

Monarch Services UX Audit

Presented by Theresa Wilkinson



Monarch Services UX Audit



Agenda

- Executive Summary
- Heuristic & UX Analysis & Recommendations
- SEO Analysis & Recommendations
- Appendix

Executive Summary

A UX audit was conducted on the Monarch Services website.

What is a UX Audit?

A user experience (UX) audit is an in-depth assessment of the experience an app or website provides to users. It helps evaluate the product methodically to find new ways to improve it.

Audit Process

Screen-by-screen evaluation: Go through each of the key user flows and experience them from a user's perspective.

- **Heuristic & UX Analysis:** Assess the website/app screen-by-screen based on knowledge of UX best practices. A heuristic analysis identifies any issues previously missed.
- **SEO Analysis:** Identify areas of the website to optimize a website's technical configuration, content relevance and link popularity so its pages can become easily findable, more relevant and popular towards user search queries, and consequently, search engines rank them better.

Executive Summary

Home Improvement Statistics for 2024⁶:

- 70% of people research a company online before deciding to buy.
- 84% of consumers trust online reviews as much as personal recommendations.
- 80% of people use search engines for local queries.
- 64% of customers are likely to read Google reviews before visiting or hiring a local business.
- 46% of all Google searches are local.
- Search engines have a 15% close rate — traditional advertising is about 2%.

Heuristic & UX Analysis

Main Page

- Consider adding navigation at top and bottom (footer) of web pages.
- Consider left-aligning all text -- it is easier to read online.
- Consider reduce size/remove images to reduce vertical scrolling.
- Consider add website page text with bulleted lists, bolded keywords, descriptive headlines to help users scan to find the information that is relevant to them.
- Consider add a Services page with secondary navigation.

Executive Summary

Heuristic & UX Analysis

About Us

- Consider adding information: How long have they been in business, BBB ratings, testimonials, photos of workers so customers know who is coming to their house, Yelp/Google reviews, guarantee information, and add Contact Us button.

Contact Us

- Consider adding website page text with bulleted lists, bolded keywords, descriptive headlines to help users scan to find the information that is relevant to them.
- Add form validation to help prevent users from entering incorrect or incomplete data. This can be achieved by specifying the required fields, formatting rules, and input length limitations. Validation ensures that users enter the correct data, reducing the chances of errors and improving the overall user experience.
- Submit button should be red with black bold text so users can easily see it.
- Change font color to black #000000 so that it is easier to read.

Executive Summary

SEO Analysis

- “Monarch Services” does not appear in the first 30 Google listings.
- Using “monarch services + MI”, website did not appear in the first 30 Google listings.
- Add website page text with bulleted lists, bolded keywords, descriptive headlines to help users scan to find the information that is relevant to them.
- Add keyword-rich text to all image and logo ALT tags.
- Create more website pages (Services pages) -- the more pages you have with keyword-rich text, the higher your rankings on search engines, thus more traffic to your website.

Heuristic & UX Analysis

Call or Text: [269-599-8835](tel:269-599-8835) Email: ryan@monarchservices.us



Home

About Us

Contact Us

Licensed & Insured



Monarch is a local company providing a wide range of services including concrete, carpentry and home maintenance. Whether you need to change your flooring, remodel an entire room, build an addition or just change a door knob we take care of it all.

When it's time for a change - give Monarch a call.



2 Match Between System and the Real World ¹

Follow real-world conventions, making information appear in a natural and logical order.

8 Aesthetic and Minimalist Design ¹

Interfaces should not contain information that is irrelevant or rarely needed.

“Due to this layout, navigation is hard to notice in this visual hierarchy. It is not in the position that users expect to find it.” ³

Recommendations:

- Consider adding navigation at top and bottom of web pages.
- Consider left-aligning all text -- it is easier to read online. “For optimal readability: **Use left-aligned text.** A consistent left margin makes reading easier.” ⁵
- Consider reducing size/remove images to reduce vertical scrolling. “People don’t scroll mindlessly or click on every single link on the page: because they attempt to maximize the rate of gain and get as much relevant information in as little time as possible.” ²

Heuristic & UX Analysis

Recommendations:

- **Consider adding scan-friendly formatting such as bulleted lists, bolded keywords, descriptive headlines (with keywords) to help users find the information that is relevant to them.** "A good user experience involves web pages that are designed so that the user can get the maximum relevant information in the minimum amount of time. At the page level, the way in which information is laid out and presented on a well-designed page is suggestive of what's most likely to be relevant on a page. For example, designers use scanning-friendly formatting such as bulleted lists, bolded keywords, descriptive headlines to help users find the information that is relevant to them." ²
- Consider create more website pages -- the more pages you have with keyword-rich text, the higher your rankings on search engines, thus more traffic to your website. People need to be able to find the website.
 - **Proposed Navigation** (I like the roll-overs on navigation – very easy to read):
 - Services:
 - Concrete (secondary navigation)
 - Carpentry Services (secondary navigation)
 - Maintenance & Handyman (secondary navigation - Could use Handyman)
 - Landscaping (secondary navigation) – List out these services and add the slide show to the page
 - Kitchen & Bathrooms (secondary navigation) for tile and kitchen photos.
 - Add Construction (secondary navigation) for house
 - About Us (add info: How long have they been in business? Add this info: BBB ratings, **testimonials**, Yelp reviews, pics of workers so I know who is coming to my house, Do they have any kind of guarantee? Add one if not and include on this page. Add Contact button here too.
 - Completed Projects with before/after photos and testimonials. Link to Yelp reviews.
 - Contact Us – Consider adding: How long have they been in business? BBB ratings, and testimonials.

Heuristic & UX Analysis

Services

Free Estimates - No Job Too Small



Concrete



Carpentry Services



Maintenance &
Handyman

Recommendation: Consider creating a Services page (with keyword text) to promote all services in secondary navigation. Consider removing these images and information to reduce vertical scrolling.

“People don't scroll mindlessly or click on every single link on the page: because they attempt to maximize the rate of gain and get as much relevant information in as little time as possible.”²

Heuristic & UX Analysis

- Foundations/Footings
- Driveways
- Retaining Walls
- Sidewalks
- Interior Floors
- Patios
- Monolithic Slabs
- Bollards
- Curbs
- Steps & Stoops
- Exposed Aggregate
- Removal & Demolition

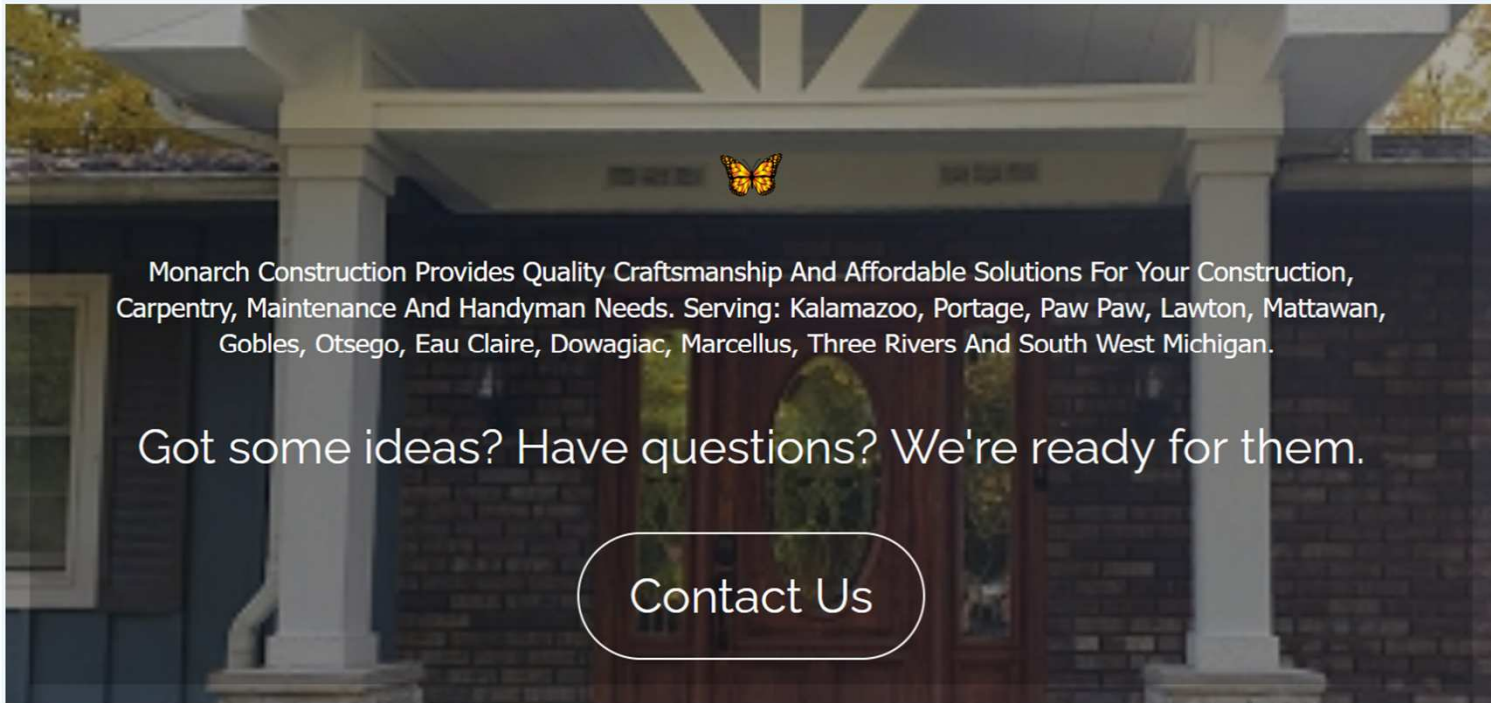
- Framing Interior/
Exterior Post Buildings
& Garages
- Additions & Remodels
- Siding & Windows
- Soffit & Facia
- Brick Veneer
- Fencing
- Drywall Installation
- Cabinet Install, Custom
Doors
- Doors & Trim
- Flooring & Tile
- Basement & Porch
Renovation
- Low Voltage Lighting

- Concrete Repair
- Siding & Window Repair
- Drywall Repair
- Odds & Ends Around
the Home Repair/
Replace
- Microwave & Sink
Install
- Cabinet Repair
- Flooring Repair/
Replace
- Fencing Repair
- Closet & Shelf Repair/
Organization

Recommendation: Consider creating a Services page (with keyword text) to promote all services in secondary navigation.

Incorporate this text (with keyword phrases) into the appropriate Services pages.

Heuristic & UX Analysis



Recommendation:

Consider removing this or reduce the size to reduce vertical scrolling

Heuristic & UX Analysis



2 Match Between System and the Real World ¹

Follow real-world conventions, making information appear in a natural and logical order.

Recommendation:

Consider adding a footer with website navigation.

“Due to this layout, (footer) navigation is ... not in the position that users expect to find it.” ³

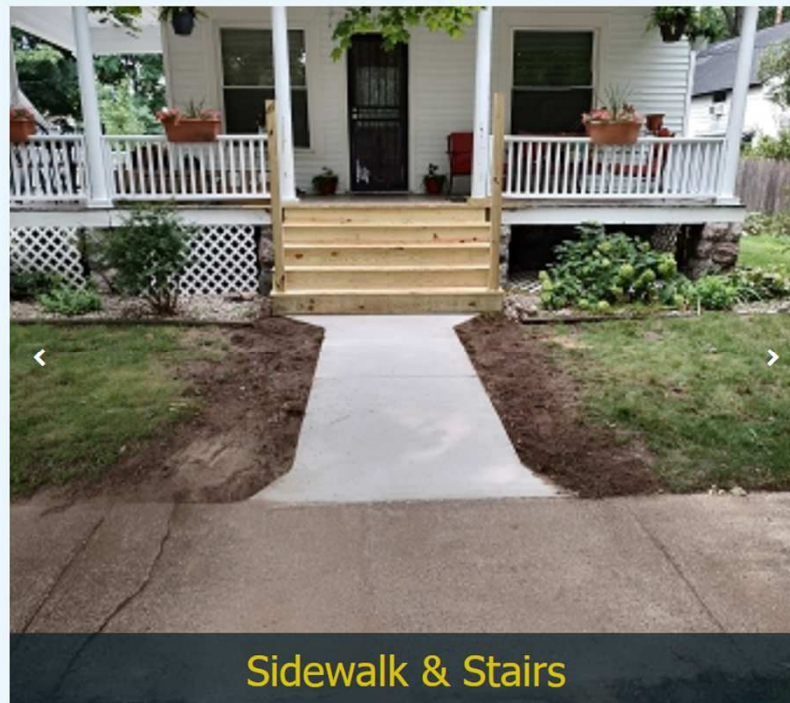
“Some users even use the footer for navigation: when they have already scrolled to the end of a page, because the footer is in close proximity, they use that instead of scrolling to the top for global navigation. (The) footer should be consistent, predictable, and easily discoverable.”⁴

SEE Website Layout Idea in Appendix.

Main Page Analysis

See What We Can Do

A picture is worth a thousand words. Look through our slideshow to see projects we have done. Click to see the full view.



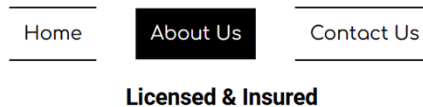
Recommendation: Consider changing this to a before-after slide show to promote all services. Also consider reducing the image sizes to reduce to vertical scrolling.

Also consider adding a link under the "See what we can do" text to the Services page.

Scrolling is also a problem on mobile.

SEE Website Layout Idea in Appendix.

Heuristic & UX Analysis



About Us



At Monarch, we believe that our customers are our top priority. We strive to provide them with the best possible service and ensure that they are satisfied with our work. We take pride in our work and are committed to providing our customers with the best possible experience.



Our team is dedicated to providing high-quality services to our clients. We use our many years of experience to ensure that our work is done efficiently and effectively. Our goal is to exceed our clients' expectations.



If you are looking for a company that provides high-quality services at an affordable price, then look no further than Monarch Construction. Contact us today to learn more about our services and how we can help you with your next project.

Recommendations:

- Consider adding scan-friendly formatting such as bulleted lists, bolded keywords, descriptive headlines (with keywords) to help users find the information that is relevant to them.
- At the page level, **the way in which information is laid out and presented on a well-designed page is suggestive of what's most likely to be relevant on a page.** "A good user experience involves web pages that are designed so that the user can get the maximum relevant information in the minimum amount of time."⁴

Recommendations:

- Consider left-aligning all text -- it is easier to read online. "For optimal readability: **Use left-aligned text.** A consistent left margin makes reading easier."⁵
- About Us – Consider adding the following information:
 - How long have they been in business?
 - Add BBB ratings
 - Testimonials
 - Pics of workers so I know who is coming to my house.
 - Do they have any kind of guarantee? Add one if not.
 - Add Contact Us button here too.

A contact form with a light blue background. It contains five input fields: 'Name *', 'E-mail *', 'Phone *', 'How did you find us?' (a dropdown menu), and 'Message *'. A 'Submit' button is located at the bottom right of the form.

Recommendations:

- Consider changing the color of the Submit button to red with black bold text so users can easily see it.
- Consider changing font color to black #000000 so that it is easier to read.
- Consider changing background color to white so that text is easier to read.

5

Error Prevention

Good error messages are important, but the best designs carefully prevent problems from occurring in the first place. **Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.**

Follow real-world conventions, and logical order. ¹

Recommendations:

- Consider adding form validation to help prevent users from entering incorrect or incomplete data. This can be achieved by specifying the required fields -- **no error messages** display when no information is entered into field -- formatting rules, and input length limitations. Validation ensures that users enter the correct data, reducing the chances of errors and improving the overall user experience.

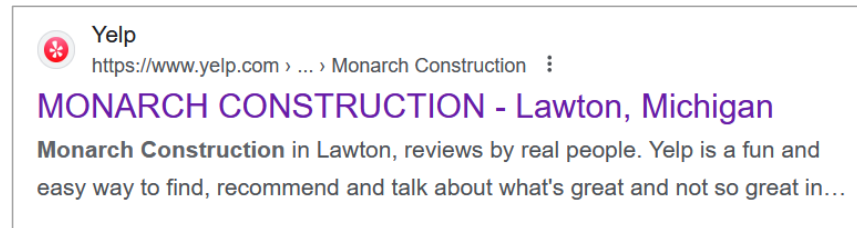
SEO Analysis

SEO Analysis

Keywords or key phrases are still relevant in 2024 as one of the main ranking factors used by Google and popular search engines. While they are no longer the only ranking factor for your website, you still need to include accurate, quality keywords to show up as relevant to the user's search.

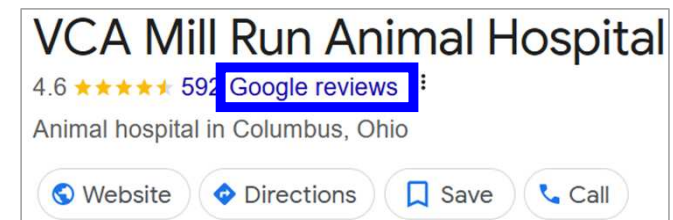
Google Search Results

- “Monarch Services” does not appear in the first 30 Google listings.
- Using “monarch services + MI”, website did not appear in the first 30 Google listings.
- Using “monarch services + home improvement + MI” – the following displayed as second listing on Google:



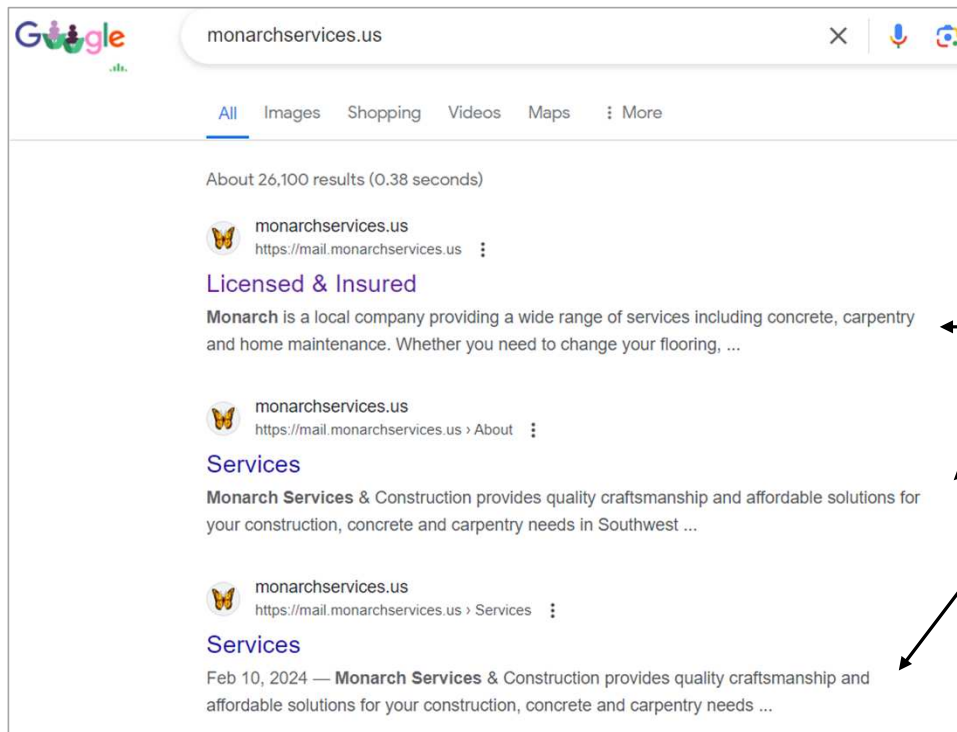
On Yelp, the website listed is not working (monarchconstruction.info). They are losing business with this. Other than this listing, the website does not appear in the first 30 Google listings.

Since the website does not display in Google listings, a customer cannot leave a Google Review for the company.



SEO Analysis

On Google, when I typed in the URL, the following displayed:



Most people would not enter the URL into Google, but the website does display in first 3 listings.

Add keyword-rich text here

SEO Analysis

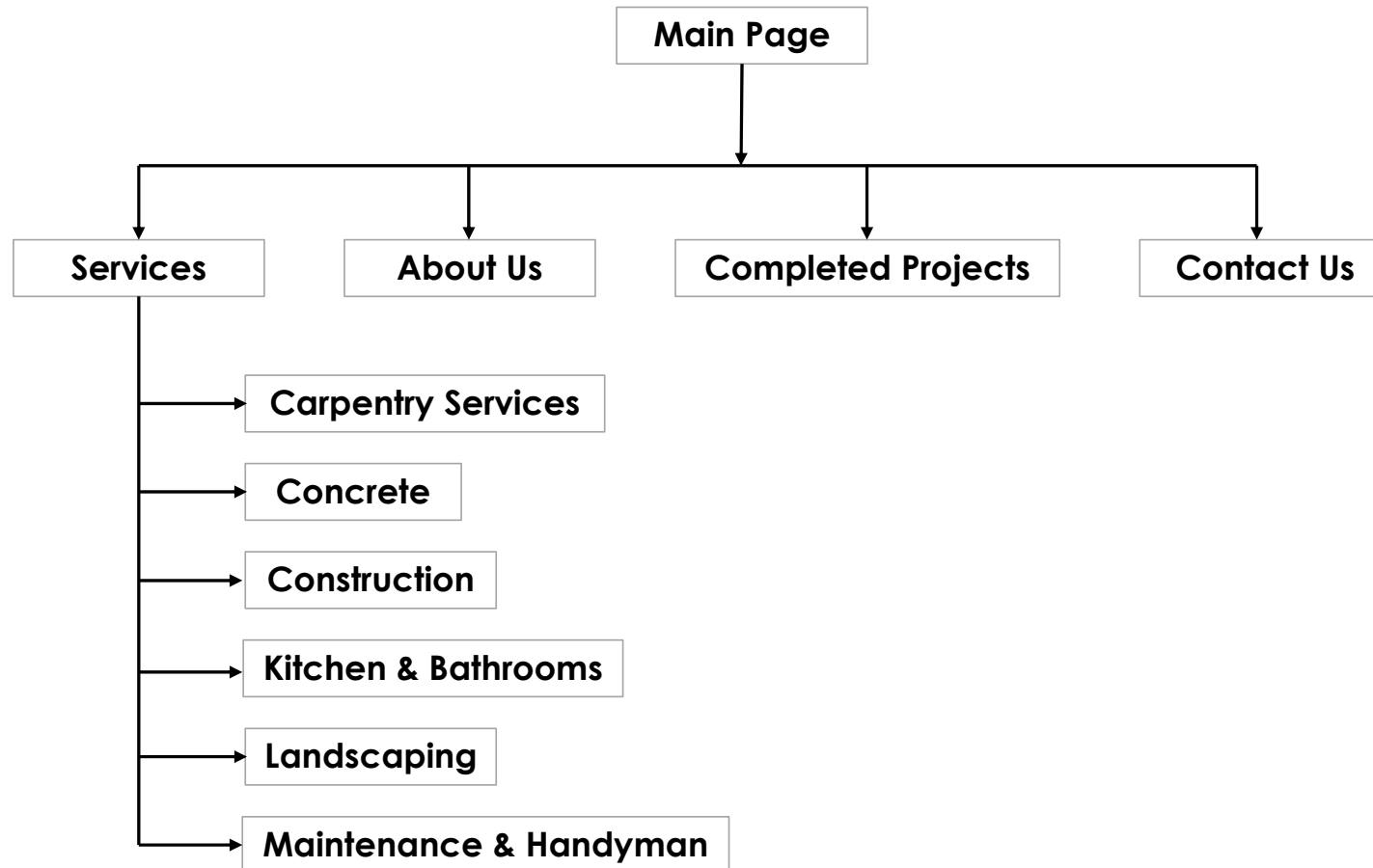
Recommendations:

- **Add website page text with bulleted lists, bolded keywords, descriptive headlines to help users scan to find the information that is relevant to them.** "A good user experience involves web pages that are designed so that the user can get the maximum relevant information in the minimum amount of time. At the page level, the way in which information is laid out and presented on a well-designed page is suggestive of what's most likely to be relevant on a page. For example, designers use scanning-friendly formatting such as bulleted lists, bolded keywords, descriptive headlines to help users find the information that is relevant to them."²
- Add keyword-rich text to all image and logo ALT tags.
- Create more website pages (Services pages) -- the more pages you have with keyword-rich text, the higher your rankings on search engines, thus more traffic to your website. People need to be able to find the website.
- **Keywords in Code for All Pages** - When you decide on the keywords to use, rewrite the following text to include them:
 - `<meta name="description" content="Monarch Services & Construction provides quality craftsmanship and affordable solutions for your construction, concrete and carpentry needs in Southwest Michigan. Contact us today for a free estimate." />`
 - `<meta name="keywords" content="construction,carpentry,concrete,Kalamazoo,Portage,PawPaw,Lawton,Mattawan,Dowagiac,Marcellus,Three Rivers,Southwest Michigan,Monarch,craftsmanship,affordable,solutions,handyman" />`
 - `<meta property="og:description" content="Monarch Services & Construction provides quality craftsmanship and affordable solutions for your construction, concrete and carpentry needs in Southwest Michigan. Contact us today for a free estimate." />`
- Promote Yelp reviews and listings. Add page text and links on website to promote Yelp listings. Update URLs on Yelp pages.
- See **Monarch Services Keyword Ideas spreadsheet** (with how many searches on Google for the specific keyword).

Information Architecture
Navigation Example
Website Layout Idea
Ideas to Reduce Vertical Scrolling
Bibliography

Appendix

Information Architecture



Website Layout Idea

The following slides contain a layout idea that should not scroll much and include more page text.

This text is for placement purposes only and does not include SEO keywords.

Website Layout Idea



Call or Text: [269-599-8835](tel:269-599-8835) Email: ryan@monarchservices.us

Licensed & Insured

Services

About Us

Projects

Contact Us

Delivering Quality Workmanship to Southern Michigan

Monarch Construction is a **full service, fully licensed, bonded, and insured, home remodeling contractor**, providing full roof replacements, insurance restoration, siding and gutter installation, and much more to all Southern Michigan. With over 16 years of experience helping our communities restore and improve their homes, you can rest easy knowing that you will receive expert and professional craftsmanship and care, no matter the size of your project. We take pride in every job we perform and strive to provide our customers with the highest quality and set standards available. Your home is likely to be one of the largest investments you will make in a lifetime. Protect your investment and boost curb appeal with a home remodel today. **Contact us today for a free estimate at (###) ###-####.**

- Storm Damage Restoration and Insurance Mediation
- Roof Replacements and New Roof Installations
- Siding and Replacement
- New Gutter Installation
- 24-Hour Emergency Service Available
- Five Year 100% Workmanship Guarantee
- Extended or Lifetime Warranties on Most Products Installed

Get a Free (Keyword) Quote

Website Layout Idea



We Stand Behind Our Work 100%

When it comes to home improvement projects, you need a contractor that has the knowledge, experience, and standards to provide you with a high- quality finished product. Here at XYZ, we check all the boxes and will even back up our promise to you with a five-year warranty on all workmanship.

Most products we use behind our builds also come with extended or lifetime warranties, further protecting your investment. The final step to every project we work on is ensuring that our customers are 100% satisfied with the outcome. We strive to provide a fantastic experience for each customer. We will always be here to serve you.



Website Layout Idea

Do not include a lot of padding in this section to reduce scrolling.



Contact Us



Include Licensed & Insured symbols here too. Reduce size of all logos.



BBB Rating: A
As of 3/6/2024
[Click for Profile](#)

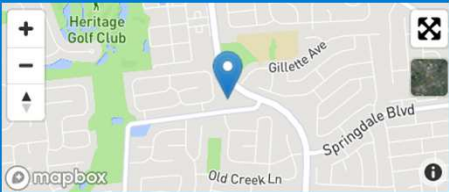
Browse Our Website

Services
About Us
Projects
Contact Us

Contact Information

Phone: 269-599-8835
Text: 260-599-8835
Fax: XXX-XXX-XXXX
Email: ryan@mondarchservices.us
Address: ADDRESS GOES HERE

Our Location

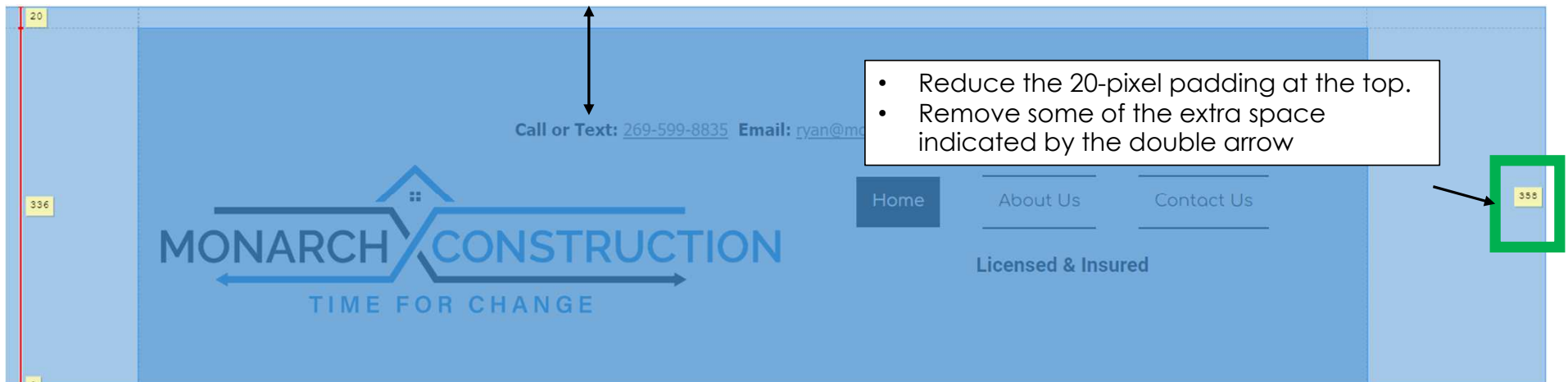


Like Us on Facebook: 

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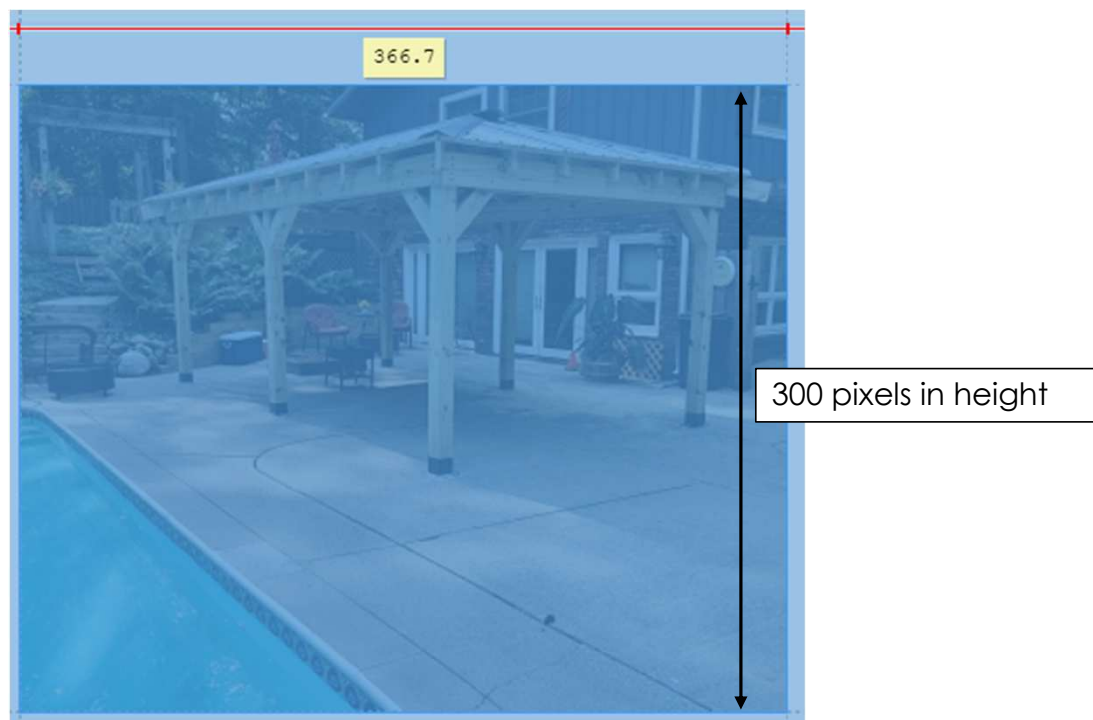
Ideas to Reduce Vertical Scrolling on Current Website:

Remove extra space at the top of page.



Ideas to Reduce Vertical Scrolling on Current Website:

Reduce graphic size



Ideas to Reduce Vertical Scrolling on Current Website:

Remove extra space and reduce image size

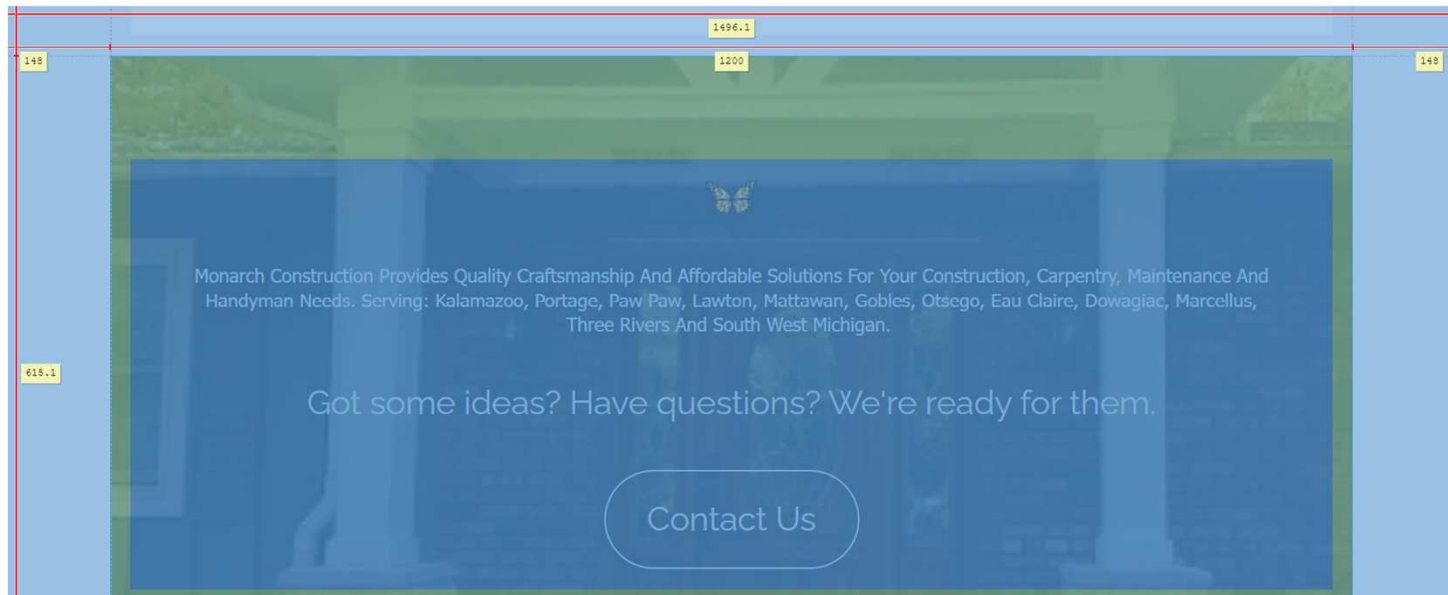


Image:
1200 pixels – width
615.1 pixels – height
146 pixels – padding on
each side of the image

Ideas to Reduce Vertical Scrolling on Current Website:

Remove extra space and reduce image size

540 pixels in height

178 pixels width

What We Can Do

A picture is worth a thousand words. Look through our slideshow to see projects we have done. Click to see the full view.



See also, See proposed footer section. [LINK](#)

To reduce vertical scrolling:

Do not include a lot of padding in this section to reduce scrolling.



Contact Us

Include Licensed & Insured symbols here too. Reduce size of all logos.

Browse Our Website

Services
About Us
Projects
Contact Us

Contact Information

Phone: 269-599-8835
Text: 260-599-8835
Fax: XXX-XXX-XXXX
Email: ryan@mondarchservices.us
Address: ADDRESS GOES HERE

Like Us on Facebook:



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Our Location



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<https://www.webfx.com/industries/home-repair/home-services/statistics/>