



White Label Coders

WordPress Audit

Definition:

WordPress Audit - an independent quality, performance and security assessment (audit) service performed as part of the analysis of a customer's submitted completed project of a website, shop, or web portal created using the WordPress CMS and components that are extensions of its functionality, including templates and plugins belonging to the WordPress ecosystem, for example WooCommerce, BuddyPress, MemberPress, LearnDash, GamiPress, etc.

The aim of the service is to accurately assess the current condition of the website and to address:

- list of potential problems with proper functioning, including UX analysis
- possible vulnerabilities and gaps in security
- possible causes of low performance, including change and analytical evaluation of Google PageSpeed Insights / GTmetrix metrics
- evaluation of indexation status and potential for future SEO activities
- evaluation of the state of the domain name's reputation
- level of accessibility for users with different degrees of disability

In the current space of the website ecosystem, high efficiency, intuitiveness, speed, responsiveness and security constitute its foundation and determine the success of a brand, campaign or product in the local and global internet space. An audit of a website based on the WordPress platform can effectively and unambiguously identify potential threats, elements that need to be updated, deficiencies and space for possible optimisation of the website, including its functional elements.

The result of the audit is a report describing the actual state of the website, shop or portal on the day it was performed. The report, as a summary of analytical work, is a ranked set of indications describing 'pros and cons' of a project. Based on the content of the report being a culmination of works of the person carrying out the audit, the customer receives a broad picture of the factual state of the analysed website, shop or portal together with a suggestion of possible further





scope of works aiming at actual verification of reasons and the current state of the website. The audit is the basis for assessing the proper functioning of the website, its security and development potential.

The audit service is provided in **basic** (free) and **comprehensive** (paid) **options**, each time ending with an analytical report.

Features:

The service is provided in two options

OPTION 1: Basic audit

1. **Basic audit** - free of charge service (tests, analyses and verification methods presented below may be performed optionally depending on the customer's server configuration)
 - 1.1. **Frontend audit** (basic report without extensive commentary and auditor's suggestions)
 - template analysis, code quality validation [W3] - error and HomePage exception checks
 - analysis of frontend libraries - preliminary analysis of HomePage code
 - analysis of the number of assets - preliminary analysis of the HomePage code
 - analysis of HomePage loading speed
 - responsiveness verification - responsiveness check in the scope of popular display dimensions
 - 1.2. **Backend audit** (basic report without extensive commentary and auditor's suggestions)
 - IP address analysis (host server), reverse IP - checking the number of domain addresses within one IP address
 - DNS analysis
 - WordPress version verification
 - plugin list verification
 - server software version verification





- 1.3. **Performance audit** (basic report without extensive commentary and auditor's suggestions)
 - speed metrics analysis - basic option
 - CDN analysis - basic option

- 1.4. **Backend audit** (basic report without extensive commentary and auditor's suggestions)
 - SSL analysis
 - open ports scanning
 - malware verification and scanning
 - WordPress verification and scanning

- 1.5. **SEO audit** (basic report without extensive commentary and auditor's suggestions)
 - verification of indexation status
 - SEO analysis
 - 404 verification

- 1.6. **Accessibility audit** (basic report without extensive commentary and auditor's suggestions)
 - Analysis of website adaptation to the needs of disabled persons
 - WCAG validation

- 1.7. **Reputation audit** (basic report without extensive commentary and auditor's suggestions)
 - SPF analysis
 - MX analysis
 - verification of blacklisted domains





OPTION 2: Comprehensive audit

2. **Comprehensive audit** - paid service (tests, analyses and verification methods presented below may be performed optionally depending on the customer server configuration and access level provided by the customer)

2.1. UX audit - analysis with commentary by the auditing person

- opinion about usability, intuitiveness and clarity of the interface
analysis of page behaviour on popular devices (variable width), control of viewing area
- analysis of processes

2.2. Frontend audit - analysis with commentary by the auditing person

- template analysis, code quality validation [W3] - error and HomePage exception control with commentary
analysis of frontend libraries - detailed analysis of HomePage code
- analysis of the number of assets - a detailed analysis of the HomePage code
analysis of HomePage loading speed
responsiveness verification - responsiveness check with regard to popular display dimensions annotated

2.3. Backend audit - analysis with commentary by the auditing person

- IP address analysis (host server), reverse IP - checking the number of domain addresses within one IP address
DNS analysis
- WordPress version verification
- plugin list verification
- server software version verification

2.4. Audit of WordPress architecture and components - analysis together with auditor's comment

- verification of the number of database queries
- analysis and functional adjustment of installed plugins





- 2.5. Performance audit** - analysis with commentary by the auditing person
 - analysis of speed metrics - full option
 - cache analysis

- 2.6. Security audit** - analysis with commentary by the auditing person
 - SSL analysis
 - open ports scanning
 - malware verification and scanning
 - WordPress verification and scanning

- 2.7. SEO audit** - analysis with commentary by the auditing person
 - verification of indexation status
 - SEO analysis
 - 404 verification

- 2.8. Accessibility audit** - analysis with commentary by the auditing person
 - analysis of website adaptation to the needs of disabled persons
 - WCAG validation

- 2.9. Reputation audit** - analysis with commentary by the auditing person
 - SPF analysis
 - MX analysis
 - verification of blacklisted domains

- 2.10. Legal audit** - location and ease of access to resources
 - GDPR
 - Privacy policy
 - Cookie policy
 - Terms and conditions





Related services:

- **Optimisation workshops** - minification and optimisation of frontend libraries, cache, CDN
- **Technology update** - server upgrade or migration, PHP/SQL environment upgrade, upgrade: WordPress engine, Theme, plugins
- **Design workshops** - modelling a new website frontend with possible use of Mobirise library
- **Re-design in custom implementation version** - preparing a new, approximate 1:1 proposal of the frontend in custom implementation model (custom design model - more expensive option)
- **Re-design in Pro Themes customisation version** - preparation of a new, possibly similar in terms of colours and branding, frontend proposal based on the re-design of the professional theme (low-code model - economical variant)
- **SEO workshops** - verification of the website index, analysis of visit analytics, implementation and control of Google Search Console status, control of metrics, reputation and sources of resources related to the website
- **Performance / Security workshop** - verification and analysis of: code, including dedicated plugins, database, including bottlenecks, domain, including DNS records and reputation, vulnerabilities, security
- **Accessibility workshop** - verification and analysis of the level of accessibility for people with motor and perceptual limitations
- **Functional re-build** - preparation of a new, approximate 1:1 proposal of the functional scope of the website in the custom implementation model using available, proven and effective low-code solutions.

