



**JACK MARKETING  
SOLUTIONS**

*Thinking outside the box*



*Website Audit  
Solutions*

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For more information, please visit the JMS website at [www.jack-marketing.com](http://www.jack-marketing.com)



## Website Audit Solutions

With Jack Marketing Solutions' long association with the Internet and having built a reputation for providing understandable guidance and support in the digital marketing field, we are pleased to offer customers a full website audit, covering the following criteria:

- Performance of page loads and page displays
- Usability and accessibility, including navigation
- Content evaluation (grammar, spelling and context)
- Design consistency and functionality
- Design aesthetics and appeal
- Shopping experience (if applicable)
- Catalogue/brochure design (if applicable)
- Transaction processing and follow-ups
- Marketing reach – search engine listings for keywords

We can also offer you an audit to achieve web accessibility standards; with the DDA-Audit quality standard that assesses your website's accessibility from a marketing perspective.

### Key Benefits:

Your website is there to achieve certain goals, be it selling products, supporting activities, products or services, or offering visitors entertainment. You must entice your customers to the website (again and again) to allow you to interact with them and derive the actions you require.

- Increased **repeat visits**
- Better visitor/sales **conversion ratios**
- Better **search engine** listings
- Increased **accessibility** and therefore eliminating exclusions
- Learning mechanism to **understand** your customers
- Improved **focus** on your website and resource utilisation
- Ensures design and content **consistency** and **functionality**



# JACK MARKETING SOLUTIONS

## Jack Marketing Web Audit Solutions

To understand what is required to enhance and optimise your website, we can offer a complete website audit service that will highlight both the opportunities and the threats. With our experience of the online media, we can interpret the results to enhance your website.

If you want to learn more, please contact us at [solutions@jack-marketing.com](mailto:solutions@jack-marketing.com).

### Our Services

Other core services we offer include:


- **Marketing**
  - o Marketing consultancy
  - o Marketing training
  - o Outsourced marketing management
  - o Advertising
  - o Customer Relationship Marketing
  - o Mobile marketing
  - o Strategic marketing
- **Search engine optimisation & marketing**
  - o Search engine optimisation
  - o Pay-per-click (search engine marketing)
  - o Search engine friendly web design
  - o Outsourced SEO/SEM management
  - o Search engine ROI audits
  - o Search engine training
- **Web marketing**
  - o Web strategies
  - o Website design and optimisation
  - o E-commerce development
  - o E-marketing campaign development
  - o Website audits, including accessibility & usability
  - o Privacy audits
  - o Digital media





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