REDLINE
LANGUAGE SERVICES LLC

USER EXPERIENCE (UX)			
No	*Issue*	*Recommendation*	*Explanation/Justification*
1	Competing CTAs (calls to action) on some pages; no CTAs on other pages	Decrease number of CTAs; add CTA to pages without one	Too many CTAs can overwhelm users; having none at all prevents conversion
2	Words per line too high	Decrease size of container or increase font size	Users have a hard time reading or scanning text on wide pages
3	Paragraphs too long	Split paragraphs	Users have a hard time reading or scanning long paragraphs
4	Italics, boldface, or hyperlinks within paragraphs underused	Use more italics, boldface, and hyperlinks	Makes it easier for users to read and scan content
5	In-house style guide not apparent (e.g., inconsistent capitalization in heads; inconsistent use of heads)	Create style guide	Provide clear instructions to content creators
6	Tag structure unclear/incorrect	Create correct tag structure	Tags can help users navigate and can bring in organic traffic; duplicate tags are confusing
7	Almost no outbound links	Add as appropriate (sources)	Builds trust with users when sites link to other authority sites
8	No internal links within body text	Select cornerstone content; link liberally to it	Internal links have UX and SEO benefits
9	Not all content has not been edited	Edit content	Improves UX; builds credibility
10	No staff page	Add staff page with images and bios	Bios of staff personalize the organization (especially important for local trust)
11	Featured images not consistently used	Use featured images on all posts and pages	Featured images increase appeal of content both on-site and off-site (social media posts)
12	Featured images not consistently sized	Use consistent sizing	Improves UX; builds credibility
13	Site structure issues: 1. Number of options under About ▮▮▮ too high 2. Prominence of some options too high (Annual Report) or too low (Programs) 3. All menu sub-pages on second level (blog posts are third level)	Restructure options in main nav bar and sub-pages; consolidates; reposition; create logical site structure (redirect as needed)	A proper site structure improves both UX and SEO