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28 March 2023 by VICTAdmin

Website MOT

Just like how a car needs regular MOT check-ups to ensure it is roadworthy and safe to drive, a local council website also needs regular check-ups to ensure it is functioning properly and delivering a great user experience for its residents. This process is commonly known as a website audit or website check-up.

A website audit is a comprehensive review of a website's performance, usability, security, and accessibility. For local councils, it's especially important to ensure that their website is accessible and user-friendly, as it serves as a key communication tool between the council and its residents. **Some of the key areas that are typically assessed during a website audit include:**

Usability: A local council website should be easy to use and navigate for all residents, regardless of their digital literacy or ability. A website audit can identify any usability issues, such as confusing navigation or lack of clear information, and suggest ways to improve the user experience.

Accessibility: Local councils have a responsibility to ensure that their website is accessible to all residents, including those with disabilities. A website audit can identify any accessibility issues, such as lack of alt text for images or poor colour contrast. A website audit will enable us to suggest ways to improve accessibility.

Security: Local council websites can be vulnerable to security breaches, which can result in data theft and damage to the council's reputation. A website audit can identify any security issues and suggest ways to improve security measures.

Content: Local councils need to ensure that the content on their website is accurate, up-to-date, and relevant to their residents. A website audit can identify any content issues, such as outdated information or poor-quality content, and suggest ways to improve the overall quality of the content.

Online services: Many local councils offer online services to their residents, such as paying council tax or reporting issues. A website audit can assess the usability and functionality of these online services and suggest ways to improve the user experience.

In conclusion, a website MOT is crucial for local councils to ensure that their website is functioning properly, delivering a great user experience for their residents, and meeting their responsibilities as a public organisation. We recommend a website audit at least once a year, and more frequently if the website undergoes significant changes or updates. A website audit helps local councils ensure that their website is an effective communication tool for their residents and helps them deliver the best possible services to their community.

Website MOT offer

This offer includes a website MOT which gives you 2.5 hours of our time.

We understand that over time your website can become defragmented, and the look and feel can change as different people have added to the content. During this time, we will check certain pages of the website for consistency of design and make necessary amendments. The main areas we look at are the ones that most visitors see frequently: Home page, contact us, council documents & finances including annual reports. We will carry out an accessibility check as well as ensuring you have the crucial information required by law.

Cost: £145 plus VAT

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