



Intro to Digital Presence

For Tourism Operators

WorkBook



MyDigitalPresence.Coach

User Experience Audit

As you complete these steps it's important to review multiple pages on your website!

- For small websites (1-5 pages) be sure to review all of your pages
- For large websites review your key pages (These are found in your top navigation/menu)

Once you've completed the audit on your desktop, be sure to repeat this exercise again on a mobile device.



Let's Review!

1. Does your website have an SSL certificate?

Yes

No

Unsure

2. Does your website have any pop-ups installed?

Yes

No

Unsure

3. Can you easily close the pop-up?

Yes

No

Unsure



Let's Review!

4. Does your pop-up have a clear purpose?

Yes

No

Unsure

What is the purpose?

If you answered no or unsure your website may need improvement!

5. Does your CTA stand out?

Yes

No

Unsure



Let's Review!

6. Is it a pop-up?

Yes

No

Unsure

7. Does it also exist on your webpage?

Yes

No

Unsure

What action are you asking the user to take?



Let's Review!

8. Is your top menu clearly labeled?

Yes

No

Unsure

9. Can you access all of your important pages?

Yes

No

Unsure

10. Can people contact me easily? (one click or less).

Yes

No

Unsure

11. Does the menu resize on a mobile device and tablet?

Yes

No

Unsure



Let's Review!

12. Are there any ways my menu could be improved?

Yes

No

Unsure

How could the menu be improved?

13. Do you know if your website is considered AA accessible?

Yes

No

Unsure

14. Are there any color combinations that make reading content difficult?

Yes

No

Unsure



Let's Review!

15. Do all your hyperlinks work correctly?

Yes

No

Unsure

If you found broken links, list the pages:

16. Is the content on your website easy to read?

Yes

No

Unsure

17. Are you using embellished fonts on your website?

Yes

No

Unsure



Let's Review!

18. Do all of your images have ALT text?

Yes

No

Unsure

19. Have you loaded your website on a mobile phone?

Yes

No

Unsure

Did you find any errors?

20. Have you loaded your website on a tablet?

Yes

No

Unsure



Let's Review!

Did you find any errors?

21. Does your website answer these questions?

- **Who or What is your business?**

Y / N

- **What services or products do you provide?**

Y / N

- **Where is your business located?**

Y / N



Let's Review!

- When are you open? Seasonal, holidays or weekends?

Y / N

- What is your service or delivery area?

Y / N

- How can I shop/interact with your business?
ie. Email, online, curbside, take out.

Y / N

I would like to learn more about:
