ABOUT KENTICO AUDITS

Engaging in an audit process is one of the keys to success for new customers who come to us with an existing Kentico implementation. Completing a Kentico audit as a first step allows organizations to see an immediate ROI once development work begins on their website. Here are some commonly asked questions about our Audit Process:

WHAT IS A BLUEMODUS KENTICO AUDIT?

Our Kentico Certified Development team will complete a thorough technical review of your website, including a deep dive into how it has been structured, examining how third-party integrations have been configured, investigating known issues, and uncovering any potential problems you may not have been aware of.

Once this audit is complete, BlueModus then documents and provides all results and recommendations. This report will include a prioritized list of potential fixes, upgrades, and tasks. If desired, our team can also create a larger strategic plan for ongoing support.

WHAT ARE THE BENEFITS OF THIS PROCESS?

The key to this audit method is **efficiency**. In order to most effectively support our customers, our BlueModus technologists need to have a thorough understanding of each website they manage. There is always going to be a "ramp-up'" time necessary for our development team for any new ongoing customer, and the most efficient time to do this is before any other work begins.

Doing all investigation up front allows our team to:

- Uncover and plan for potential pitfalls
- Effectively prioritize a customer's tasks, fixes, and projects
- Create uniquely customized recommendations and a strategic roadmap

Time spent on an effective audit allows BlueModus to put a solid development plan in place and then hit the ground running on each client's highest priority items.

> "BlueModus audits provide our technical team early insight to the website structure. This familiarity sets our team up for success from the beginning when we begin development – providing huge benefit to both us and our partner."

Kate Kunert
Director of Strategic Solutions

HOW LONG WILL AN AUDIT TAKE?

On average, you can expect the process to take two to four weeks, from start to receipt of findings. Timing may vary based on the size and complexity of the site being reviewed.

WHAT IS INCLUDED IN THE SITE AUDIT?

From a high level our team is able to perform both a **Technical Review** and a **UI/UX & MarTech Review.**

A standard Technical Review process will include:

- An examination of current Kentico implementation (content structure, modules, templates, search, e-commerce, marketing tools, and editing experience)
- An analysis of how the site currently aligns with client's needs and requirements
- An audit of:

    o Third-party integrations
    o Server-side and front-end performance
    o Security configuration
    o Custom code
    o SEO, broken links, and metadata
    o Database setup
    o Hosting environment and deployment pipelines

In addition, a standard UI/UX and MarTech review process includes an audit of:

- Analytics
- SEO
- Performance
- User Experience

When the review is complete, you will receive:

- A printable Wiki Page that includes all results and recommendations
- A log prioritizing any fixes or updates, along with estimates for each
- An analysis of what level of ongoing support is recommended, based on audit findings and client goals

"Clients will see immediate impact as a result of their Kentico audit. When we prioritize audit result-defined updates, we'll find some 'quick wins' for them, like making improvements to SEO and site accessibility, or performance-based fixes to improve page load time. These quick updates provide immediate noticeable benefit to the customer and site users alike."

Nick Bushnell
Director of Development

CAN MY AUDIT BE CUSTOMIZED?

Yes. In fact, because BlueModus considers each Kentico audit unique, we customize each one to meet a client's particular needs. For example, if there are known issues with your current implementation, you may request that our team focus on determining the level of effort to fix these problems. If you have particular objectives, business requirements, or unanswered questions related to your site, our technologists will use these as a guide as they perform your audit.

WHAT WILL WE NEED TO PROVIDE TO BLUEMODUS?

To effectively begin an audit, BlueModus will request:

- A copy of both your website's source code and Kentico database
- Access to review site analytics
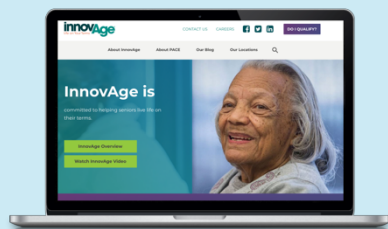- Read-only access to any integrated third-party applications

There will be **no downtime or content freezes necessary**, as our team will be reviewing a copy of your codebase and database, not the site itself.

WHAT HAPPENS NEXT?

Once you have the opportunity to review the full results of your Kentico audit, our BlueModus team will work with you to select a level of ongoing support that best suits your organization's needs and goals. A dedicated team including a strategic director, a project manager, and a solution lead are assigned to each new strategic services customer to help them implement their digital initiatives.

Additionally, if desired, you may choose to schedule a longer session with a member of our Digital Strategy team, in which you work together with BlueModus to create a more in-depth digital roadmap, to define your plan for both the immediate and long-term digital future for your organization.

"BlueModus didn't come in as just a web development shop. They took the time to get to know us and understand our teams and our business. The end result is a website that has driven significant gains to our business."

Robin Doerr, *Chief Sales and Marketing Officer, InnovAge*

Ready to get started with your own Kentico Audit? <u>Contact our strategists today</u>. With more than 30 Kentico Certified experts on staff, BlueModus is the #1 Kentico Solution Partner worldwide.

blue**Modus**

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