

COMPREHENSIVE WEBSITE AUDIT

Not just an SEO scan. A solid foundation for a better website.

Strategic, visual and technical analysis
tailored to your company's goals.

Illustrative image generated with AI

Discover what works on your website, where trust and enquiries are lost, and what should be improved first.

1 Content and strategy

- positioning against competitors
- target groups and customer journey
- offer, credibility and references
- calls to action and follow-up after initial contact
- consistency across language versions

2 Design and user experience

- navigation and information architecture
- visual hierarchy and brand identity
- mobile display and readability
- forms, CTAs and conversion journey
- basic accessibility review

3 Technology and visibility

- indexing, redirects and canonical URLs
- robots.txt, sitemap and metadata
- structured data and internal links
- performance indicators and mobile usability
- visibility for search engines and AI systems

WHAT YOU RECEIVE

A decision-making document, not an automated list of errors

- initial briefing, crawl and inventory of analysed URLs
- concrete findings with P0-P3 priorities and business impact
- recommendations, acceptance criteria and a realistic action plan
- professionally designed PDF report in MERKLE branding
- online presentation of the results with time for questions

FOLLOW-ON OPTIONS

A penetration test, full WCAG audit and implementation can be agreed separately. Based on the findings, we or our partners can usually offer a tailored solution. Rankings and indexation are determined by search engines.

PRICE EXAMPLE

€ 1,190

excl. VAT

Complete audit of a bilingual website with up to 20 subpages in total across both language versions.

Usually delivered within 10 business days.
The final scope and price are confirmed after an initial review.

OPTIONAL BENCHMARK

Your website + up to 10 competitors

+ € 490

Transparent comparison matrix: positioning, content, trust, CTAs, design, technical and AI visibility. Includes opportunities for differentiation and recommendations.

repeat of the same benchmark
€ 290 per review

1 Briefing

2 Audit

3 Priority plan

4 Presentation

Want to know what your website really needs?

Request a no-obligation initial consultation.

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