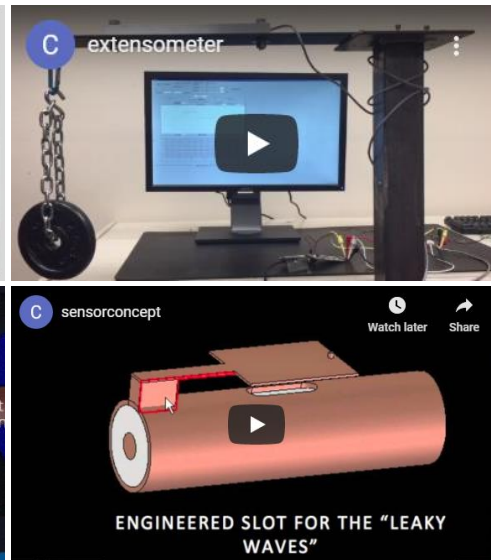
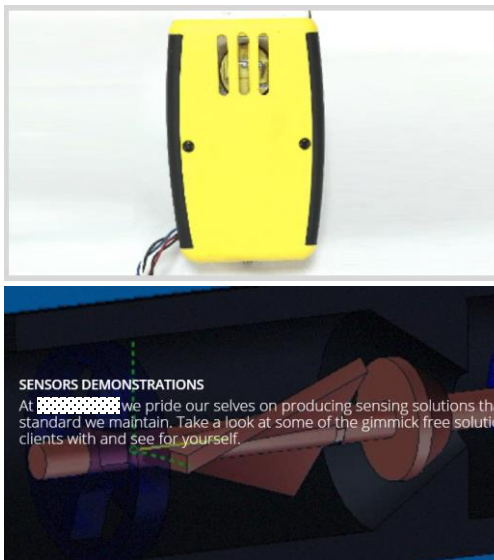
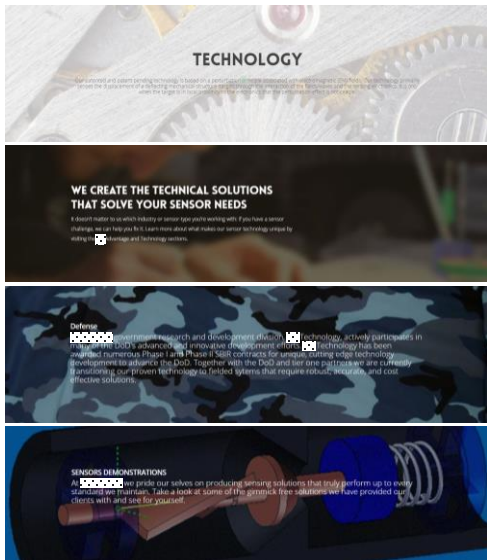
The following sample rewrites are illustrative only using web copywriting best practices. The goal is simply to show what’s possible by tightening the language. Formal recommended updates during a future phase would result from a deeper dive into the business.

Existing Copy	Potential Copy
Our sensors and sensor systems allow our customers to achieve highly accurate and cost effective solutions for both current product lines and applications, as well as for new and emerging sensor needs and markets.	Our accurate, cost-efficient sensor solutions support your current product lines and applications as well as emerging needs.
Automated assembly: Since the electronics and target/housing are independent structures, mating the two to form the entire transducer is as simple as bonding, screwing, or snapping the parts together—no need for manual labor.	Automated assembly: We’ve eliminated your need for manual labor by making it easy to combine the electronics and housing structures into a single transducer.
Sensors by their very nature require replacement, upgrading, servicing, and maintenance at some point during their life cycle. As sensors age, those that have performed admirably over the years need to be replaced due to the advancement of technology and inevitable obsolescence, and those that have not stood the test of time need to be replaced with better solutions and more robust designs.	Sensors require considerable maintenance and servicing over time. Even those that perform well eventually must be replaced with modern designs that keep up with newer technologies.
[CLIENT] government research and development division, [CLIENT] Technology, actively participates in many of the DoD’s advanced and innovative development efforts. [CLIENT] Technology has been awarded numerous Phase I and Phase II SBIR contracts for unique, cutting edge technology development to advance the DoD. Together with the DoD and tier one partners we are currently transitioning our proven technology to fielded systems that require robust, accurate, and cost effective solutions.	The DoD trusts our R&D division, [CLIENT] Technology, with its most innovative projects. We now use our experience from numerous Phase I and II SBIR contracts to deploy the same government-approved technology to other industries like yours.

# AESTHETICS



The site features a good mix of photos, videos, graphics, and icons. However, consider updating various design elements for a cleaner, more consistent look and feel across the site. The following are select examples.



Header backgrounds are a mix of high- and low-res pictures, patterns, and animations. Consider standardizing this area to offer a more uniform experience throughout the site.

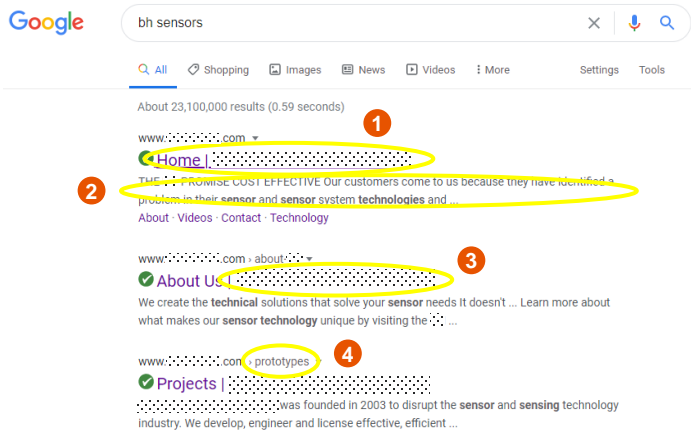
Consider working with a photographer and/or graphic designer to update your photos, videos, and animations. A professional finish conveys even more credibility and authority to buyers and reinforces the impression of [CLIENT] as a major player in the space.

# PAGE URLS, TITLES, AND META DESCRIPTIONS



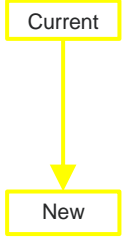
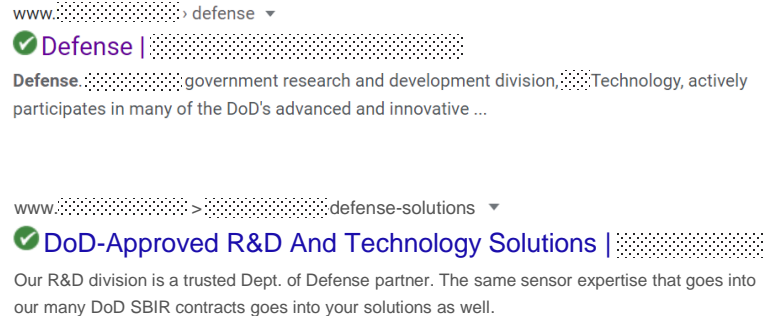
SEO tactics come in many forms (i.e., technical, on-page, off-page). Easy wins include the URLs, titles, and meta tags associated with each page. The first two help Google understand and index your site, and the last gives searchers an accurate understanding of what's on the page (i.e., "human SEO"). All three present a strong snapshot of your site in the SERP results.

## Existing Issues



1. Title is redundant and non-descriptive
2. Metas pull randomly from the page
3. All titles are identical
4. Page URLs don't always match page titles

## Sample Optimization



- ✓ Title is descriptive, specific to the page, and includes keywords
- ✓ Meta is custom-made, matches the page content, uses customer-centric language, and fits within the character limit
- ✓ URL is descriptive and includes keywords

# PRELIMINARY SWOT

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[CLIENT]'s site is primarily informational in nature, without the need for advanced functionality (e.g., search capabilities, client login, data collection, etc.). Core elements are all included, but the key is in their presentation. Various messaging and design updates will help [CLIENT]'s site appeal to a more executive and marketing-oriented audience.



## Strengths

- Whereas many technology developers and providers use extensive sites, [CLIENT]'s compact size makes finding the info buyers need faster and easier.
- [CLIENT]'s technical expertise is clear, and a variety of proprietary multimedia reinforces this.



## Opportunities

- A reorganization of the content can make an immediate difference in how [CLIENT]'s competitive advantages come across to new prospects.
- Quick proofread tweaks and SEO updates will add polish and help with organic search traffic ahead of a potentially broader site overhaul.



## Weaknesses

- Text is highly technical and dense, which can be overwhelming for buyers (and decision makers) who are less tech-savvy and just need the highlights.
- As a result, [CLIENT]'s value proposition isn't as clear-cut and easily recognizable as it should be.



## Threats

- Certain design elements are dated, which could impact the perception of [CLIENT] as a modern, best-in-class player among bigger entities in the space.
- Fully-functioning responsive design is now critical for a positive user experience and for SEO benefits based on Google's mobile-first preference.





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# BEFORE-AND-AFTER SCREENSHOTS

# SAMPLE PAGE: HOME



## Before

ABOUT THE ADVANTAGE TECHNOLOGY DEFENSE PROJECTS VIDEOS CONTACT

### WE DEVELOP THE SENSING SOLUTIONS THAT SOLVE YOUR TECHNICAL NEEDS

emerged in response to a growing need for advanced, accurate, cost effective, highly reliable and robust physical parameter sensors and sensor systems. We deploy our patented sensor technology as the primary means of monitoring relevant physical parameters such as temperature, force, load, pressure, displacement, and torque. em has and continues to develop a variety of disruptive technology sensors and sensor systems across a wide range of industries for government, industrial, and commercial clients and applications. Our sensors and sensor systems allow our customers to achieve highly accurate and cost effective solutions for both current product lines and applications, as well as for new and emerging sensor needs and markets.

THE ADVANTAGE WATCH OUR SENSORS IN ACTION

THE PROMISE



#### COST EFFECTIVE

Our customer come to us because they have identified a problem in their sensor and sensor system technologies and rely on us to solve them.



#### EXCEPTIONAL TECHNOLOGY

Through the technical knowledge and guidance we provide our customers, they're able to produce sensors that are accurate, cost effective and innovative.



#### DESIGN MEETS FUNCTIONALITY

Our passion lies in bringing creative designs to full working, viable and functional life. Our patented sensor technology allows us to meet the overall objectives of all of our clients needs.

#### IN THE NEWS



The Street

Inc.

HERE ARE SENSORS ARE GOING TO CHANGE SENSING

3 Space Industry Shows That Are Changing Sensor

3 Steps To Use Your Sensors To Improve Technology

SEARCH

em | Government, Defense, and Non-military, unique, custom, low cost and sensor system solutions for our customers needs, based on our patented and patent pending sensing technology.

About Page Photo credit: (a) Visual Hunt

## After

Home About Advantage Technology Defense Projects Videos News CONTACT US

### The Worldwide Leader In Sensor Innovation

em DEVELOPS AND LICENSES UNCOMPROMISING SENSOR TECHNOLOGY FOR GOVERNMENT, INDUSTRIAL AND COMMERCIAL MARKETS.

Talk To Us Today



## A New Way of Thinking About Sensors and Sensing Systems

em emerged in response to a growing need for advanced, accurate, and cost-effective sensor solutions. We operate under the belief that accurate, robust, and economical aren't mutually exclusive. With the right technology and development process in place, you shouldn't have to choose one or the other.

We have years of hands-on experience designing systems that meet modern business needs in this very way. Top universities, research facilities, and Fortune 500s from all over the world regularly seek out our applied R&D engineers for their technical insights. We proudly integrate all of this expertise into the solutions we design to custom-fit your technology.

Learn More About Our Team

## In Our Lab Innovation Is Routine

Traditional sensors involve numerous components and steps that only complicate design. Signal conditioning, amplifiers, intermediary electronics, analog-to-digital converters—all of this and more slow time to market, add room for error, and drive up spend.

Our patented technology removes these unnecessary pieces. By manipulating the natural electromagnetic fields in supporting structures, we've created much



Proximity Sensors

Read More



Flow Sensors

Read More

# SAMPLE PAGE: DEFENSE



## Before

Defense [redacted] government research and development division. [redacted] Technology actively participates in many of the DoD's advanced and innovative development efforts. [redacted] Technology has been awarded numerous Phase I and Phase II SBIR contracts for unique, cutting edge technology development to advance the DoD. Together with the DoD and tier one partners we are currently transitioning our proven technology to fielded systems that require robust, accurate, and cost effective solutions.

**NAVY PROJECTS**

- LOW COST, HIGH RELIABILITY PROXIMITY SWITCHES FOR AIRCRAFT CARGO, WEAPON, AIRCRAFT, CARDS, PERSONNEL ELEVATORS
- DIGITAL END SPEED INDICATOR (ESD) SYSTEM FOR CARRIER DECK ORBITAL AIRCRAFT LAUNCH
- PLANA CONDUCTIVITY, TEMPERATURE, DEPTH (CTD) SENSOR FOR OHIO CLASS BALLISTIC MISSILE SYSTEM, OHIO CLASS GUIDED MISSILE (SSM), AND COLUMBIA CLASS SUBMERINES
- NETTED, CYBERSECURE, ACOUSTIC SENSOR COMPATIBILITY PLATFORM FOR PHYSICAL PARAMETER SENSORS

**AIR FORCE PROJECTS**

- THIN-FILM COATING THICKNESS MEASUREMENT SENSOR AND SYSTEM
- NARROW WIDTH LINE OF DETECTION



## After

**Defense Technology**

MILITARY-GRADE SENSOR SYSTEMS FOR CHALLENGING DEFENSE APPLICATIONS

**The Top Choice for Defense Projects**

We engineer our technology to deliberately meet demanding military requirements. Right now, our sensors are being used in applications ranging from submarines and aircraft carriers to missile and weapons systems.

Our sensors are qualified for military standards covering shock, vibration, temperature, and EMI/EMC. More importantly, their construction allows for quick adaptation to meet your specific needs.

Together, our technology expertise, engineering and approvals offer you a considerable advantage through military-sensor solutions that offer:

- Accelerated development time: Proven, customizable systems shorten timelines and eliminate additional Department of Defense approvals.
- Solutions focus: We start with a clean slate by focusing on your individual needs to make the most of your sensor-system footprint.
- Reduced total cost of ownership: We work within your current system to reduce and avoid new configurations, drawings, training, and manual revisions.

**DoD Qualifications Include**

- Electrical: MIL-STD-1399, MIL-STD-704
- Shock and vibration: MIL-STD-167, MIL-S-9010
- Environmental, EMI, EMC: MIL-STD-461G (above and below deck), MIL-STD-802, AFF compatibility

See how our ruggedized proximity switches provide high reliability at low cost for US Navy aircraft carrier elevator operations.

**Defense Competencies and Specifications**

We become the go-to technology partner for military-grade sensors. This is due to our understanding of what makes for reliable and rugged systems in this space as well as our proactive qualification of those systems by the Department of Defense. While working with us on these projects, you'll enjoy:

- Obsolescence Mitigation**  
We've specifically designed our sensors to replace obsolescent components and extend program lifecycles. By focusing on the existing solution's footprint and its physical and electronic characteristics, our patented technology fully integrates within your existing application. It fits the same form, fit, and function as the previous component, reducing your total cost of ownership and meeting short- and long-term goals.
- Form, Fit, and Enhanced Function**  
We engineer systems to meet the form, fit, and function requirements of your program. This extends program lifecycles and enhances mission readiness. Our leading sensing technologies also provide enhanced functionality within the physical and electrical footprint of your existing system. In short, we meet every spec and offer greater versatility than the original design.
- Pre-Qualified Technology**  
Our advanced sensing technologies have been pre-qualified to operate in military-grade applications. They're already at work in defense programs and available for adaptation to your application requirements. We simply leverage DoD-qualified core function electrical components, topologies, and designs in a modular form factor that's integrated directly into your design. This removes the time and cost otherwise necessary to re-qualify your devices.