

# TECHNICAL AUDIT

By conducting regular technical audits, businesses can ensure their website remains optimized, secure, and compliant with industry standards, ultimately driving better user engagement and business growth

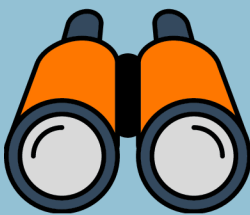
## MAGENTO VERSION HISTORY

Confirm what version of Magento you are running and which patch release you are up to to ensure you aren't missing anything critical.



## 3RD PARTY MODULE REVIEW

Review that all modules are installed correctly, up to date, and are not impacting site performance.



## IDENTIFY SECURITY WEAKNESSES AND RISKS

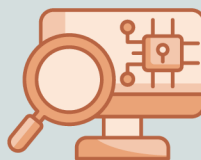
Uncover suspicious activities, security vulnerabilities, bugs, or security loopholes.

## SWAT REPORT

A SWAT Report provides an itemized list of issues on your site, rating them as critical, minor, or trivial. Allows for issue prioritization.

## WHY DO A TECHNICAL AUDIT

A technical audit is crucial for identifying and addressing any issues or vulnerabilities in a website's infrastructure that may affect its performance, security, and user experience. It ensures compliance with industry standards and regulations, and ultimately enhances overall website performance and user satisfaction.

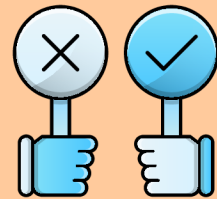


## REVIEW ALL AVAILABLE DOCUMENTATION

Review all documentation to understand the code quality and environment

## DATABASE REVIEW

Large data tables can negatively impact system performance and efficiency. Create a plan to deal with large data tables before they become a problem.



## LOGS AND DISC SPACE

Ensure that there is enough room on your server for current and future site goals.

## REVIEW DEPLOYMENT PROCESS

Ensure that you are following best practices to mitigate risks.

## SYSTEM REQUIREMENTS

Make sure that all software that touches Adobe Commerce (Magento) is a compatible version.



# MARKETING AUDIT

By conducting regular marketing audits, businesses can evaluate the effectiveness of their marketing strategies, identify areas for improvement, and maximize their return on investment (ROI).

## UX/UI DESIGN REVIEW

Usability testing of the functionality and performance of the graphical user interface to address common UI defects and ensure expected performance.



## CUSTOMER REVIEWS

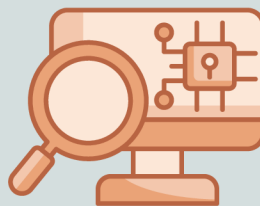
Analyze competitor reviews looking for patterns of issues around shipping, returns, customer service etc.

## COMPETITOR ANALYSIS

Review your top competitors focused on the following categories: company overview, target market, website first impressions, navigation, return policy, reviews, and specific taglines or branding messages.

## WHY DO A MARKETING AUDIT

Marketing audits are essential for businesses to assess current strategies, identify strengths, weaknesses, and growth opportunities, allocate resources efficiently, mitigate risks, and maintain competitiveness in the market.



## ADA ACCESSIBILITY

Ensure that your site is fully accessible to those who may have vision issues

## SITE HEALTH

Identification of page errors, technical SEO issues, backlink toxicity and site optimization opportunities



## SEO/CONTENT MARKETING REVIEW

Determine if content is relevant, valuable, and visible to users and search engines

## EMAIL CAMPAIGN REVIEW

Review the effectiveness of email campaigns look for improvement opportunities in with brand Differentiation

## BRAND DIFFERENTIATION

it is important to define what sets your company apart in the market. Critical to have clear personas, understand your value in the marketplace place and how does your messaging support your brand differentiation