



PanoMobile, Trident House, 2 Taylor Square, Tavistock, Devon, PL19 0DG
W: www.panomobile.com | T: 07813 025134 | F: 08712 119141 | E: mail@panomobile.com

Website Health Check

Introduction

The Director of PanoMobile, Nicholas Swift wrote this article on the 2nd September 2007. In this article, Nicholas introduces the importance of making sure your website is working efficiently. He begins by discussing what a website health check is before progressing onto the reasons why it is important that your website is 'healthy'. Finally, Nicholas concludes the article with information on how PanoMobile can help you with their website health check solution.

What is a website health check?

A website health check is the process of analysing a website according to a set of criteria to check if the website is delivering its maximum commercial benefit. The criteria that is accessed ranges from checking that there are no 'broken links' on the website or pages with spelling mistakes right through to checking the accessibility of the website and the effectiveness of the website design. Once the criteria has been checked then a report is usually written for the client that outlines any areas in need of improvement and also details recommendations for future development.

Does my website need a health check?

Firstly, it can yield big results for your business if the findings of a website health check are acted upon. Nowadays, an increasingly number of people look at a companies website before they contact them. Therefore, your website is the first impression that they will get of your business so the website needs to be effective. Also, it is important that your website is built to web standards so that it does not discriminate against disabled visitors. If your website makes it impossible or difficult for them to access information and services then they can even take legal action against you. A website health check will highlight any or these discrepancies. There are numerous other reasons why businesses like to have a health check carried out on there website. Some of these reasons are:

- If you want piece of mind.
- If you are unhappy with your website for whatever reason.

- You want your website to appear more prominently in search engines (e.g. Google and Yahoo).
- You are not sure if your website is effective for your target audience.
- You think your website is not making effective use of relevant technology.

A PanoMobile website health check!

PanoMobile provide a comprehensive website health check service that includes a detailed examination of your website according to strict criteria. If you enlist the services of PanoMobile for your website health check you can be sure that:

- You will be getting a professional opinion of your website.
- We will carry out a thorough check of your website.
- When we finish you will be provided with an easily readable report of our findings (no technical jargon unless you want us to).
- You will understand the key factors that are affecting the performance of your website.
- There is no obligation or pressure from us for you to act on our suggestions or use our services.

How can I find out more?

Contact Nicholas Swift on 07813 025134 or n.swift@panomobile.com to discuss how PanoMobile can provide a website health check for your business.