

<https://mcmillanwoods.com.sg/>

Web-site Audit

Outsoft.



Content*

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Introduction

The purpose of the audit: The purpose of this audit is a comprehensive analysis of the site, which includes technical aspects, SEO, UX/UI and content, to determine the strengths and weaknesses of the web resource. This will allow you to identify possible problems that prevent the effective operation of the site and provide specific recommendations for their elimination. The audit also aims to develop strategies to improve the overall performance of the site, increase its visibility in search engines, improve the user experience and improve the quality of the content, which will ultimately lead to increased traffic, attracting more users and increasing conversions.

Technical audit

1. Check page loading speed

Page	Result Mobile	Result Desktop
Home page	53 link	82 link
Blog	53 link	81 link
Blog Category	60 link	85 link
Blog Single Page	60 link	82 link

Summary:

Desktop and mobile versions of the site need to be improved to increase the speed of the site.

📌 Recommendation:

1. Use modern image formats. WebP and AVIF formats provide more efficient compression than PNG or JPEG, so these images load faster and consume less traffic.
2. Use attribute loading="lazy" for images to reduce page load time
3. Eliminate resources that block page loading. To do this, you can install the plugin [LiteSpeed Cache](#) which will help to speed up page loading time

2. Checking images

✗ **Problem:** 106 images are over 100KB

📁 Reasons to improve

1. Slow loading: Large images increase page load times, which can be off-putting to users.
2. Negative impact on SEO: Website speed is a factor in search engine rankings.
3. Problems on mobile devices: Large files increase mobile traffic consumption and degrade the user experience.

📁 Solution

1. Image optimisation: Compress images using tools (TinyPNG, ImageOptim).
2. Modern formats: Use WebP to reduce file sizes.
3. Lazy Loading: Implement delayed image loading.

✗ **Problem:** 53 images without alt

📁 Reasons to improve

The alt attribute helps search engines understand the content of an image, which affects the ranking of a website.

Visually impaired users who use screen readers will not be able to get descriptions of images without the alt attribute.

Images without alt may not be indexed properly in Google Images.

You can view the list of images here: [mcmillanwoods.com.sg - images](https://mcmillanwoods.com.sg/images)

2. Responsiveness and cross browser compatibility

1920px

Page	Google Chrome	Opera	Firefox	Safari
Home page	✓	✓	✓	✓
Blog	✓	✓	✓	✓
Blog Category	✓	✓	✓	✓
Blog Single Page	✓	✓	✓	✓
Error Page	✓	✓	✓	✓
Search Page	✓	✓	✓	✓

1440px

Page	Google Chrome	Opera	Firefox	Safari
Home page	✓	✓	✓	✓
Blog	✓	✓	✓	✓
Blog Category	✓	✓	✓	✓
Blog Single Page	✓	✓	✓	✓
Error Page	✓	✓	✓	✓
Search Page	✓	✓	✓	✓

1024px

Page	Google Chrome	Opera	Firefox	Safari
Home page	✓	✓	✓	✓
Blog	✓	✓	✓	✓
Blog Category	✓	✓	✓	✓
Blog Single Page	✓	✓	✓	✓
Error Page	✓	✓	✓	✓
Search Page	✓	✓	✓	✓

768px

Page	Google Chrome	Opera	Firefox	Safari
Home Page	✓	✓	✓	✓
Blog	✓	✓	✓	✓
Blog Category	✓	✓	✓	✓
Blog Single Page	✓	✓	✓	✓
Error Page	✓	✓	✓	✓
Search Page	✓	✓	✓	✓

375px

Google Chrome	Opera	Firefox	Safari
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓



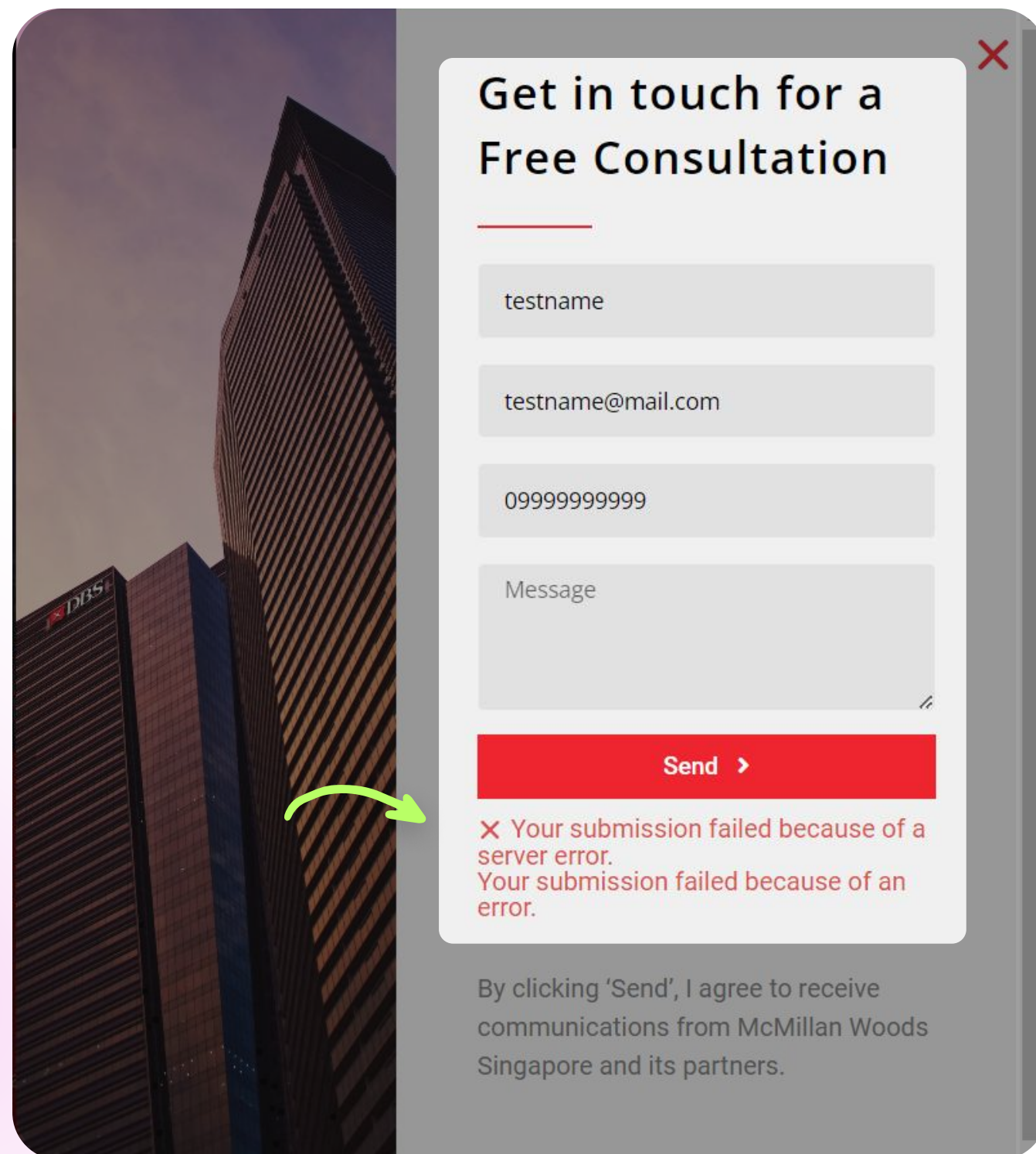
It means something is wrong. See comments by numbers below



It means that the adaptation is correct

4. Website Form Checking

✗ **Problem:** An error occurred while trying to submit the form

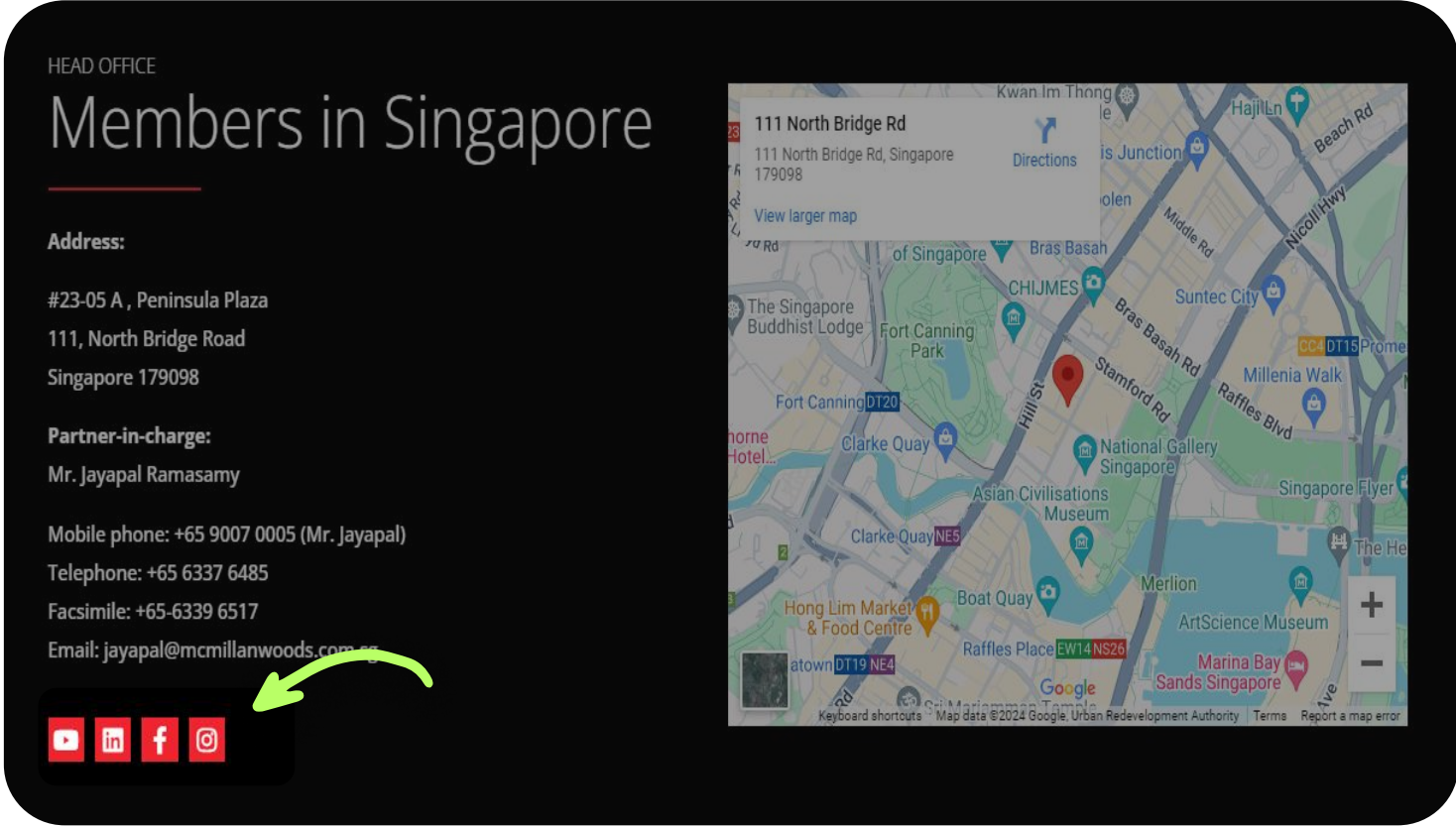
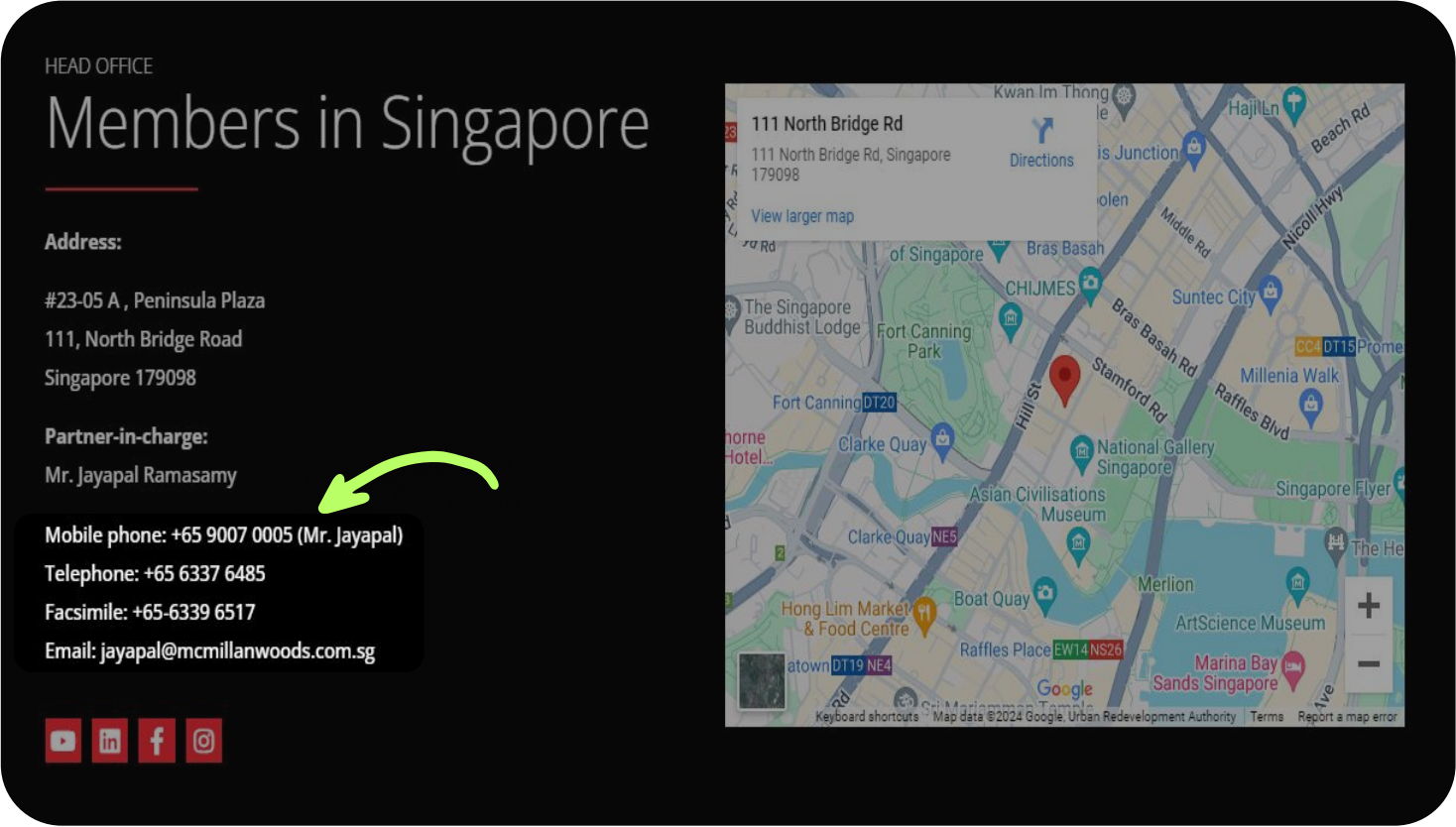


The image shows a contact form titled "Get in touch for a Free Consultation" overlaid on a background image of a skyscraper. The form contains the following fields: a name field with "testname", an email field with "testname@mail.com", a phone number field with "09999999999", and a message field. A red "Send" button is located below the message field. A green arrow points from the "Send" button to an error message below it. The error message reads: "✗ Your submission failed because of a server error. Your submission failed because of an error." Below the error message is a consent statement: "By clicking 'Send', I agree to receive communications from McMillan Woods Singapore and its partners." A red "X" icon is in the top right corner of the form overlay.

5. Contacts and social media links checking

✗ **Problem:** There are no links to social media

✗ **Problem:** Phone numbers and email are not clickable



SEO audit

1. Checking metadata (title, meta description).

✗ **Problem:** 15 pages have no description

Row	Address	Meta Description 1
1	https://mcmillanwoods.com.sg/category/business-restructuring/	
2	https://mcmillanwoods.com.sg/category/social-media-marketing-partnership/	
3	https://mcmillanwoods.com.sg/category/accounting-services/	
4	https://mcmillanwoods.com.sg/category/company-incorporation/	
5	https://mcmillanwoods.com.sg/blog/	
6	https://mcmillanwoods.com.sg/category/business-development-partnership/	
7	https://mcmillanwoods.com.sg/category/taxation-services/	
8	https://mcmillanwoods.com.sg/blog/page/2/	
9	https://mcmillanwoods.com.sg/category/business/	
10	https://mcmillanwoods.com.sg/blog/page/3/	
11	https://mcmillanwoods.com.sg/blog/page/4/	
12	https://mcmillanwoods.com.sg/blog/page/5/	
13	https://mcmillanwoods.com.sg/category/social-media-marketing-partnership/page/2/	
14	https://mcmillanwoods.com.sg/category/social-media-marketing-partnership/page/3/	
15	https://mcmillanwoods.com.sg/category/social-media-marketing-partnership/page/4/	

Reasons to improve

Every page on your website should have a unique meta description.

Here are some reasons why it's important:

1. Improve SEO: Unique meta descriptions help search engines better understand the content of each page, which can increase their visibility in search results.
2. Increase CTR: Great meta descriptions can attract more clicks from search results because they are more relevant to the page content and user interests.
3. User experience: Unique descriptions help users understand what's on each page faster, which improves the overall experience of interacting with the site.

2. Availability and correctness of H1-H6 headings

✗ **Problem:** Missing H1 on the [Home Page](#)

3. Canonical attribute

On pagination pages, you need to change the rel="canonical" attribute with a link to the first page.

Title ?	Blog - McMillanWoods
20 characters	
Description ?	Description is missing!
Keywords ?	Keywords are missing!
URL ?	https://mcmillanwoods.com.sg/blog/page/2/
Canonical ?	https://mcmillanwoods.com.sg/blog/page/2/

4. Checking website links

1. There are 68 links on the main page (Global Offices section) that need to be changed from http to https.



2. Remove the link, as it leads to a page with a 4xx code (403, 404, 410)

From Page: <https://mcmillanwoods.com.sg/business-development-consultancy/>

To Page: <https://medium.com/business-development-consultancy-process-and/business-development-consultancy-process-and-advantages-954e2fc47db3>

1. Access to expertise

Business development consultants are well educated, experienced and knowledgeable in the area of business development consultancy expertise. Rather than toiling fruitlessly in the dark about what to do next, you can trust their expertise to shed light on the current situation and come up with a sound business development plan.

3. Remove the link, as it leads to a page with a 4xx code (403, 404, 410)

From Page: <https://mcmillanwoods.com.sg/telegram-for-business-4-awesome-features/>

To Page: <https://www.nimble.sg/2020/06/22/5-ways-telegram-will-change-how-you-do-business/>

Anchor Text: Profit loss margin

3. Cost

This verse "survival of the fittest" rings true for 2020 which has seen companies, even large corporations, to close down during the pandemic. Profit loss margin definitely hits home for many business owners.

Whatsapp Business charges anywhere between 0.5 to 9 cents for every message sent, depending on the country and they will be implementing a new chargeable feature called Whatsapp Story Ads.

4. Remove the link, as it leads to a page with a 4xx code (403, 404, 410)

From Page: <https://mcmillanwoods.com.sg/facebook-monetization-4-great-ideas/>

To Page: <https://www.sideqik.com/influencers/9-ways-to-monetize-your-facebook-page>

Anchor Text: making money

Truth be told – it is easier to start from a Facebook page with many followers and monetize a website rather than start a website and try to build a Facebook page with great following.

So what exactly does Facebook monetization mean? It basically means making money from the content, products and/ or services you provide to your target audience. Whether it is selling clothes, online courses

5. Remove the link, as it leads to a page with a 4xx code (403, 404, 410)

From Page: <https://mcmillanwoods.com.sg/linkedin-monetization-6-best-practices/>

To Page: <https://www.techprevue.com/how-to-make-money-on-linkedin/>

Anchor Text: monetization, brand story

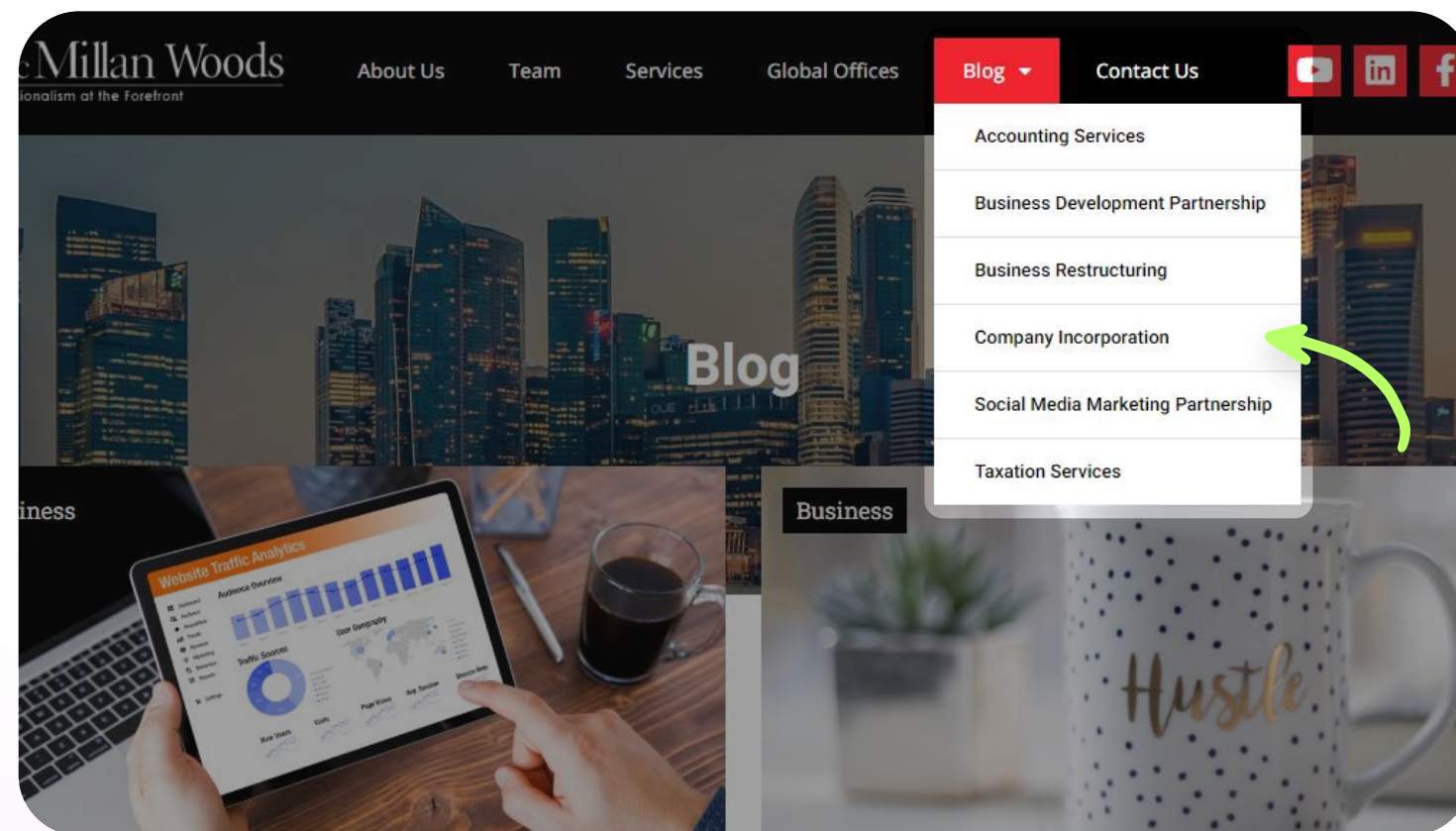
Did you know that LinkedIn monetization is possible? Though it is mostly a business network, it is not only for making "connections" but also for monetization too. It works especially for people with an established business or brand.

2. Tell your brand story

Your LinkedIn profile cannot look like you are willing to take any opportunity or offer that comes your way. You need to create a clear and simple brand story about yourself. **Eg. The mission statement and core values for yourself and your business.**

5. Blog review

1. There is no category "Business" in menu



2. Category Company Incorporation contains 5 articles, but on the blog page there is only one article from this category

3. Article Setting Up A Sole Proprietorship In Singapore is displayed in two categories: Category Company Incorporation and Category Business Restructuring. Also this article is not displayed on the blog page

4. Category Accounting Services contains 2 articles, but on the blog page there is only one article from this category - Payment Gateway – 3 Great Whys And How To

5. You need to change the url structure for the blog. Optimizing your category and tag structure is optional, but very important for SEO and user experience. The right structure helps search engines better understand what your site is about and increases the relevance of your content to relevant search queries.

Current structure

Blog page: mcmillanwoods.com.sg/blog/

Category page: mcmillanwoods.com.sg/category/category-name/

Article page: mcmillanwoods.com.sg/article-name/

New structure

Blog page: mcmillanwoods.com.sg/blog/

Category page: mcmillanwoods.com.sg/blog/category-name/

Article page: mcmillanwoods.com.sg/blog/category-name/article-name/

6. You need to add breadcrumbs to the blog, category and article pages. Breadcrumbs improve navigation for users, help search engines index your site better, and can increase clickability in search results.

7. You need to add micro markup for articles. Micro markup (such as schema.org Article or BlogPosting) is important because it helps search engines better understand the structure of the content, which can improve indexing and display of pages in advanced search results (such as image, publication date, author). This can increase the visibility and CTR (click-through rate) of your content

UIUX audit

Header Layout and Organization

✗ Problem 1

The headline does not convey a clear understanding and positioning of the company

✗ Problem 2

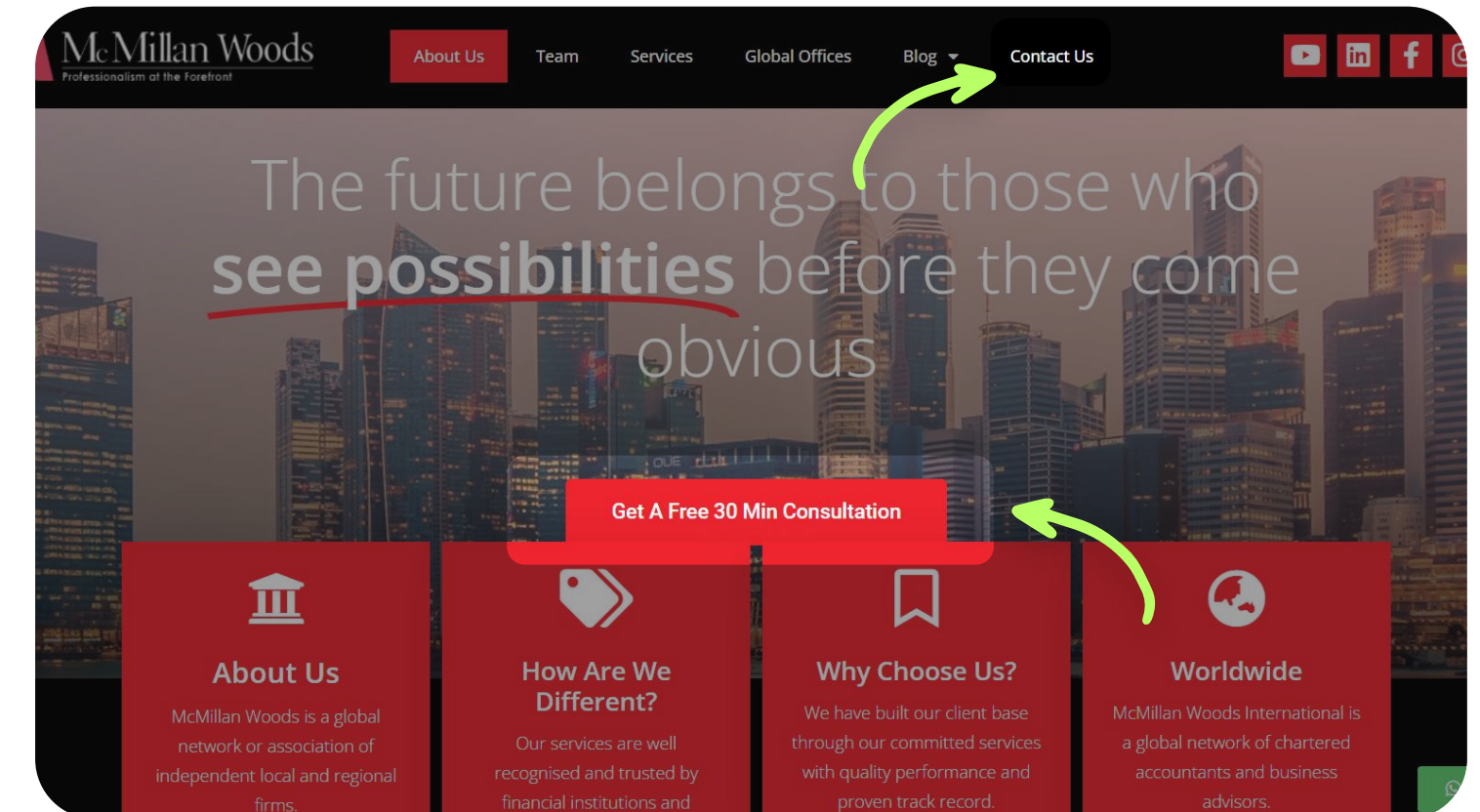
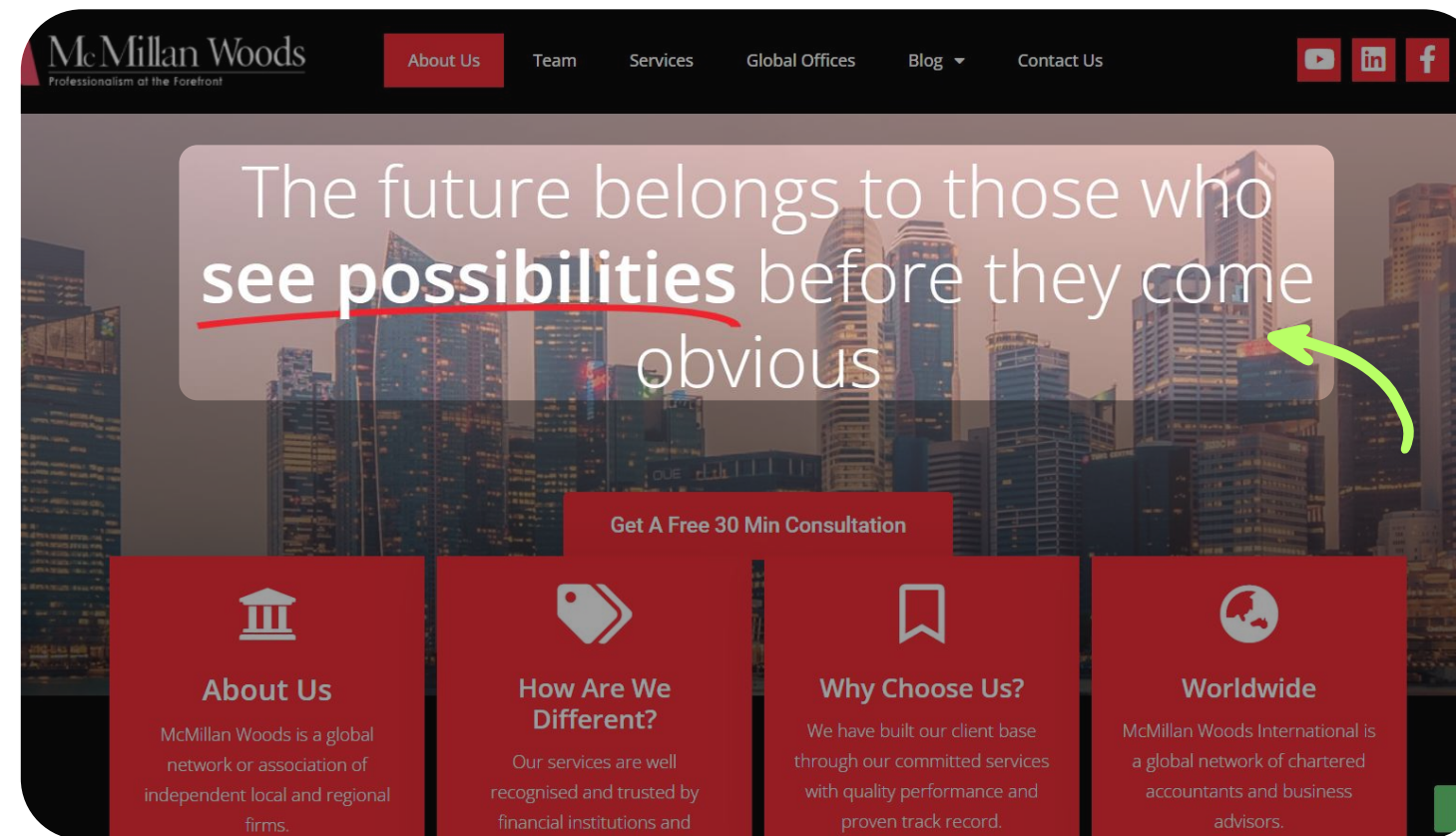
It is not clear from the first screen that the button allows you to book a consultation.

✗ Problem 3

The 'Contact Us' button serves the same function as the other pages.

📦 Recommendation

Reword the headline so that users clearly understand what the company offers. Review and optimize the overall hierarchy in the header.



UIUX audit

Lack of structure

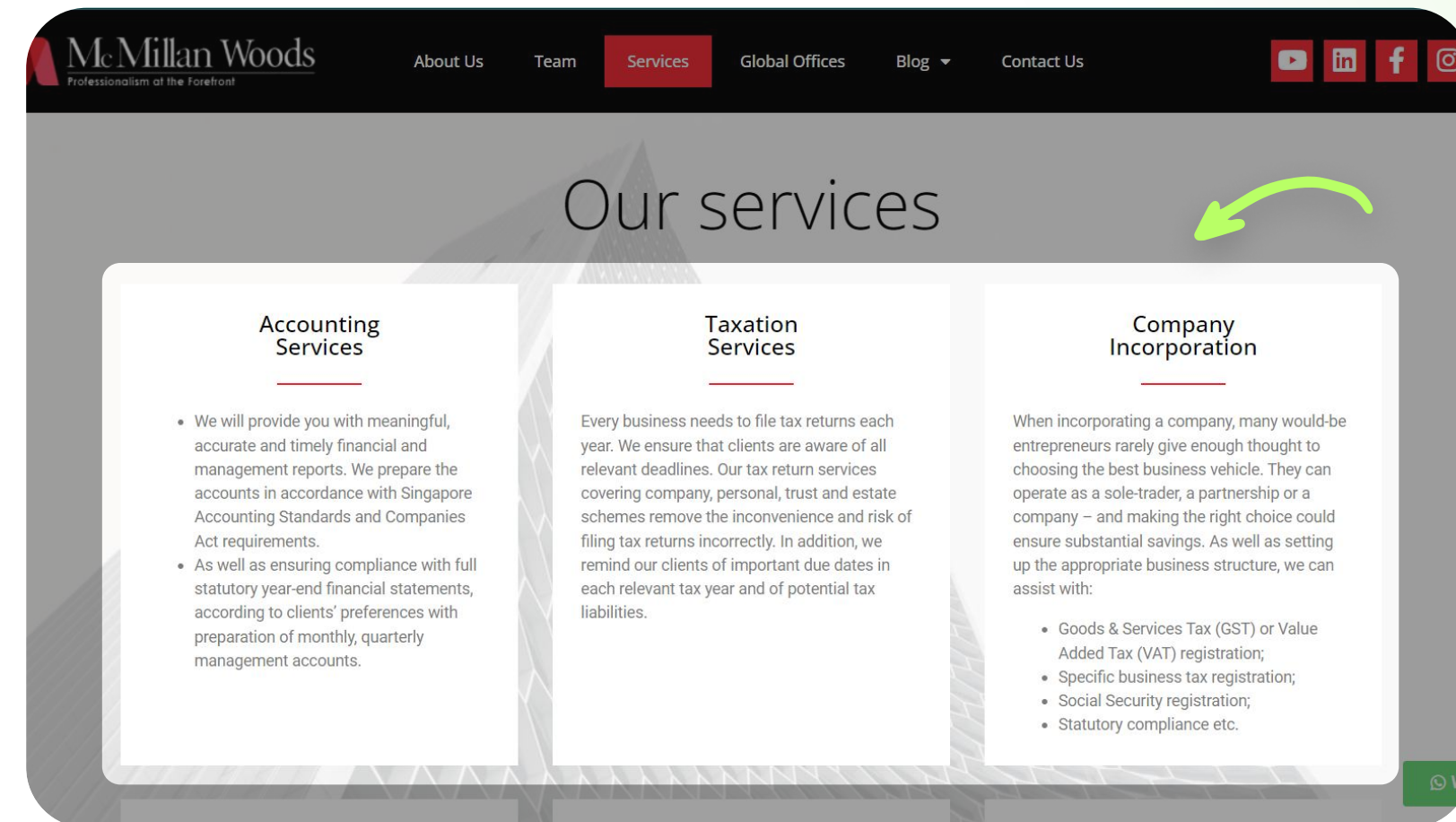
✗ Problem 1

The general description of services lacks structure and does not specify what is included, and there is no feedback mechanism.

📁 Recommendation

We recommend adding a detailed description for each service and including an option to submit a request for each one. This will help increase targeted inquiries from users.

You may also want to separate the partnership section from the main services.



UIUX audit

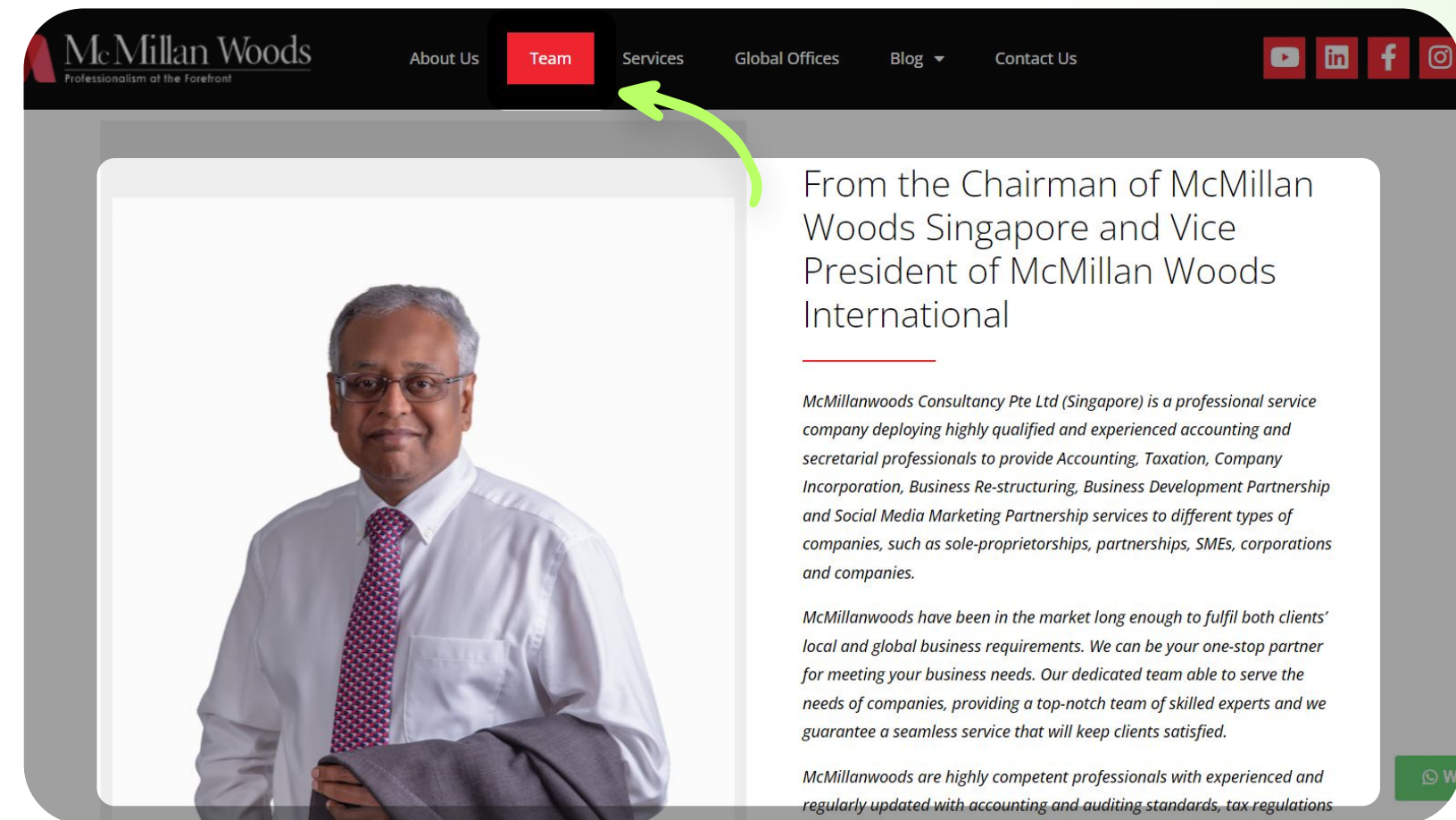
Different Composition Solution

✗ Problem 1

The 'Team' page needs to be rephrased.

➤ Recommendation

We recommend either updating and rephrasing this section to include the team members working on the projects, or rephrasing it to focus solely on the company's leader.



UIUX audit

Incomprehensibility and inconvenience

✗ Problem 1

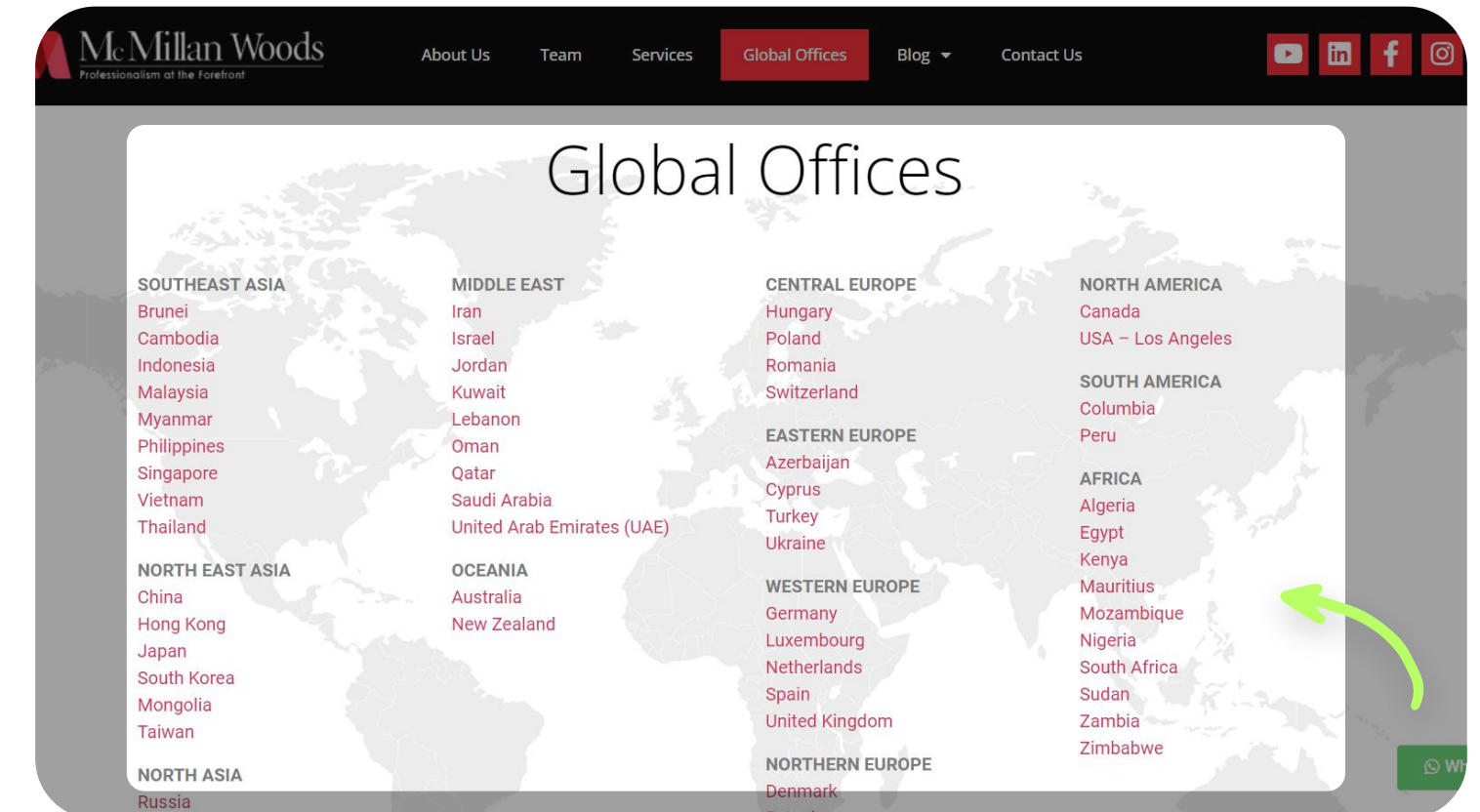
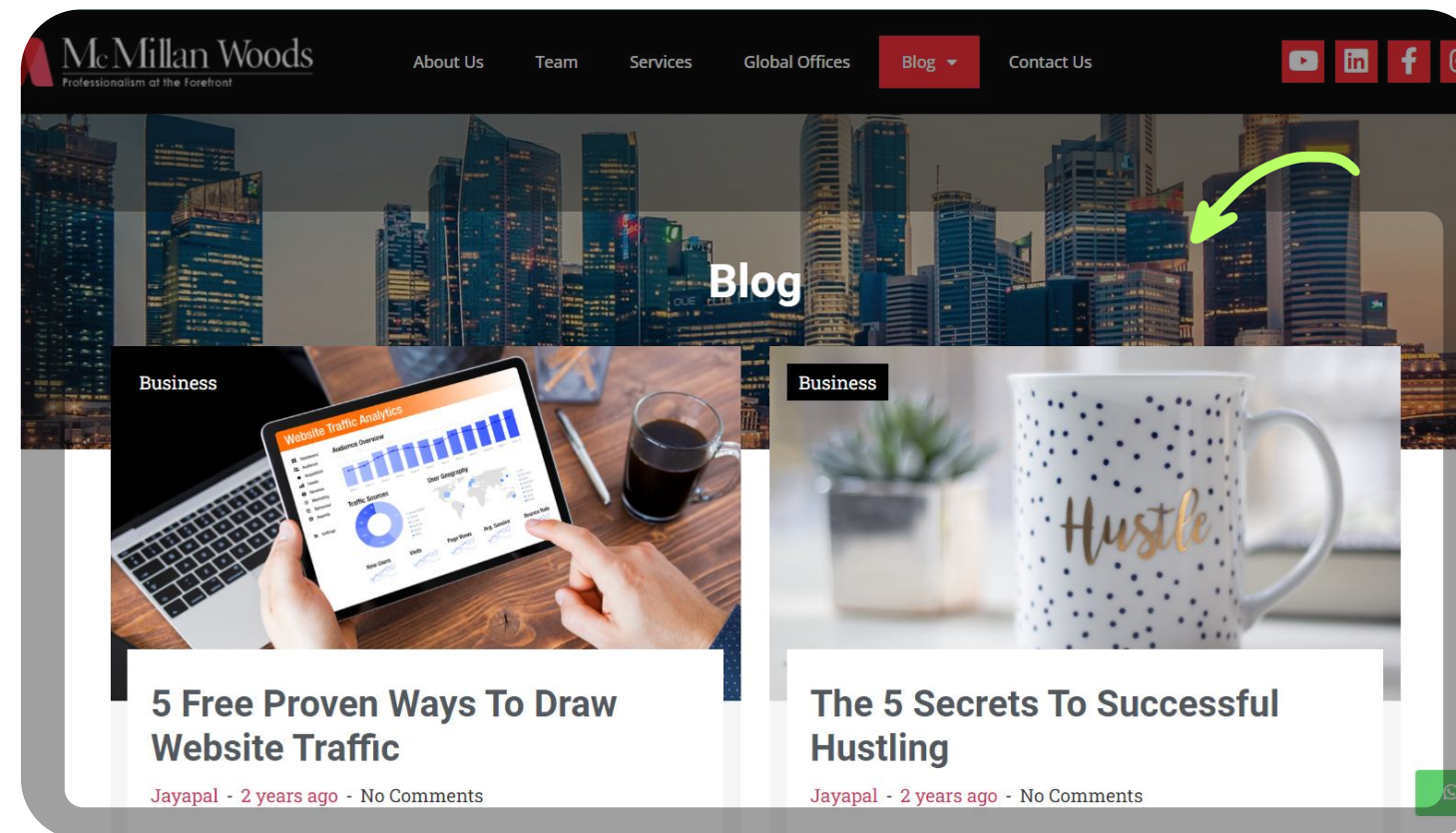
The blog lacks navigation, which prevents switching between categories.

✗ Problem 2

There is no list of countries where the company's services are available.

📁 Recommendation

We recommend adding navigation to the blog to make it easier for users to filter the information they are interested in. Additionally, include a list of countries where your services are available.



UIUX audit

Recommendation

We recommend adding a FAQ (Frequently Asked Questions) section to help clients find answers to their questions and gather more information before reaching out with a more specific inquiry.

Frequently Asked Questions

[Documentation](#)

Quick answers to questions you may have. Can't find what you're looking for? Check out our [full documentation](#).

- Is there a free trial available?**
Yes, you can try us for free for 30 days. If you want, we'll provide you with a free 30-minute onboarding call to get you up and running.
- Can I change my plan later?**
Of course you can! Our pricing scales with your company. Chat to our friendly team to find a solution that works for you as you grow.
- What is your cancellation policy?**
We understand that things change. You can cancel your plan at any time and we'll refund you the difference already paid.
- Can other info be added to an invoice?**
At the moment, the only way to add additional information to invoices is to add the information to the workspace's name manually.
- How does billing work?**
Plans are per workspace, not per account. You can upgrade one workspace, and still have any number of free workspaces.
- How do I change my account email?**
You can change the email address associated with your account by going to [untitled.com/account](#) from a laptop or desktop.
- How does support work?**
If you're having trouble with Untitled UI, we're here to try and help via hello@untitledui.com. We're a small team, but will get back to soon.
- Do you provide tutorials?**
Not yet, but we're working on it! In the meantime, we've done our best to make it intuitive and we're building our [documentation page](#).

[Load more](#)

*An example of how it might look

Summary

1. Technical Aspects

Page Loading Speed:

Problem: The mobile version of the site has low performance (53/100).

Reason to improve: Faster mobile load times will enhance user experience, reduce bounce rates, and lead to higher engagement and potential conversions.

Images:

Result: 106 images are over 100KB; 53 images are missing alt attributes.

Reason to improve: Large images slow loading times and affect SEO; missing alt attributes reduce accessibility and search engine visibility.

Forms:

Problem: Errors occurred while submitting forms.

Reason to improve: Fixing form errors is essential for capturing leads and ensuring smooth user interactions.

Contacts and Social Media Links:

Result: Social media links are missing, and contact information is not clickable..

Reason to improve: Clickable contact details and active social media links improve user convenience and engagement.

2. SEO

Metadata (Title, Meta Description):

Problem: 5 pages are missing meta descriptions

Reason to improve: Unique meta descriptions improve SEO and help attract more clicks by better representing page content in search results.

Headings:

Result: Missing H1 on the home page.

Reason to improve: Proper use of H1 tags is critical for SEO as it helps search engines understand the page structure.

Recommendations

Add Breadcrumbs: Breadcrumbs improve navigation and help with SEO by making the site structure clearer to users and search engines.

Implement Micro Markup: Adding microdata (e.g., schema.org Article or BlogPosting) will help search engines understand and present content more effectively, potentially increasing visibility.

Links:

Problem: Broken links and http links instead of https.

Reason to improve: Fixing broken links and using https ensures a more secure and user-friendly experience, improving site reliability.

Blog Structure:

Result: URL structure and categories are not optimized.

Reason to improve: Optimizing the structure helps with SEO and provides a better user experience by making navigation easier and more intuitive.

3. UX/UI:

Navigation:

Problem: Lack of filtering options on the blog page.

Reason to improve: Adding filters to the page will allow clients to sort and access the information that interests them most.

Responsiveness:

Problem: Design elements need adjustments for mobile and cross-browser compatibility.

Reason to improve: Ensures a consistent and accessible experience across all devices, increasing user satisfaction.

User Interface:

Problem: It's necessary to improve the visual hierarchy of the header, revise the buttons that play a key role in attracting clients, and redesign certain sections.

Reason to improve: Enhances overall user experience, making the site more engaging and easier to navigate.

4. Content:

Quality and Uniqueness:

Problem: Specific pages need content improvement.

Reason to improve: High-quality, unique content attracts more visitors, keeps them engaged, and improves SEO.

Overall Impact:

The current website design is adequate, but we recommend better structuring and a minor redesign. We suggest improving the navigation on the blog page to help users navigate the sections more effectively. The recommendations we've provided will enhance the website's technical performance, leading to greater user engagement.

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Contact us. 