



GROWTH ANIMALS

Room for improvement

Good standard

Example Brand MOT

SEO

How easy is it to find you online?

Quick win
or strategic
build

Page rank

First result for a brand name search.

Page titles

All page titles are present however 8% are over the recommended length and should be shortened, doing this improves click through.

Quick Win

Meta descriptions

All meta descriptions are present but 6% are over the recommended length. It is recommended to address this to get maximum click through.

Quick Win

Missing alt-text

10% of all images are missing alt-text. Adding alt-text improves usability.

Quick Win

Page load speed

Mobile: 54/100
Desktop: 87/100
Pages take between 1 - 9 seconds to load. Uncompressed imagery is slowing down page load, an estimated 4 seconds could be saved by addressing this.

Quick Win

Analytics & Tracking

Can you analyse your user data?

Google Tag Manager or Analytics

Analytics installed

Facebook Pixel

Facebook Pixel not installed

Quick Win

LinkedIn Pixel

LinkedIn Pixel not installed

Quick Win

Digital Presence

How can I engage with your brand online?

Online shop

The enquiry form is easy to find across the site, however the process could be made simpler. Ways to preselect locations, resorts, dates etc. Or if looking at a specific resort, the enquiry form on the page prefills fields.

Strategic
Build



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Mailing list	Mailing list present.	
On boarding email	Not received.	Quick Win
Content & blog	The website is full of very good, high quality content and is well interspersed into the website journey. It doesn't appear to be a key traffic driver, spending some time to SEO optimise these pieces should increase organic traffic to these pieces.	Quick Win
Any UI / UX issues?	<p>The website feels very dated and a refresh is recommended to bring it up to date visually.</p> <p>There are a lot of elements on the homepages and sidebars and this is repeated across the site. Considering the objectives for each page and providing only high quality content and information on each page is recommended to streamline the customer journey.</p>	Strategic Build
Growth Essentials		
Do I understand the brand and product?	Yes, the product and brand are very clear and easy to engage with. You are clearly experts in your field and inspire a lot of confidence in users.	
Can I easily purchase the product?	No, the enquiry process could be streamlined.	

Summary

An excellent foundation to build on. You understand your products and brand and now it is about optimising the user journey to make this channel work as hard as possible for you. Spending time to save users time and inform them more is recommended along with a website refresh.