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**COUNTRY:** CILT TAIWAN **URL:** https://www.talm.org.tw  
DATE AUDITED: 9th October 2018

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**1. CREATING A JOURNEY**



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| **What was checked?** | **Action required** |
| **Search:** The website is written in Mandarin(?)It is not possible to establish whether the meta titles and descriptions have been optimised for Google. | Recommend providing an English version of the website to be audited then optimise the page titles and descriptions. |
| **Business page:** There is no Google business page available for this location**.** | Create a Google business page to help boost SEO and to make your location more accessible . |
| **Https present:** No. | Website should have a trusted SSL Digital Certificate (this will show as a green padlock). |

**2. BRAND COMPLIANCE**

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| **What was checked?** | **Action required** |
| **Logo:** The logo has been used incorrectly, it is too small. The logo has not been positioned correctly and it does not meet the logo exclusion zone guidelines. | Please refer to brand guidelines. |
| **Photography:** One image has been used throughout. The imagine is too transport/logistics based and does not portray CILT. | The website would benefit from having more on brand images that include people and look welcoming. Please refer to the brand guidelines for guidance. |
| **Tone of voice:** n/a the website has been written in Chinese. | Recommend providing an English version of the website to be audited. |
| **Colour:** The correct brand colours have not been used. | Please use the correct colours as highlighted in the brand guidelines. Also refer to http://ciltinternational.org/ for guidance. |
| **Font:** n/a the website has been written in Mandarin | n/a |
| **Link back to CILT International:** There is no obvious link back to the main website: http://ciltinternational.org | Please add clear links back to the main, international website: http://ciltinternational.org |

**3. USER INTERFACE DESIGN**

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| **What was checked?** | **Action required** |
| **Homepage proposition:** n/a | n/a – due to language. |
| **Design:** | n/a – due to language. |
| **Typography:** | n/a – due to language. |
| **Favicon:** No favicon has been used. | Please use the graphic icon. Use http://ciltinternational.org for reference. |
| **Feedback:** No adequate feedback. | Please ensure feedback for navigation items and buttons so users are aware they can click on content. |
| **Text within images:** | N/A Description: Macintosh HD:Users:sarah_aa:Downloads:checked.png |
| **Accessibility:** | N/A Description: Macintosh HD:Users:sarah_aa:Downloads:checked.png |
| **Responsive:** The website is not currently responsive to mobile devices. | Please ensure the website is made responsive to mobile devices. |
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**4. CONTENT AND INFORMATION ARCHITECTURE**

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| **What was checked?** | **Action required** |
| **Country selector Iframe:** Missing. | Please add to the top of the website. See [http://ciltinternational.org](https://www.dropbox.com/referrer_cleansing_redirect?hmac=X3eDxAAOESKgNhqOMRI%2F4DOozn417%2FMMhD0eRsGhzgs%3D&url=http%3A%2F%2Fciltinternational.org%2F) and refer to the brand guidelines. |
| **Navigation:** | n/a – due to language. |
| **Find membership details:** n/a website has been written in Chinese. | n/a – due to language. |
| **Broken links:** There are over 1,000 web pages and links across the website. There are a number of broken links. | Suggest using a free link checker. Like this<http://www.brokenlinkcheck.com> or similar. |
| **WiLAT and YP check:** n/a | n/a – due to language. |
| **Quality of content:** | n/a – due to language. |
| **Contact details:** | n/a – due to language. |
| **News:** | n/a – due to language. |

**5. SOCIAL MEDIA**

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| **What was checked?** | **Action required** |
| **Social media links:** There are no links out to social media accounts on the current website. | Consider capacity. Only add links to social media sites if they are well maintained and already have good level of interaction. Refer to brand guidelines for guidance. |
| **LinkedIn account:** Unable to locate from a search on the LinkedIn website. | Consider capacity and whether an account should be created. Please refer to the brand guidelines for guidance. |
| **Facebook account:** Unable to locate with a search on Facebook.  **Link found:** No  **LIkes:** n/a  **Last updated**: n/a | Consider capacity and whether this account should be created. Please refer to the brand guidelines for guidance. |
| **Twitter account:** Unable to locate with a search on Twitter.  **Followers:** n/a **Last updated**: n/a | Consider capacity and whether an account should be created. Please refer to the brand guidelines for guidance. |
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