

Caponiti Consulting

Website Review and Optimization

- A website review is when someone looks at a website to see how it could be improved. It's like a check-up for your website.
- Optimization means making changes to improve something. So, website optimization is when someone changes a website to improve it.

Website Review:

- Look at the client's website and see if it's easy to use and navigate.
- Check if all the links and buttons work correctly.
- Check if the website looks good on devices (like phones and tablets).
- Check if the website has all the vital information that visitors might need.

Website Optimization:

- Ensure the website is easy to use and navigate by rearranging menus or buttons.
- Fix any broken links or buttons that aren't working.
- Adjusting the layout or design makes sure the website looks good on different devices.
- Add any critical information that might be missing, such as contact details or business hours.
- Use keywords and phrases to help the website appear in search engines (like Google).
- Ensure the website loads quickly so visitors don't have to wait too long.

Overall, the goal is to make the website easy to use and navigate, look good on all devices, have all the necessary information, and appear in search engines. This can help the client's business or non-profit organization reach more people and succeed.