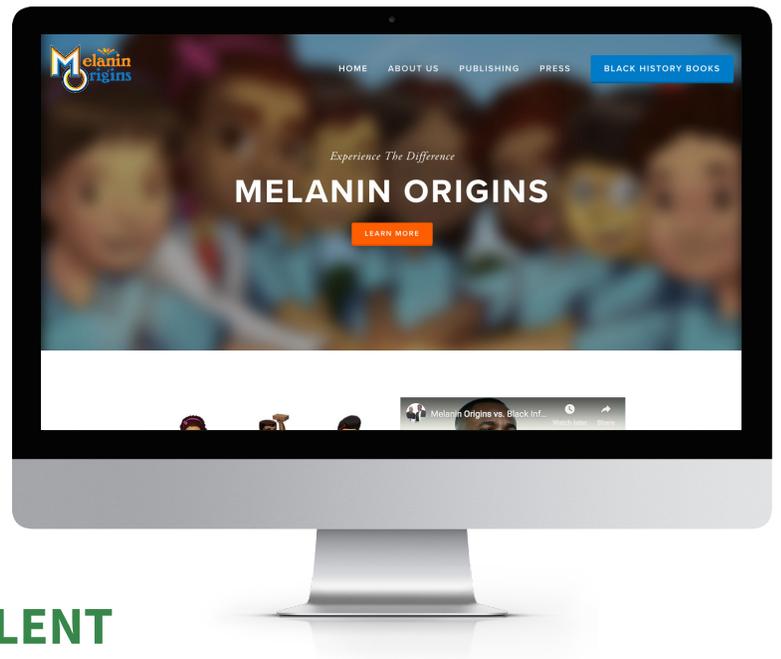




SARGENT
BRANDING FIRM

Website Audit

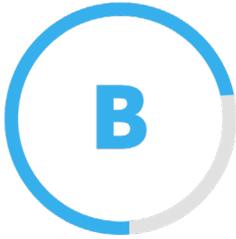
MELANINORIGINS.COM



Overall Website Rank: EXCELLENT

Your Website Is Very Professional

Score Breakdown



SEO - 52/100

Your SEO could be better

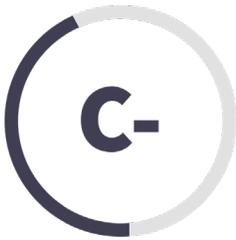
Your page is largely optimized for SEO performance. SEO optimization is important to ensure you can maximize ranking potential and drive traffic to your website from search engines. You can continue to build on your position by ensuring On and Off-Page factors highlighted here are improved, as well as through application of SEO strategies like content generation and link building.



Usability - 100/100

Your usability is good

Your page is highly usable across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).



Performance - 45/100

Your performance could be better

Your page's performance has some issues and room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings).



Social - 88/100

Your social is very good!

Congratulations, your social presence is strong and active. Social activity is important for customer communication, brand awareness and as a marketing channel to bring more visitors to your website. We recommend continued use of social campaigns to grow this further.



Security - 90/100

Your security looks very good!

We haven't identified obvious security problems on your website. Security is important to ensure your website protects user data, doesn't become compromised or experience downtime or data loss. We recommend ongoing patching and the continuous use of protective monitoring tools.

Detailed Analysis

Positives:

- Overall this is a great website. I don't have many recommendations on what you should do. It's professional; it's consistent. Really really great site.
- Good professional website design. The website has a "rhyme and reason" to it, meaning there's some consistency in page headers, page layouts, color and typography.
- Consistent color palette throughout the website

Our Recommendations:

1. Homepage - You need some messaging above the fold that tells the visitor exactly what Melanin Origins is. Like a short blurb under the title.
2. Delay the pop up box on the homepage. It shows too soon and creates a distraction. Display it after 10 seconds or when the user scrolls halfway down the page.
3. Publishing page - Change the images into actual text. Text loads faster than images and it will decrease the size of your website. Having actual text will also give it a more crisp look. I do recommend keeping the image of the book though.
4. Authors Gallery page - Change the layout of this page. Currently it's only an image gallery. I would like to see the books in a grid style with the title and link to the book. That would make this page more effective.
5. Remove the Press page (or the link to it) because it's blank.
6. The Privacy Policy text in the footer doesn't have a link.



Get your website fixed *in 3 easy steps*

1. [Schedule a call](#) with us to review your audit results
2. We'll create a customized plan of action to fix your website
3. Our team implements the recommendations and improvements

[CLICK HERE TO SCHEDULE A CALL](#)