

# Website Reliability Scorecard: Does Your Website Work as Hard as You Do?

Empower your business with a site that's  
stable, secure, and ready to grow.



Brought to you by SolSPACE — your partner in  
creating reliable, revenue-driving websites.

**SOLSPACE**



## Why Reliability Matters

Your website is your business's first impression and a critical sales tool.

Yet, many websites suffer from avoidable issues like slow speeds, unreliable uptime, and security risks.

Use this scorecard to evaluate your site's performance, security, and usability. With just 10 questions, you'll identify critical areas for improvement and learn how to enhance your website's reliability.

If you score less than 8, it's time to take action.

*80% of users leave a slow website within 3 seconds*

# Performance

**Keep your site running smoothly and efficiently.**

Website performance impacts user experience and search rankings. Slow loading speeds and downtime can drive visitors away. Make sure your site is optimized for speed, uptime, and responsiveness.

## Speed Test Results:

- Does your site load in under 3 seconds? A slow site can cost you visitors and conversions. Use tools like [Google PageSpeed Insights](#) to test it.

## Server Uptime:

- Has your site been free from downtime in the past month? Frequent outages indicate an unreliable hosting setup.

## Responsive Design:

- Does your site look and function great on all devices? With over half of web traffic coming from mobile, responsive design is essential.

# Security

## Protect your business and your visitors.

A secure site builds trust and shields your business from cyber threats. By maintaining backups and proactive defenses, you'll minimize risks and avoid costly disruptions.

### SSL Certificate Active:

- Is your site secure with HTTPS? Visitors trust sites with a visible lock icon in the browser bar.

### Routine Backups:

- Do you have automated backups running at least weekly? Regular backups are your safety net in case of issues.

### Malware Protection:

- Are you using security plugins or tools to detect and prevent breaches? A single attack could compromise your entire business.

# Usability

**Make it easy for visitors to navigate and take action.**

A user-friendly site converts visitors into customers. Clear navigation, accessible design, and seamless integrations ensure a positive experience for every user.

## **Error-Free Navigation:**

- Are all your links functional and pointing to the correct pages? Broken links lead to frustration and lost trust.

## **Clear Calls to Action (CTAs):**

- Are your CTAs prominent and easy to use? Examples include “Buy Now,” “Contact Us,” and “Sign Up.”

## **Accessible Design:**

- Does your site follow accessibility standards (e.g., WCAG)? Accessibility makes your site usable for a wider audience and improves your SEO.

## **CRM Integration:**

- Is your contact form or e-commerce functionality connected to your CRM or email marketing tools? A seamless flow of leads ensures no missed opportunities.

# Case Study: Diatoms.org

## Portal Revamp

### How Solspace Transformed a Scientific Resource into a User-Friendly Platform

Diatoms.org, a critical online resource for scientists and educators, struggled with an outdated, hard-to-manage website. Poor design and disorganized data made it difficult for users to find and access the information they needed.

**Solspace migrated the site to Craft CMS, focusing on:**

- Improved structure for over 2,500 indexed diatom species.
- Revamped the site's visual appeal to enhance user experience.
- Simplified content management for administrators, allowing effortless updates and additions.

#### The Outcome

- Users can now easily search and navigate diatom species.
- Scientists and educators report a more accessible, efficient platform.
- The site is now simple for administrators to maintain, saving time and resources.

Solspace specializes in transforming complex, outdated websites into reliable, high-performing tools. Whether improving usability or empowering your team with better content management, we can do the same for your business-critical website.

# How did your website score?

Your total score gives you a snapshot of your website's reliability. Here's what your score means and specific recommendations to help you improve:

## 0–3 Points: Critical Issues

Your website is unreliable and likely causing frustration for visitors and missed opportunities for your business.

### What to Do:

- Prioritize fixing the most urgent issues, such as security vulnerabilities or major performance problems.
- Consider a website audit or consulting a professional to create a roadmap for improvements.
- Focus on stabilizing your site with reliable hosting, backups, and a responsive design.

## **4–6 Points: Needs Improvement**

Your website is functional but falls short in critical areas. These weaknesses might be limiting your growth and costing you conversions.

### **What to Do:**

- Address gaps individually, starting with performance and security for immediate benefits.
- Use tools like Google PageSpeed Insights, Broken Link Checker, or accessibility audit software to pinpoint specific issues.
- Plan a phased approach to enhance usability, security, and reliability.

## **7–9 Points: Solid Performance**

Your website is reliable and performs well, but there's still room for optimization. Fine-tuning a few areas can help maximize results and provide long-term stability.



## **What to Do:**

- Focus on proactive improvements, such as reducing page load times even further or enhancing mobile responsiveness.
- Audit your calls to action and user journey to identify opportunities for conversion rate optimization.
- Schedule regular maintenance to keep security and performance at peak levels.

## **10 Points: High-Performing and Reliable**

**Congratulations! Your website is working as hard as you do. It's stable, secure, and user-friendly, setting your business up for growth.**

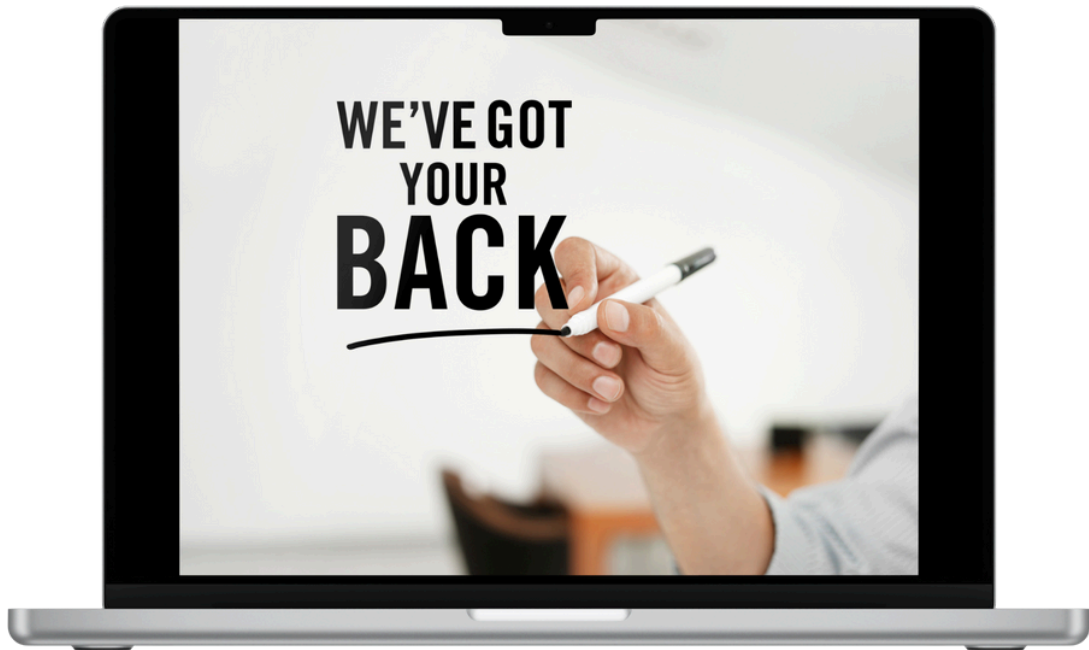
## **What to Do:**

- Maintain your success by scheduling periodic reviews to ensure your site stays up to date with industry best practices.

- Consider advanced improvements like personalization, enhanced user experience (UX) design, or integrating new technologies.
- Leverage your site's strengths by driving more traffic through SEO, paid ads, or targeted campaigns.

No matter your score, SolSPACE can help take your website into a stable, reliable, and revenue-driving asset. Whether fixing critical issues or optimizing a solid foundation, we're here to make your site work as hard as you do.

**Schedule a Free 15-Minute Consultation Today!**



## Thank You & Next Steps

Your website is one of your most valuable assets, and we're here to help you make the most of it. Whether your score revealed critical gaps or areas for fine-tuning, SolSPACE is ready to guide you toward a more reliable, high-performing online presence.

**Your website should work as hard as you do.  
Let's make it happen.**

**GET IN TOUCH TODAY!**

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