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. The audit includes an analysis of the key elements affecting the operation of the site and provides 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	42	link	51	link
About Us	83	link	97	link
Our Location	67	link	93	link
Accommodations	55	link	69	link
Dining	60	link	92	link
Restaurants	61	link	96	link
Bars	67	link	92	link
All-Inclusive Concept	65	link	96	link
Entertainment	63	link	75	link
Meetings & Events	65	link	93	link
Wellness & Spa	64	link	94	link
Gallery	67	link	97	link

Summary:

The speed of the desktop version is normal, but there are pages that need to be improved. The mobile version of the site has low performance.

2. Security check (SSL, HTTPS)

SSL Report

✕ Problem:

This site works only in browsers with SNI support

⬡ Solution to the problem:

Users using outdated browsers or operating systems will not be able to use the site

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SEO audit

2. Checking metadata (title, meta description).

❌ **Problem:**   Many pages have duplicate meta description. Some pages don`t have meta description.

▷ **Solution to the problem:**

Every page on your website should have a unique meta description. This is help search engines better understand the content of each page, which can increase their visibility in search results.

Meta Description		
All	63	100%
Missing	8	12.7%
Duplicate	49	77.78%
Over 155 Characters	4	6.35%
Below 70 Characters	49	77.78%
Over 985 Pixels	4	6.35%
Below 400 Pixels	49	77.78%

Row	Address	Occurrences	Meta Description 1
1	https://www.utopiabeachhotels.com/en/wellness/spa/	1	Heal In A Lavish SPA Setting
2	https://www.utopiabeachhotels.com/en/wellness/spa	1	Heal In A Lavish SPA Setting
3	https://www.utopiabeachhotels.com/en/accommodation/	1	Utopia Beach Club has 312 rooms, outfitted with Economy, Standard or ...
4	https://www.utopiabeachhotels.com/en/accommodation	1	Utopia Beach Club has 312 rooms, outfitted with Economy, Standard or ...
5	https://www.utopiabeachhotels.com/en/dining/bars/	1	Utopia Beach Club has 3 main dining areas; from traditional Egyptian bu...
6	https://www.utopiabeachhotels.com/en/dining	1	Utopia Beach Club has 3 main dining areas; from traditional Egyptian bu...
7	https://www.utopiabeachhotels.com/en/dining/restaurants/	1	Utopia Beach Club has 3 main dining areas; from traditional Egyptian bu...
8	https://www.utopiabeachhotels.com/en/dining/	1	Utopia Beach Club has 3 main dining areas; from traditional Egyptian bu...
9	https://www.utopiabeachhotels.com/en/terms-conditions/	1	Utopia Beach Club Privacy Policy
10	https://www.utopiabeachhotels.com/en/privacy-policy/	1	Utopia Beach Club Privacy Policy
11	https://www.utopiabeachhotels.com/en/gallery	1	Utopia Beach Hotel Gallery
12	https://www.utopiabeachhotels.com/en/gallery/	1	Utopia Beach Hotel Gallery
13	https://www.utopiabeachhotels.com/en/activities/scuba-diving	1	Utopia Beach Hotels Entertainment
14	https://www.utopiabeachhotels.com/en/activities/sports-and-recreation	1	Utopia Beach Hotels Entertainment
15	https://www.utopiabeachhotels.com/en/activities	1	Utopia Beach Hotels Entertainment
16	https://www.utopiabeachhotels.com/en/activities/kids-club	1	Utopia Beach Hotels Entertainment
17	https://www.utopiabeachhotels.com/en/activities/horse-and-camel-rides	1	Utopia Beach Hotels Entertainment
18	https://www.utopiabeachhotels.com/en/activities/padel-court	1	Utopia Beach Hotels Entertainment
19	https://www.utopiabeachhotels.com/en/activities/	1	Utopia Beach Hotels Entertainment
20	https://www.utopiabeachhotels.com/en/activities/swimming-pools	1	Utopia Beach Hotels Entertainment
21	https://www.utopiabeachhotels.com/en/meetings-events/utopia-meeting-room/	1	Utopia Beach Hotels Entertainment
22	https://www.utopiabeachhotels.com/en/activities/quad-safaris	1	Utopia Beach Hotels Entertainment
23	https://www.utopiabeachhotels.com/en/activities/night-activities	1	Utopia Beach Hotels Entertainment
24	https://www.utopiabeachhotels.com/en/activities/utopia-beach	1	Utopia Beach Hotels Entertainment
25	https://www.utopiabeachhotels.com/en/activities/scuba-diving/	1	Utopia Beach Hotels Entertainment
26	https://www.utopiabeachhotels.com/en/activities/utopia-beach/	1	Utopia Beach Hotels Entertainment
27	https://www.utopiabeachhotels.com/en/activities/sports-and-recreation/	1	Utopia Beach Hotels Entertainment
28	https://www.utopiabeachhotels.com/en/activities/kids-club/	1	Utopia Beach Hotels Entertainment
29	https://www.utopiabeachhotels.com/en/activities/quad-safaris/	1	Utopia Beach Hotels Entertainment
30	https://www.utopiabeachhotels.com/en/activities/horse-and-camel-rides/	1	Utopia Beach Hotels Entertainment
31	https://www.utopiabeachhotels.com/en/activities/swimming-pools/	1	Utopia Beach Hotels Entertainment
32	https://www.utopiabeachhotels.com/en/activities/night-activities/	1	Utopia Beach Hotels Entertainment
33	https://www.utopiabeachhotels.com/en/accommodation/junior-suite/	1	Utopia Beach Hotels Rooms & Suites
34	https://www.utopiabeachhotels.com/en/accommodation/deluxe-family-suite/	1	Utopia Beach Hotels Rooms & Suites
35	https://www.utopiabeachhotels.com/en/accommodation/deluxe-bungalow/	1	Utopia Beach Hotels Rooms & Suites
36	https://www.utopiabeachhotels.com/en/accommodation/standard-double-room/	1	Utopia Beach Hotels Rooms & Suites
37	https://www.utopiabeachhotels.com/en/accommodation/bungalow/	1	Utopia Beach Hotels Rooms & Suites

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3. Availability and correctness of h1–h2 headings

Missing H1 on

Row	Address	Occurrences	H1-1
1	https://www.utopiabeachhotels.com/en/	0	
2	https://www.utopiabeachhotels.com/en/terms-conditions/	0	
3	https://www.utopiabeachhotels.com/en/privacy-policy/	0	
4	https://www.utopiabeachhotels.com/en/about-us/location/	0	
5	https://www.utopiabeachhotels.com/en/dining/all-inclusive-concept/	0	
6	https://www.utopiabeachhotels.com/en/about-us/	0	
7	https://www.utopiabeachhotels.com/en/faq/	0	
8	https://www.utopiabeachhotels.com/en/dining/all-inclusive-concept	0	

Missing H2 on

4. Checking the XML sitemap and robots.txt.

Everything is ok

5. Checking website links (301, 302, 404, duplicate links)

✕ Problem:

1 pages have 404 status code

6. Checking site indexation

Everything is ok

8. Responsiveness and cross browser compatibility

1920px

Page	Google Chrome	Opera	Firefox	Safari
Home page	✕ [1,2]	✕ [1,2]	✕ [1,2]	✕ [1,2]
About Us	✓	✓	✓	✓
Our Location	✓	✓	✓	✓
Accommodations	✓	✓	✓	✓
Dining	✓	✓	✓	✓
Restaurants	✓	✓	✓	✓
Bars	✓	✓	✓	✓
All-Inclusive Concept	✓	✓	✓	✓
Entertainment	✓	✓	✓	✓
Meetings & Events	✓	✓	✓	✓
Wellness & Spa	✓	✓	✓	✓
Gallery	✓	✓	✓	✓

1440px

Google Chrome	Opera	Firefox	Safari
✕ [1,2]	✕ [1,2]	✕ [1,2]	✕ [1,2]
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓

1024px

Google Chrome	Opera	Firefox	Safari
✕ [1,2]	✕ [1,2]	✕ [1,2]	✕ [1,2]
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓

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768px

Page	Google Chrome	Opera	Firefox	Safari
Home page	✕ [1,2]	✕ [1,2]	✕ [1,2]	✕ [1,2]
About Us	✓	✓	✓	✓
Our Location	✓	✓	✓	✓
Accommodations	✓	✓	✓	✓
Dining	✓	✓	✓	✓
Restaurants	✓	✓	✓	✓
Bars	✓	✓	✓	✓
All-Inclusive Concept	✓	✓	✓	✓
Entertainment	✓	✓	✓	✓
Meetings & Events	✓	✓	✓	✓
Wellness & Spa	✓	✓	✓	✓
Gallery	✓	✓	✓	✓

375px

	Google Chrome	Opera	Firefox	Safari
Home page	✕ [1,2,3]	✕ [1,2,3]	✕ [1,2,3]	✕ [1,2,3]
About Us	✓	✓	✓	✓
Our Location	✓	✓	✓	✓
Accommodations	✓	✓	✓	✓
Dining	✓	✓	✓	✓
Restaurants	✓	✓	✓	✓
Bars	✓	✓	✓	✓
All-Inclusive Concept	✓	✓	✓	✓
Entertainment	✓	✓	✓	✓
Meetings & Events	✓	✓	✓	✓
Wellness & Spa	✓	✓	✓	✓
Gallery	✓	✓	✓	✓

✓ It means that the adaptation is correct

✕ It means something is wrong. See comments by numbers below

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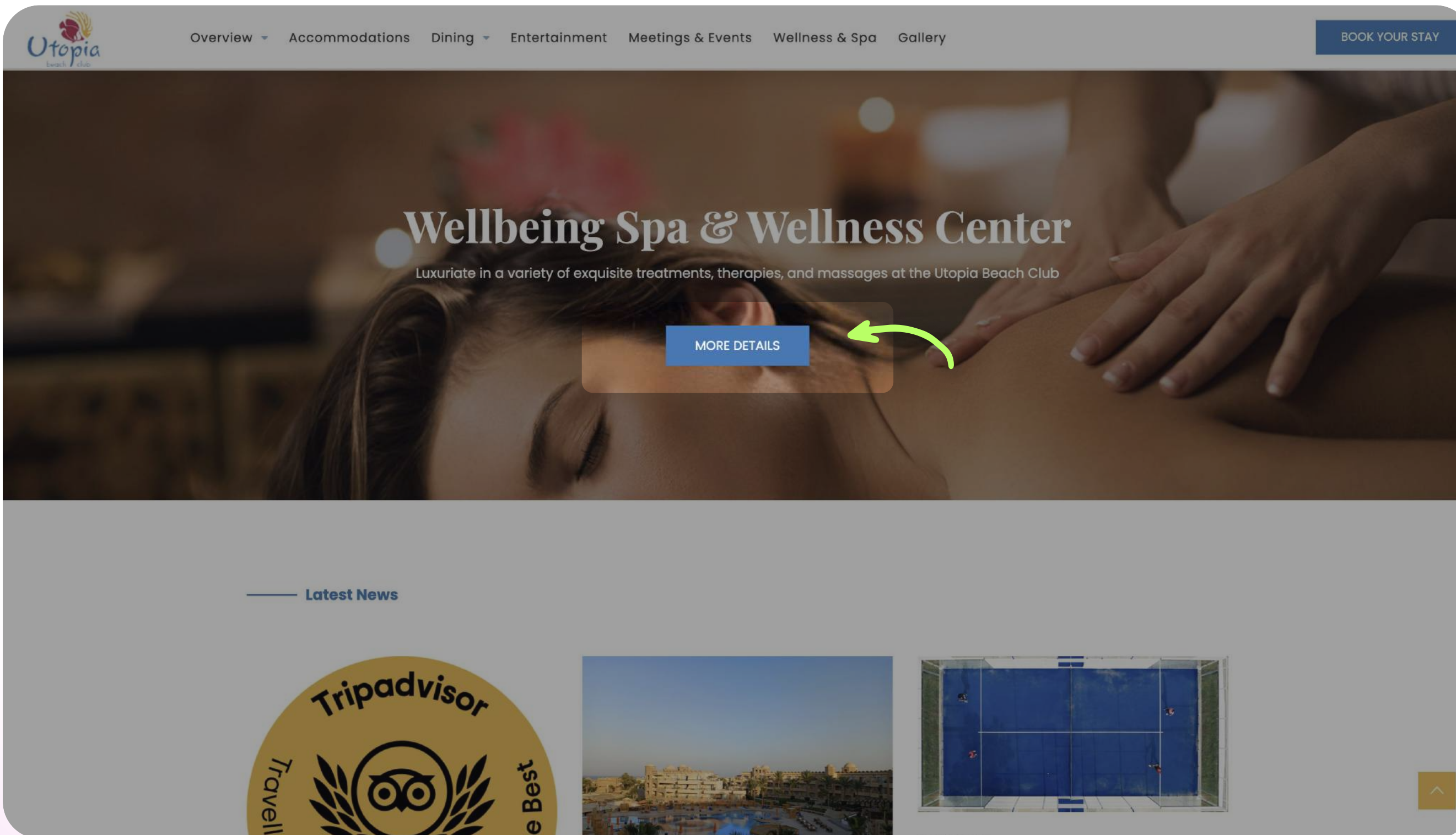
1* This button MORE DETAILS don`t work
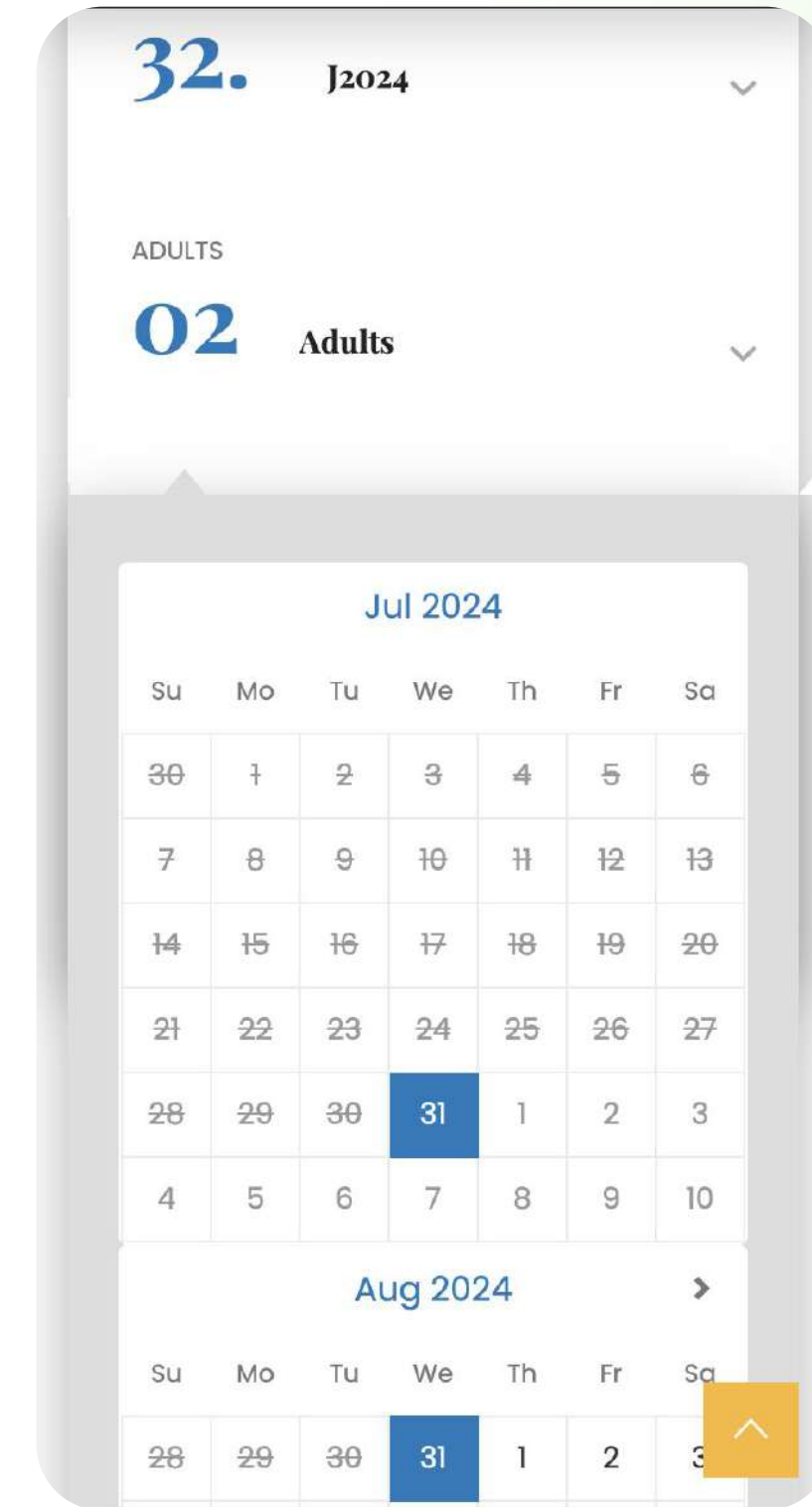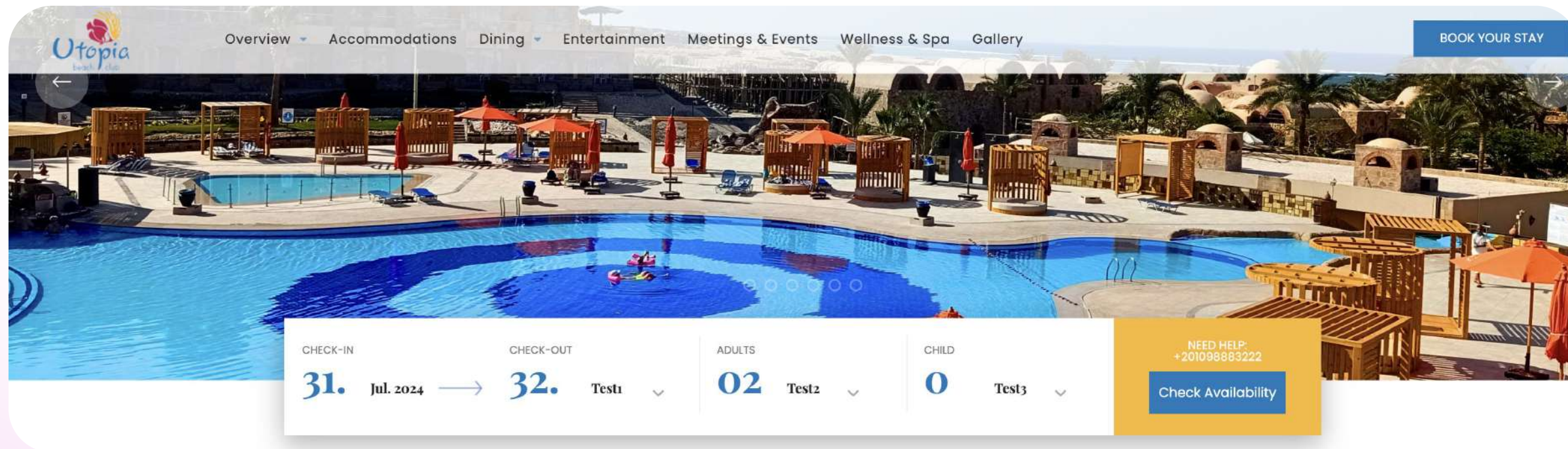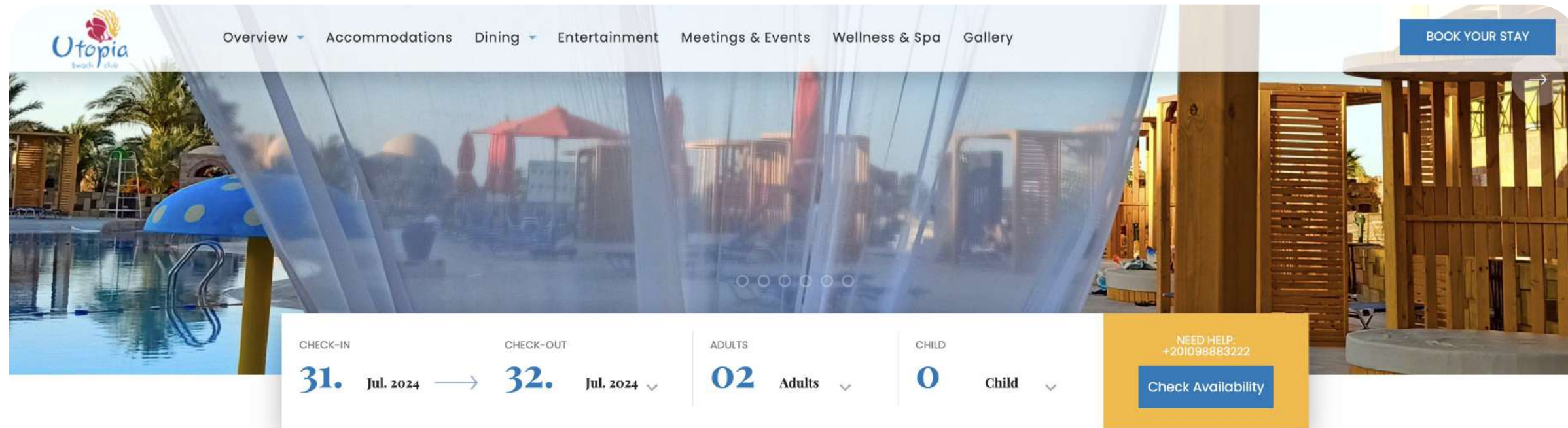
2* Fields Jul.2024, Adults, Child must be readonly. We should be able to replace them with a Test1, Test2, Test3.

UX audit

Header Layout and Organization

✕ Problem 1

There are two headers, which might overwhelm users and make it challenging for them to quickly find the information they need.

✕ Problem 2

The website's logo has a low resolution, which negatively impacts the site's professional appearance and brand perception. This lack of clarity can make the brand seem less polished and may reduce user trust and engagement.
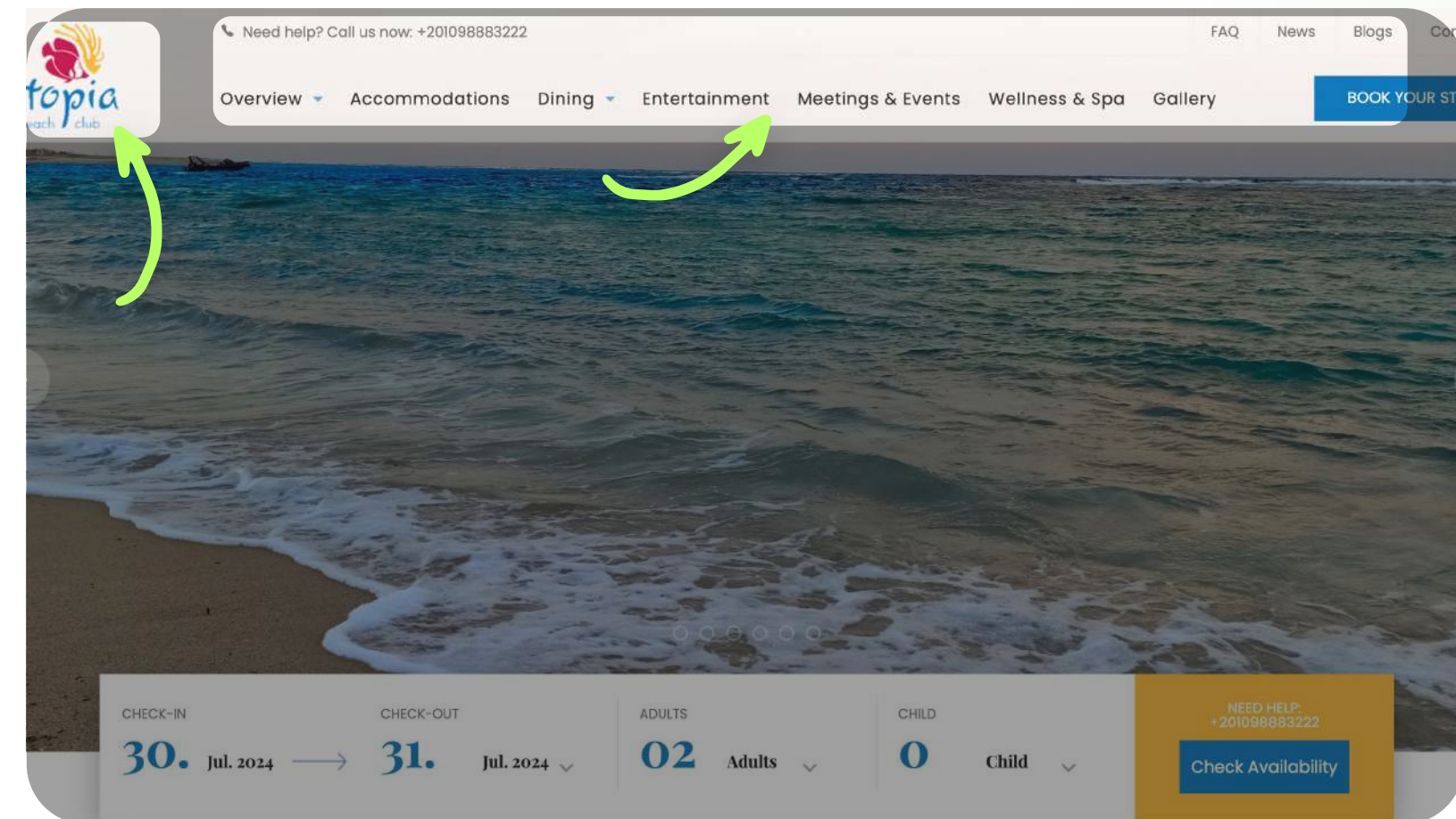
▷ Recommendation

Reduce and categorize links using dropdown menus to make navigation more intuitive and help users find information quickly. Use a high-resolution, optimized logo to enhance the site's professional appearance.

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UX audit

Readability of texts – inaccessible

✕ Problem 1

When hovering over the picture, it enlarges excessively, causing it to overlap with the surrounding text. This results in a lack of visual separation and readability issues, making the content harder to read and navigate.

⬡ Recommendation

Adjust the hover effect so that the picture enlarges to a more controlled size, maintaining adequate spacing between the image and the surrounding text. This will preserve readability and prevent content overlap.

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UX audit

Incomprehensibility and inconvenience

✕ Problem 1

Two of the three buttons in the dropdown list are non-functional, leading to a poor user experience and potentially preventing access to important features or information.

✕ Problem 2

When clicking on the "Adults" category, a double dropdown list appears, creating confusion and potentially leading to navigation issues for users.
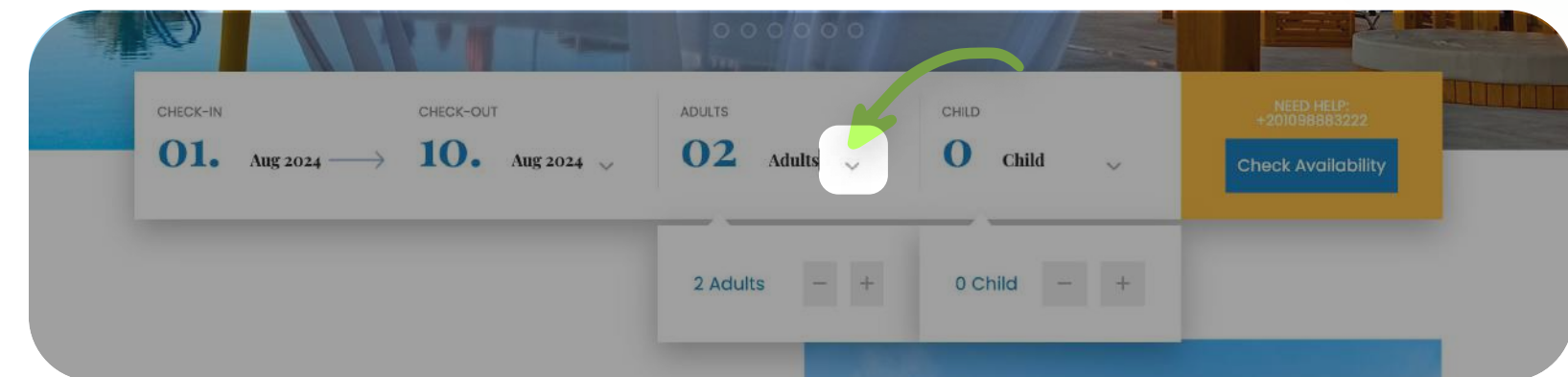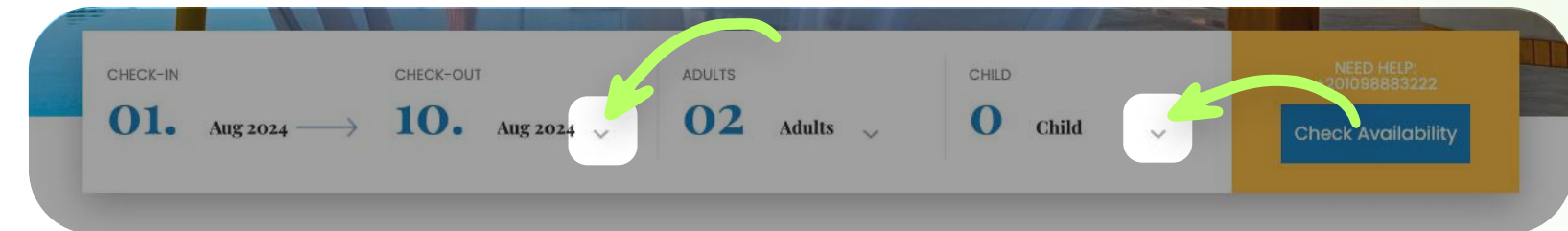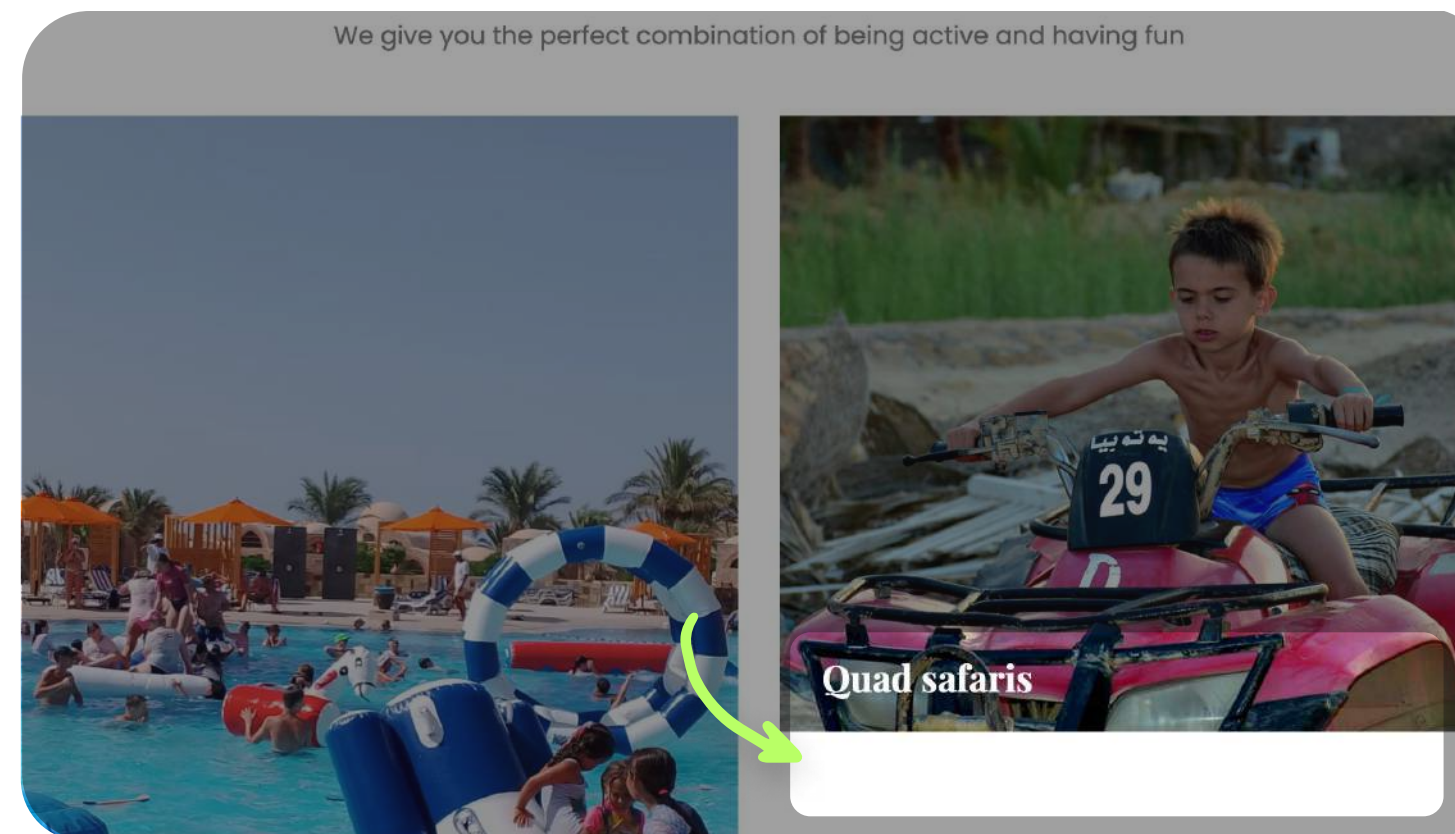

⬦ Recommendation

Investigate and fix the functionality of the non-working buttons in the dropdown list. Ensure all buttons are properly linked and tested, allowing users to access the intended features or information without issues.

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UX audit

Uneven Visual Design

✕ Problem 1

Graphic elements, including images, do not follow a consistent visual alignment, which can weaken brand identity and create a disjointed user experience.

⬡ Recommendation

Ensure all graphic elements, including images, follow a consistent visual alignment. This will strengthen brand identity and provide a cohesive user experience.

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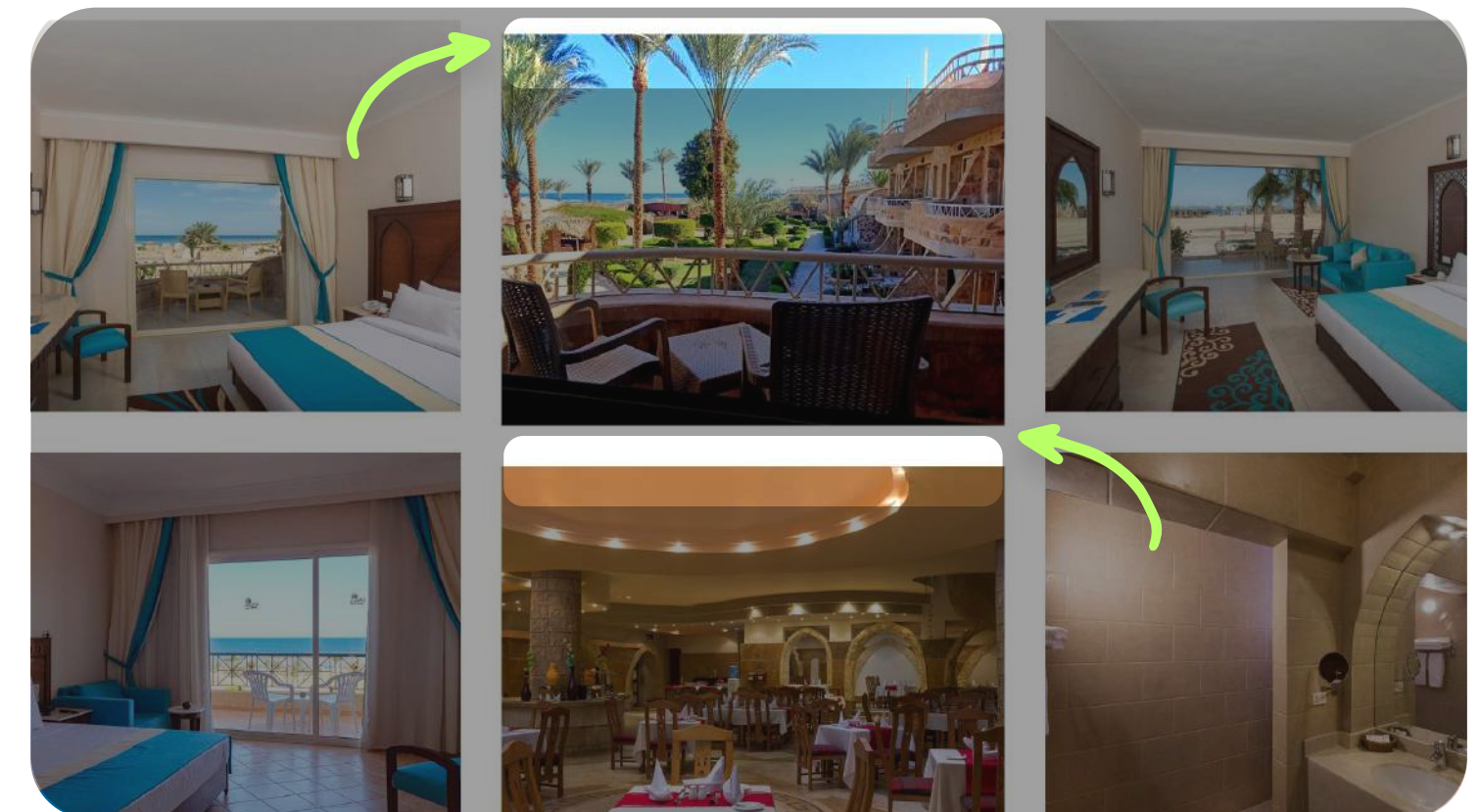
UX audit

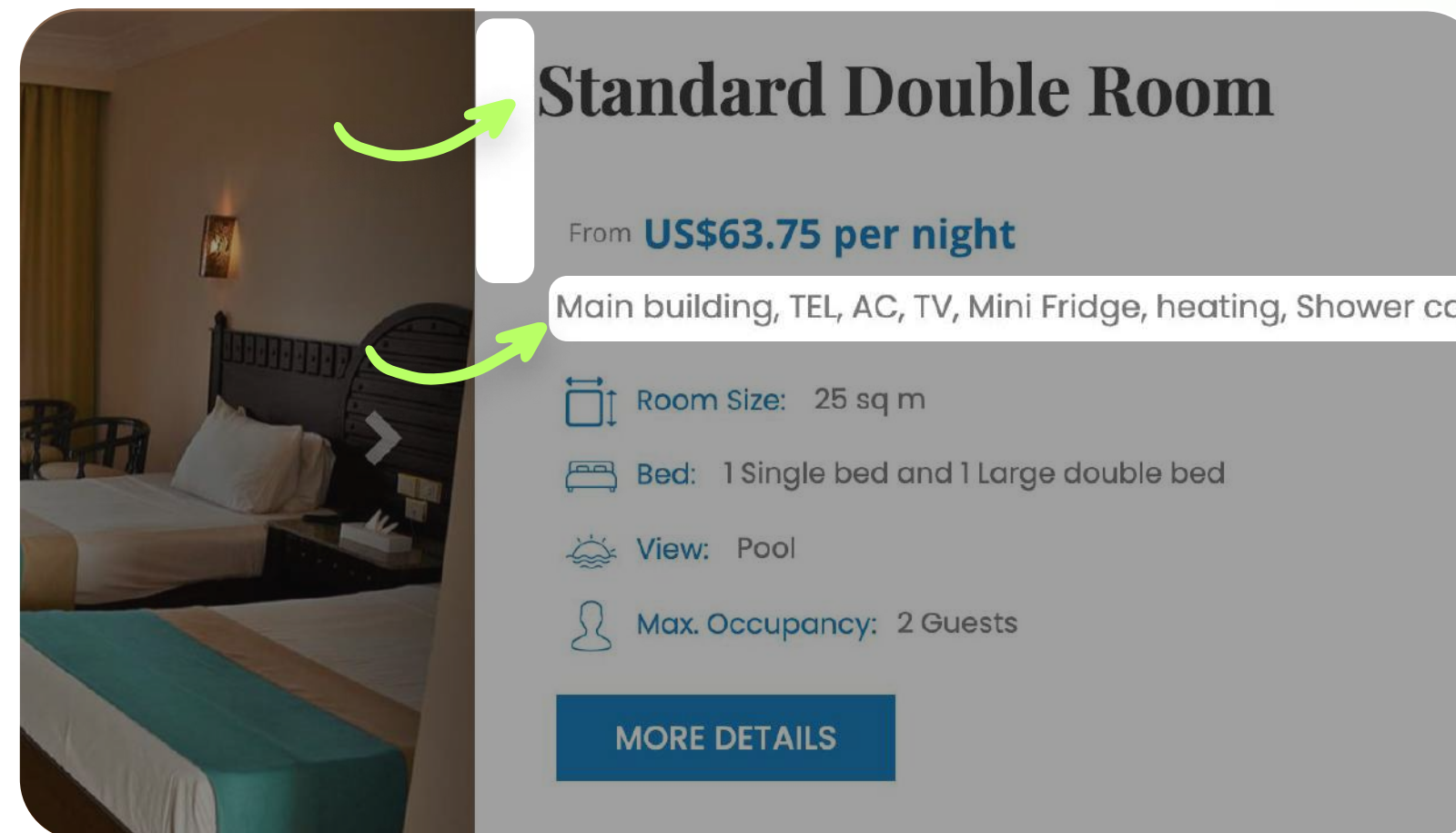## Inconsistent Text Alignment and Spacing and Lack of Visual Hierarchy

✕ Problem 1

The title and body text have uneven alignment, creating a mismatched appearance that interrupts the visual flow and readability of the content.

✕ Problem 2

The indents between the icons and the main text are uneven, causing a misaligned and inconsistent appearance.

✕ Problem 3

The text appears inconsistent due to varying thicknesses and sizes, resulting in a visually disjointed and unbalanced appearance.

Standard Double Room

From **US$63.75 per night**

Main building, TEL, AC, TV, Mini Fridge, heating, Shower cab

Room Size: 25 sq m

Bed: 1 Single bed and 1 Large double bed

View: Pool

Max. Occupancy: 2 Guests

MORE DETAILS

⬨ Recommendation

- Ensure the title and body text are consistently aligned, using a uniform layout. This will create a cohesive look and enhance the overall readability of the content.
- Standardize the indents between icons and main text to ensure uniform spacing and a cohesive layout.
- Adjust the text to have uniform thickness and size, ensuring a balanced and consistent visual appearance throughout.
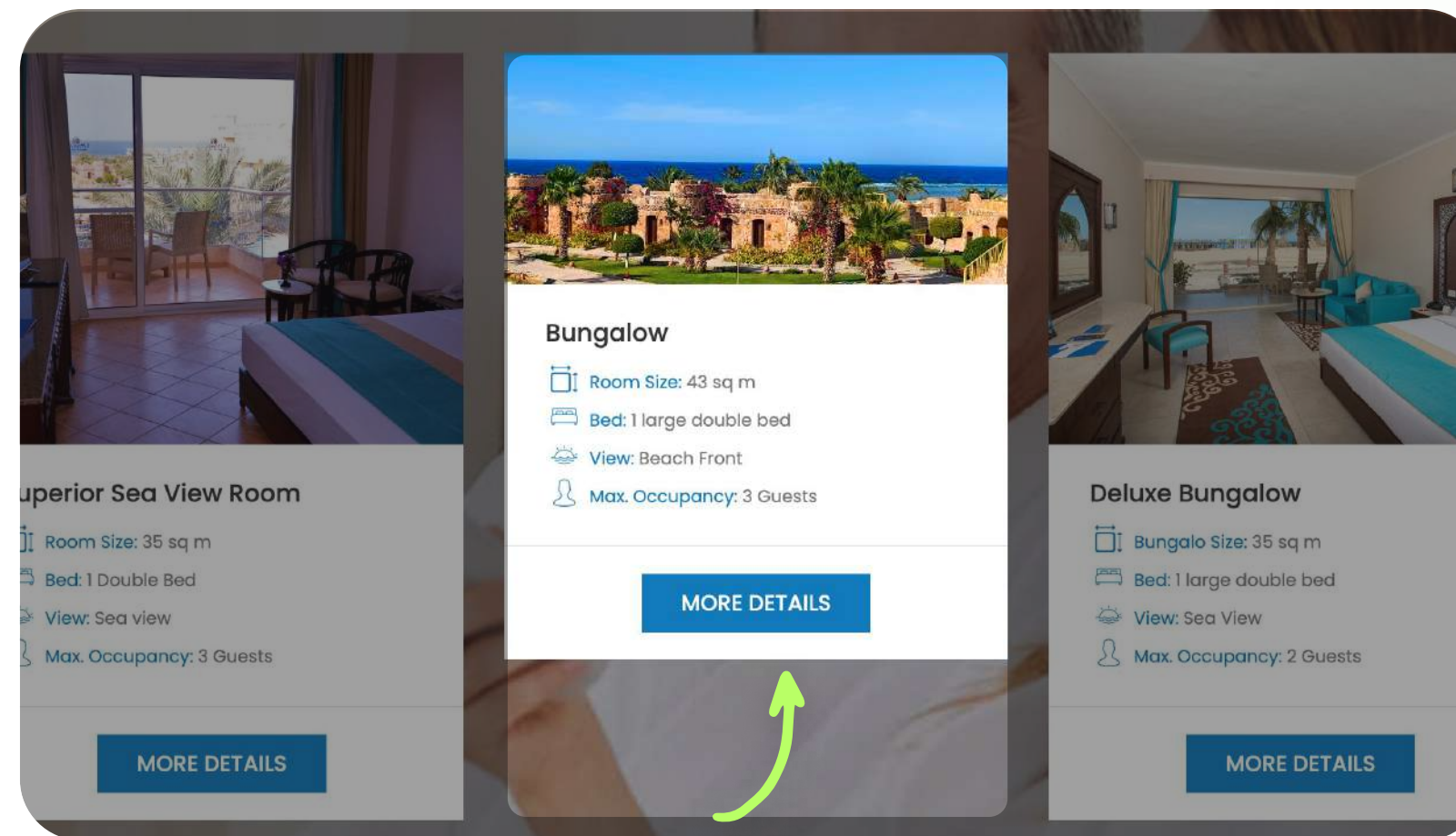
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16

UX audit

Different Composition Solution

❌ **Problem 1**

The cards have inconsistent sizes due to the varying sizes of the images, resulting in a disorganized and unbalanced layout.
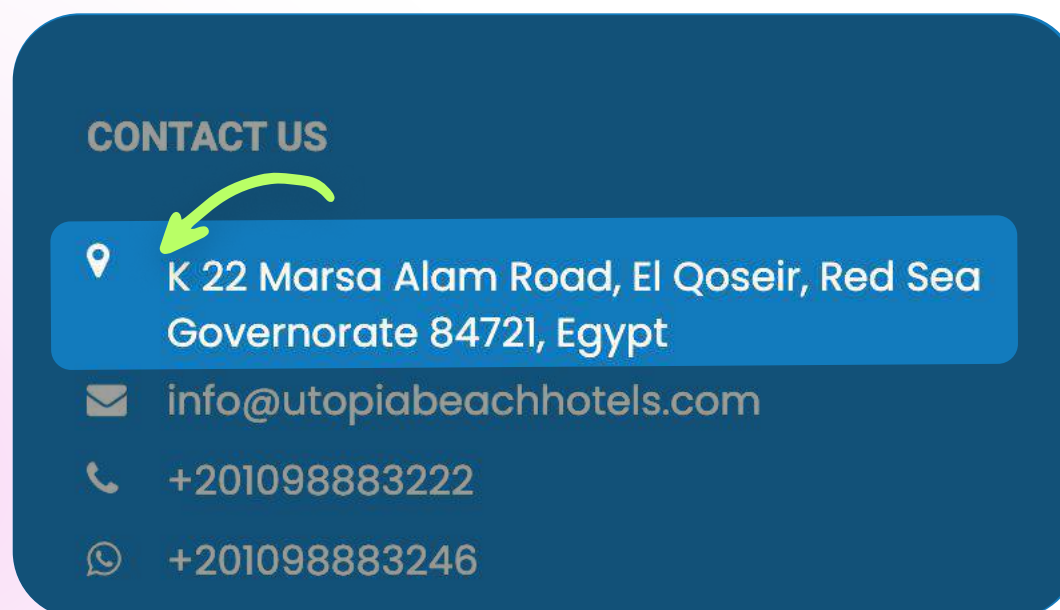
❌ **Problem 2**

The 'Contact Us' form has alignment issues, causing fields and elements to appear misaligned and unorganized.

CONTACT US

📍 K 22 Marsa Alam Road, El Qoseir, Red Sea Governorate 84721, Egypt

✉ info@utopiabeachhotels.com

📞 +201098883222

🟢 +201098883246

⬡ Recommendation

- Standardize the image dimensions within cards to ensure uniform card sizes, creating a more organized and visually balanced layout.
- Correct the alignment of the form fields and elements to create a clean, organized, and professional appearance.

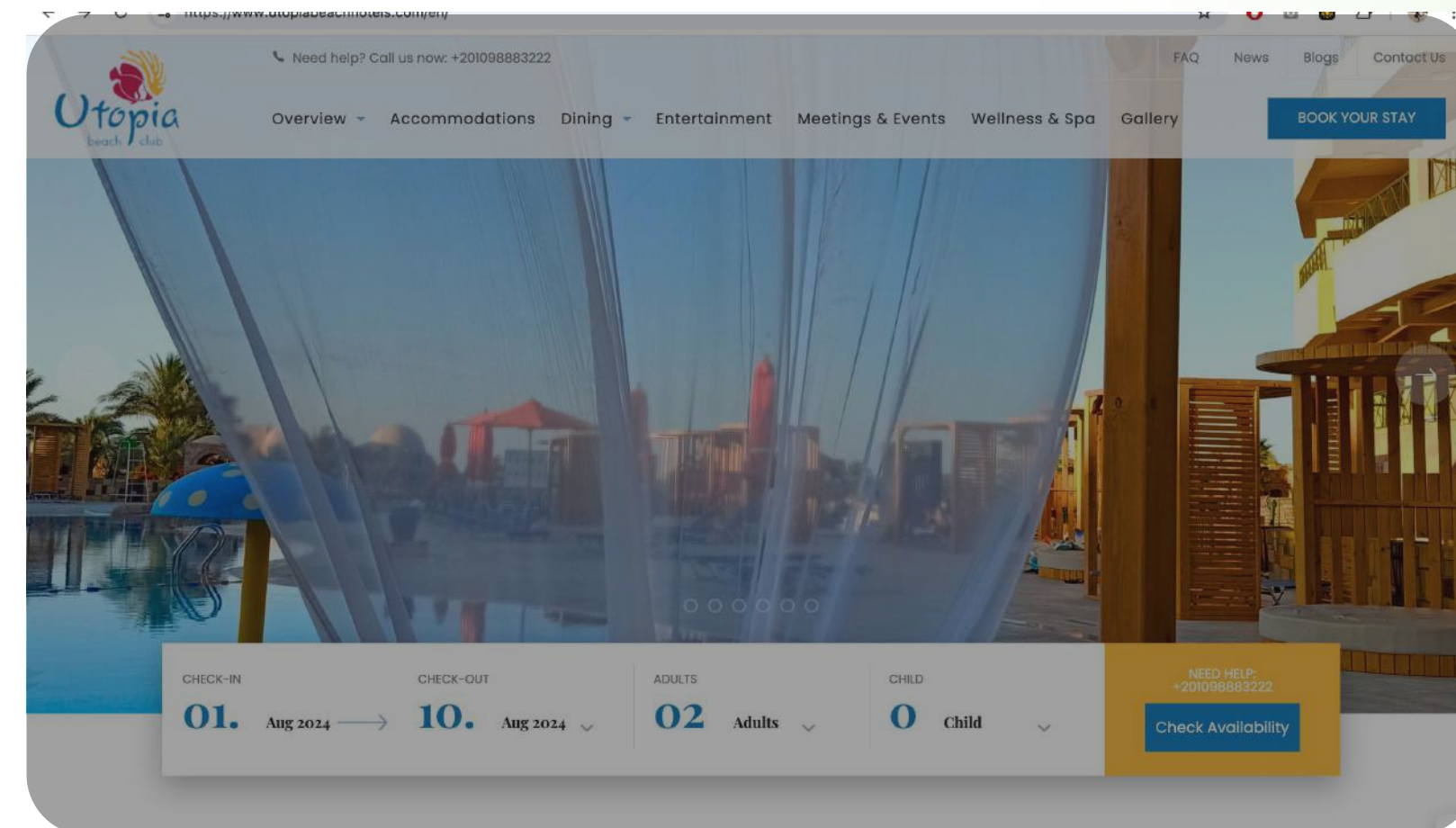OutSoft

UI audit

Obsolete UI design

✕ Problem 1

The site has high-quality photos, but the overall design is outdated and the interface does not have a modern look.
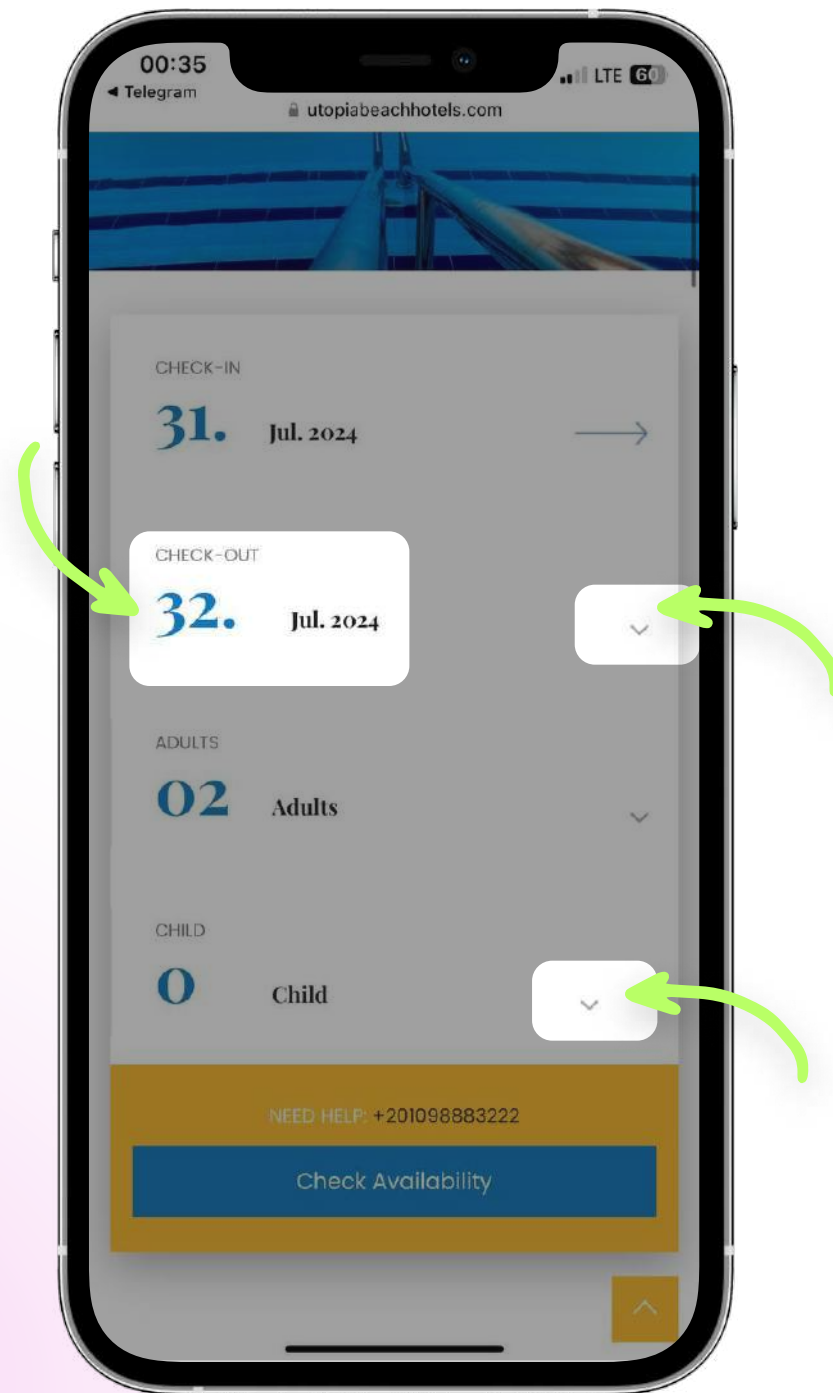
⬲ Recommendation

We have the expertise to create a modern user-friendly website design for you. We have also prepared a selection of examples of modern design that will inspire you and help you create a new, user-friendly interface.

- https://www.ihg.com
- https://www.resplendentceylon.com
- https://www.once-lifetime.com/en
- https://hotelzola.com/

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UIUX audit

Poor Mobile Adaptation:

✕ Problem 1

Two of the three buttons in the dropdown list are non-functional, leading to a poor user experience and potentially preventing access to important features or information.
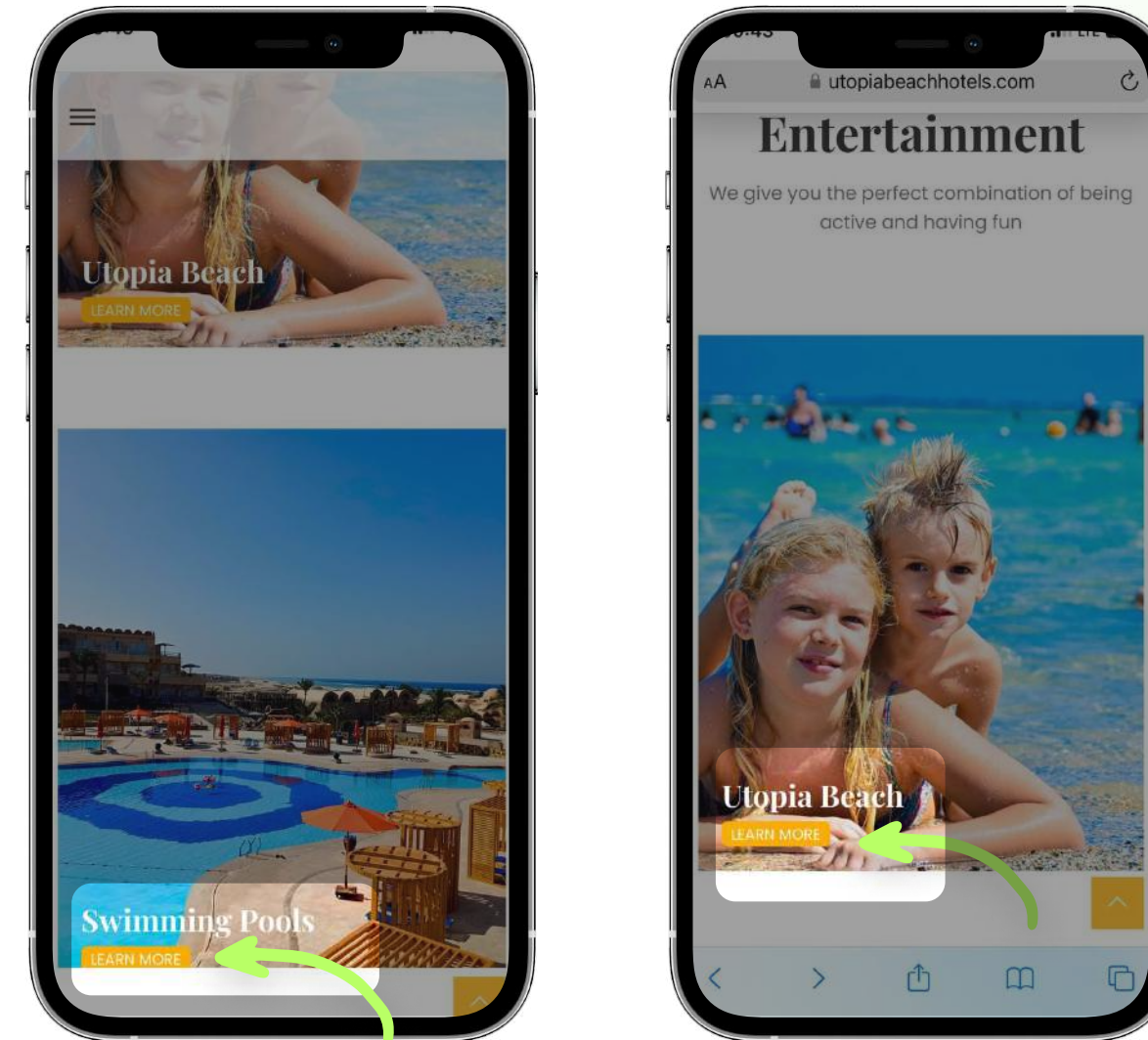
✕ Problem 2

The dropdown menu icons are positioned at varying distances from the related text or elements, resulting in an inconsistent and unprofessional appearance.

✕ Problem 3

The calendar contains incorrect dates

✕ Problem 4

The call-to-action in the photo is too small and poorly spaced, making it difficult for users to notice and interact with it effectively.

⊃ Recommendation

- Correct the dropdown list functionality to ensure only one dropdown appears when clicking on the "Adults" category, preventing confusion and improving user navigation.
- Align dropdown menu icons consistently with the related text or elements to achieve a uniform and professional look.
- Review and update the calendar data to ensure all dates are accurate, preventing scheduling errors and ensuring reliable user interaction.
- Enlarge the call-to-action and adjust its spacing to make it more prominent and visible.

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UIUX audit

Cluttered Mobile Version:

✕ Problem 1

A different style of call-to-action is used, leading to inconsistency and confusion in user interactions.
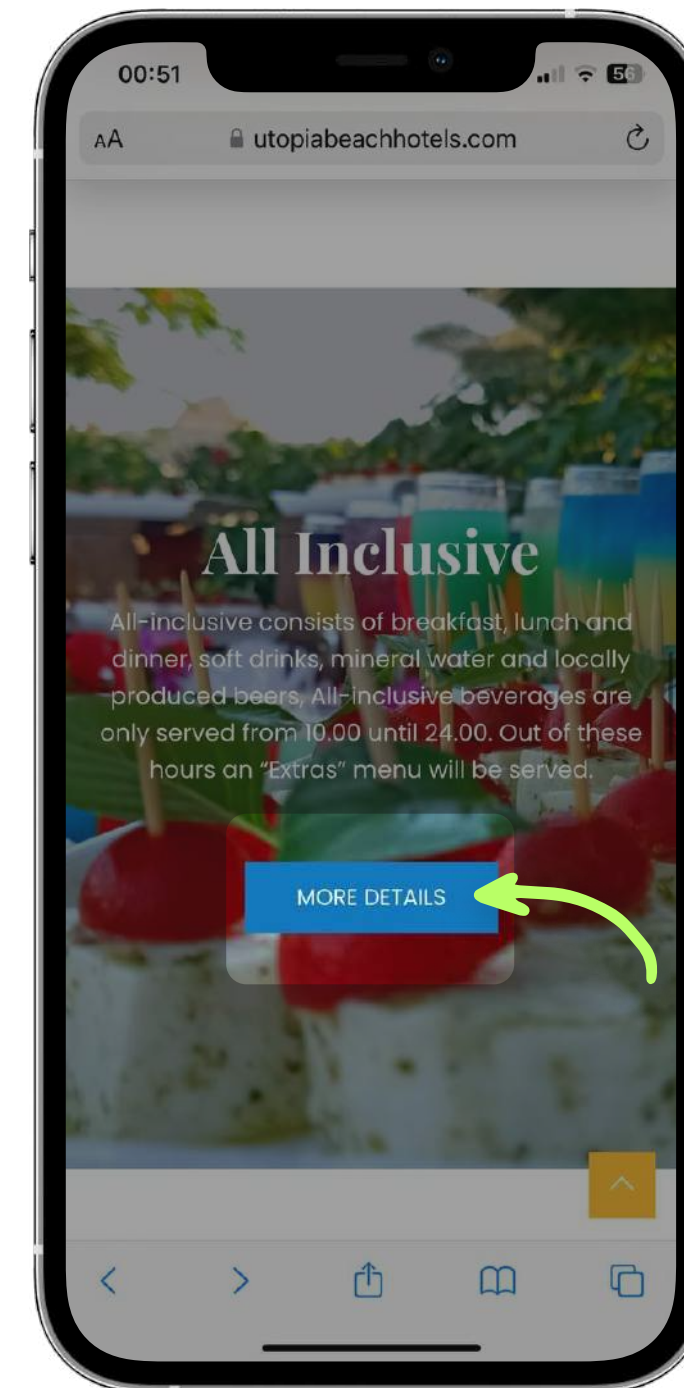
✕ Problem 2

There is no margin between categories, causing a cluttered appearance and making it difficult for users to distinguish between different sections.
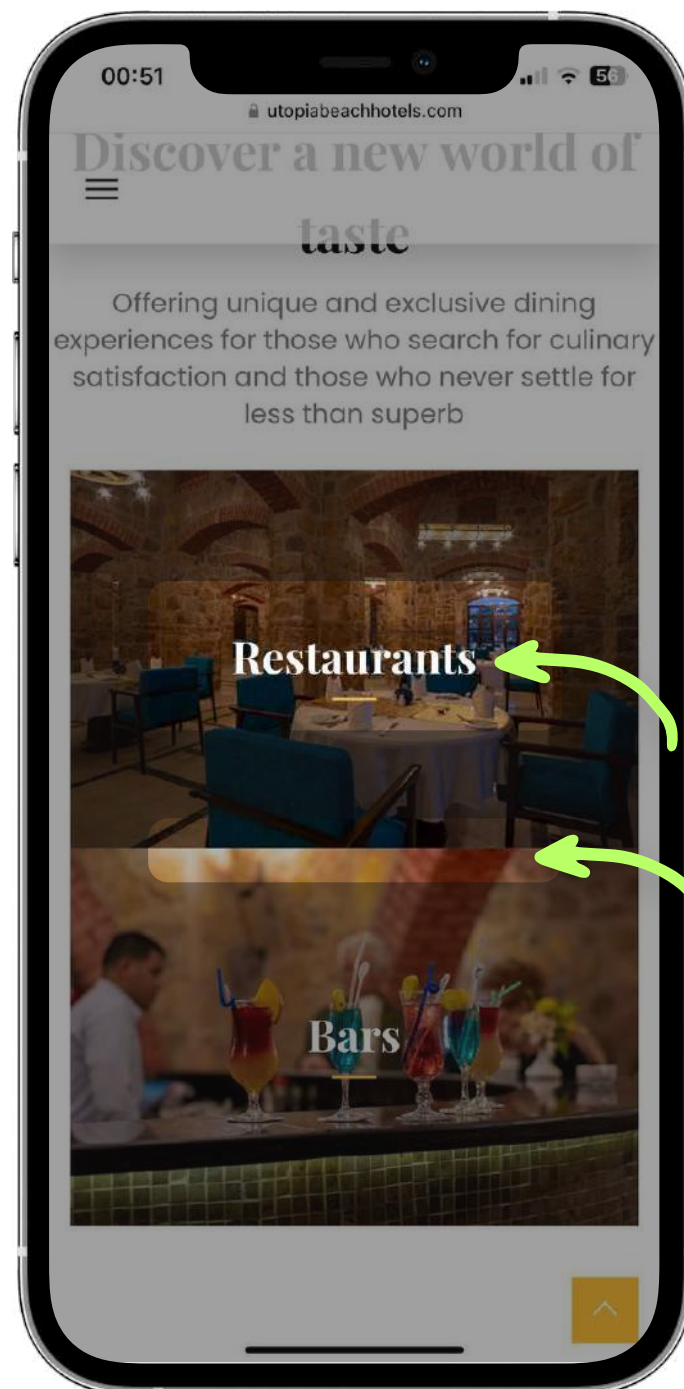
⬭ Recommendation

- Standardize the style of the call-to-action buttons to ensure consistency and enhance user clarity.
- Add margins between categories to improve visual separation and make the content more organized and easier to navigate.

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Summary

1. Technical Aspects

Page Loading Speed:

Problem: The mobile version of the site has low performance

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

Security:

Problem: This site works only in browsers with SNI support.

Reason to improve: Users using outdated browsers or operating systems will not be able to use the site.

2. SEO

Metadata:

Problem: Some pages do not have any meta description. Many pages have duplicate meta description.

Reason to improve: Unique meta descriptions in every page improve search engine understanding and ranking of individual pages, increasing visibility and click-through rates (CTR).

Headings:

Problem: Missing H1 tags on 8 pages. Missing H2 tags on 20 pages.

Reason to improve: Proper use of H1 and H2 tags helps search engines understand page structure and content, improving SEO.

Checking website links:

Problem: Some pages have 404 status code.

Reason to improve: If important pages on your site receive a 404 error, it can affect your search engine rankings because those pages will not be indexed and will not appear in search results.

3. UX/UI:

Navigation:

Problem: The dropdown menu icons are positioned at varying distances, and a double dropdown list appears when clicking on the "Adults" category.

Reason to improve: Consistent and functional navigation is crucial for a seamless user experience. Addressing these issues will help users find and access features more easily, reducing confusion and improving overall site usability.

Responsiveness:

Problem: The calendar for booking displays incorrect dates.

Reason to improve: Accurate and responsive calendar functionality is essential for scheduling and planning. Correcting the dates will ensure users can reliably schedule and manage their activities without errors.

User Interface:

Problem: The call-to-action in the photo is too small, poorly spaced, and uses an inconsistent style. Additionally, there is no margin between categories.

Reason to improve: A clear, consistently styled call-to-action with proper spacing and margins enhances user engagement and navigation, making the interface more user-friendly and visually appealing.

4. Content:

Quality and Uniqueness:

Problem: The quality of the logo is low, and there is inconsistent text thickness and size.

Reason to improve: High-quality visuals and consistent text formatting are vital for maintaining a professional appearance and ensuring clear communication. Enhancing these elements will strengthen the brand's image and improve content readability.

Overall Impact:

Addressing these issues will significantly enhance the user experience by improving navigation, responsiveness, and interface design. Consistent and high-quality visuals, along with clear and functional interactions, will lead to a more professional and user-friendly website, ultimately driving better engagement and satisfaction.

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Contact us.