



The Technology & Integrated Communication Agency

G-CLOUD
SERVICE DEFINITION
Magento Website Audits



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Making Contact

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Affinity expert in Magento code Audits

Affinity's audit is an in depth review of your site's code measured against Magento's core code and general best practices. Our audit will examine the whole platform architecture, from front-end to back-end. The full analysis will identify any areas for enhancement and highlight issues with the code, module implementation and Magento best practice. Ensuring your ecommerce platform correctly supports your current and projected business requirement.

The Code Audits

Our Audit team are very experienced in providing consultant-level Magento code audits for both Magento CE and Magento EE platforms. Any developer working on your audit will have practical experience of applying the fixes on large, enterprise-level websites, as well as conducting the actual audits.

The audit will be very well documented with supplemental spreadsheets and screen grabs to help illustrate and back up the recommendations proposed. We summarize the modules installed and their functions. This can be helpful for clients looking to understand the structure of their site if a previous partner was not transparent about what each module does.

The audit delivered will include a traffic lighted list of changes required, which are ordered by impact and level of complexity to address.

The Magento audit will encompass

- A full codebase review
- Identify if any changes have been made to the Magento core
- Address any code/module conflictions
- Document module functions and usage
- A full Magento performance review
- Review hosting architecture and logs
- Review of optimization in place with recommendations
- Report on status of database
- Action plan

Our Magneto audits - have been used as a blueprint for further development work as they investigate the reasons for poor website performance and give detailed recommendations on how to improve the performance of your website at levels above that of just a simple code review.

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Our Audits can also include:

Website and Domain Name check:

- Whois Record
- Hosting Location
- Registry Data
- Blacklist's and Spam list's Check

Web Server Records:

- Hosting Company Review
- Reverse IP Address Check
- PCI Compliance Check

Website Verification Tests:

- W3C Markup Validation
- W3C CSS Validation
- WAI (Web Accessibility)

Search Engine Optimisation (SEO) Test: *(Note: this is normally undertaken as a separate work package but is often identified as an issue as we do the initial audit.)*

- Search Engine Page Index Check
- Home Page Content Review
- Website IA Review
- On Page SEO Content Review (Key Landing Pages)
- Off Page Marketing Review
- Blog Analysis
- Review of Page Conversion data
- Keyword Analysis
- Inbound Link and Internal Page Link Analysis
- Google Page Ranking Score/Quality
- Google Analytics Review
- Google Webmaster Tools Review
- Website Page Grade Test against Competitors
- Social Media Marketing Configuration Review
- RSS Feed Check
- Robots Text File Check
- Sitemap Check

UX reviews *(Note: this is normally undertaken as a separate work package but is often identified as an issue as we do the initial audit.)*

- Performance review
- Review of automated email activity
- Product reviews
- User testing
- User journey analysis
- Review of site search
- Review of all page templates

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Our enterprise level Magento audit report provides constructive criticism and indicative investment costs. Helping you establish how much and where to invest first.

Affinity have built and maintained numerous enterprise-level Magento websites for both the private and public sector. Our pro-active approach to continual development has seen considerable improvements around customer retention, overall customer experience and conversion rates for our clients.

We've completed a number of customer experience audits, both for our retained clients and independently, providing data-driven and actionable insight into current barriers / issues and recommendations for improving the performance of your site.

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