
UX Web Audit of *laketahoetelevision.net*

Audit completed by KJ Osborne – April 25, 2025

Introduction

Preface and Goals

The **Lake Tahoe Television** website is the online home of Lake Tahoe TV, which provides lifestyle programming plus news, weather, and road, trail, and lake conditions for locals, tourists, and potential visitors to the area.

This audit of laketahoetelevision.net was conducted to:

1. **Uncover pain points** that keep users from easily accomplishing their objectives
2. **Provide recommendations** to eliminate these pain points


CLIENT'S MAIN OBJECTIVES: To be the #1 place for locals and visitors to go for weather, news, and ideas for things to do; and to attract, satisfy, and form long-term relationships with advertisers and other partners.

Key elements to accomplishing these goals are:

- Being findable on the web
- Earning the trust of viewers so they always turn to Lake Tahoe TV first
- Earning the trust of potential advertisers so they partner and stay with us

Things Included in This Audit Report

- ❖ **Findings**, gleaned from observation, testing, and web-based tools
 - ❖ **Top Recommendations** to remedy the greatest number of issues in the shortest amount of time with the least financial burden
 - ❖ **Before & After** screenshots
 - ❖ **Edited text** for you to copy & paste
 - ❖ **Additional** recommendations
 - ❖ **Rationale** for the recommendations we suggest
 - ❖ **Tips** for maintaining your site in the future
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- ❖ **Suggestions** for an even deeper dive into the usability and discoverability of your site

Glossary of Terms

SEO:

Search Engine Optimization. It's the art and science of making your site easier for search engines like Google, Yahoo!, or DuckDuckGo to find. It's considered organic because there's no charge, unlike paying for a service to advertise or boost your site's visibility.

SERP:

Search Engine Results Page. It's the page you see once you've entered a search term into a search engine. The goal is to be as close to the top of the SERP as you can.

UX:

User Experience. It's the entire experience a user goes through while using your site. If their experience is a positive one, they're likely to stay and return again later. If their experience is bad, they'll likely leave and speak poorly of their experience to others. UX is all-encompassing and includes aspects both esoteric and specific, like Look & Feel, Ease of Use, Usability, and Accessibility.


Usability:

Usability is a measure of how easy your website is for an average user to navigate and engage with. It includes things like:

- Are your forms easy to understand and fill out?
- Does your Menu system get them where they need to go, along a path that makes sense?
- Can they find what they're looking for?
- Does your site work equally well on a desktop computer, tablet, and mobile device?
- Do your buttons and links behave as expected?

Accessibility:

Accessibility specifically refers to how accessible your site is to users who can't navigate a website in "traditional" ways. This includes users with vision, hearing, motor, or cognitive impairments, including things like color-blindness or the inability to use a mouse. High



usability is mandated for government websites, and in fact should be implemented for all websites, regardless of audience.

Google Ranking:

Not all sites need to be found by a search engine. Industry-specific applications, training sites, and “captive” sites like the one for your bank or utility company don’t need to be “found.” But they still need to provide a good User Experience and account for Usability and Accessibility.

If you want your site to show up at the top of the list on a SERP, attending to UX isn’t just a courtesy. Google ranks your site based on *all* of these things. For instance, a site with good accessibility will rank higher than one with poor accessibility. For SEO, things like Keywords and Content Management are important, but it’s vital not to forget that search engines will reward you (or not) depending on the attention you pay to these other UX factors.

CTA:

Call To Action. It’s the “command” statement, letting the reader know what their next move should be. Humans respond to suggestion, and giving them a clear course of action relieves them of the burden of having to figure out what to do next.

Types of Web Audits, Why They’re Important, and What We Cover

What Can You Audit?

For every aspect of how a website works, there’s a Web Audit for it. You can audit your SEO, your UX, your Usability, Accessibility, or Credibility. You can audit Site Speed and Mobile Friendliness and Metadata and Content. You can test one, a few, or all of these aspects. You can do a Full Web Audit while you’re building your site, and smaller, more granular audits quarterly or yearly as part of general site maintenance.

Types of Audits

You’ll hear terms like:

- *Full Web Audit*
- *UX Audit*
- *SEO Audit*
- *Performance Audit*
- *Content Audit*
- *Usability Audit*

- *Accessibility Audit*
- *Security Audit*
- *Site Health Audit*
- *Schema Markup and Structured Data Audit*
- *Compatibility Audit*
- *Conversion Rate Optimization (CRO) Audit*
- *Competitive Website Audit*
- *E-Commerce Shopping Cart Audit*

Each is distinct but there are many branches and a lot of overlap. Specialized audits can fall under the umbrella of broader audits. For example, Security, Schema Markup, and Competitive Website Audits can fall under an SEO Audit. E-Commerce, CRO, and Accessibility Audits can fall under a Usability Audit, which can fall under a UX Audit. A Content Audit can fall under both UX and SEO Audits.

“SEO Audit” is a popular default term. If a decision maker asks for an SEO audit, it’s important to find out what they *really* need. If it’s more than just Keywords and Backlinks, chances are they’ll need to take a look at their UX as well.

Full Website Audit

The Full Monty. They look at everything, using free and paid tools and teams of people. It can take weeks to complete and cost thousands of dollars, but the ROI usually makes it worth it.

UX vs. SEO Audit

Every website needs good UX, regardless of whether or not you need to be findable on the web. If you *do* need to be findable, you’ll need good SEO too. And a lot of good SEO is actually just good UX. We use a UX-First approach because, ultimately, ***everything is UX.***

If you see *UX Audit*, you can expect it to cover many SEO metrics like site structure and metadata, but you probably won’t see dives into things like Keywords, Backlinks, or Google Analytics. Those would fall under an *SEO Audit*, which you may or may not need depending on what kind of site you have.

UX Audit

A *UX Audit* covers a lot of ground, including Usability, Accessibility, Content Quality, and Credibility — basically, anything that would affect *the experience of the user*. Examples include:

- Does your page load quickly?
- Does your site work and look good on devices of all sizes?
- Do you hit any dead ends, like a broken link that goes nowhere?
- Does poorly written copy force you to pause and re-read?
- Does the site frustrate you in any way?
- Is it usable, accessible, and credible?

[SEO Bonus: Search engines look for good UX and use it as a ranking factor. Good UX = good SEO.]

Usability Audit

How easy is your website to use? Does your layout make sense? Does the navigation get you where you want to go? Are your forms easy to fill out? If a user makes a mistake, is it easily corrected? These audits are often conducted with *User Testing*, where we run a (compensated) volunteer through a series of tasks to see how frustrated they do or do not get. [SEO Bonus: Search engines look for high usability and use it as a ranking factor. Good Usability = good SEO.]

Accessibility Audit

Accessibility is something you absolutely must get right. There are many stories of businesses getting sued because people with certain disabilities couldn't use their site. The good news is, it's not hard, and doing it right improves the site for everyone, including search engines. Things we look for in this type of audit are:

- Are your headings being used correctly, in such a manner that they're easily read by a screen reader?
- Is there enough contrast between colors, so that a color blind person doesn't have to rely on color to find what they need?
- Do your images have *alt tags*, which are small descriptions of what the image is that can be read by screen readers?
- Is your site structure linear, so that someone tabbing through content isn't taken all over the place?
- Is your typeface readable?

[SEO Bonus: Search engines look for high accessibility and use it as a ranking factor. Good Accessibility = good SEO.]

Content Quality Audit / Content Audit

You've heard that *Content is King*, and it's true. If your content isn't accurate, valuable, well laid out, and easy to scan, read, and digest, people will become frustrated and leave.

Visible markers of high-quality content include:

- Short intros, short paragraphs, and clear subheadings to break things up and guide the way
- Lots of visuals, including high-quality site-appropriate images
- Copy that is completely error-free
- A layout that makes sense and is easy to follow
- Navigation labels that are descriptive and helpful
- Typefaces and colors that are pleasing to the eye

These visible markers, along with *metadata*, make up what's called *Content SEO* or *On-Page SEO*. This includes data that's visible to a sighted person (visible on a rendered page), data in the code that's revealed when someone uses a screen reader, and data that appears on a SERP like *meta descriptions* and *page titles*.

Good metadata includes:

- A meta description that accurately describes what each page is about
- A meta title that's informative and unique to each page

Metadata plays a triple role:

- Good page titles orient the user which increases usability and trust
- Good metadata rewards a site with a better search engine ranking
- On a SERP, it's the metadata you see in your results. If it's not of high quality (if it includes typos, errors, or outdated information), it probably won't get clicked on.

Undesirable content also includes things like obsolete blog posts, wrong years in the copyright statement, broken links, and a mismatch between the content and the site's purpose.

Content is key for both UX and SEO, but for different reasons. For UX, the content must be *understandable* and *usable*. For SEO, it must be *searchable* and *findable*, meaning the content on the site must match the search terms that users are keying into search engines.

Both *quality* content and *relevant* content are rewarded by search engines with a higher ranking. Good Content = good SEO.

SEO Audit

In addition to *Content SEO / On-Page SEO* (which falls under both UX and SEO), there's the whole world of *Off-Page* and *Technical SEO* which exists solely to get you found on the web.

Off-Page SEO covers things like Backlinks and Social Signals. *Technical SEO* covers things like Site Speed and Security.

Aspects of *Off-Page/Technical SEO* include:

- Keywords: are the terms that users are searching for found on your website?
- Google Analytics: how are people finding your site and what are they doing once they get there?
- Backlinks: do other sites link to your site? Are these links from trustworthy places?
- Schema: Does your schema help tell search engines what type of site you are? For example, if you have a recipe site, does your schema reflect that so your content shows up on a SERP with the right content highlighted (i.e., in the form of a recipe)?
- Page Speed: does your page load quickly? Search engines rate this.
- Content: is it optimized for featured snippets (highlighted blurbs you see on SERPs)?
- Is your site mobile friendly? (Vital for Usability but also for SEO. It's a top Google ranking factor.)
- Are you indexed correctly so search engines can find your site?

There are also free and paid services that can compare how you stack up to your competitor's SEO and how well your social media is working for you.

A good SEO audit will cover all these things, as well as many of the things covered in a UX audit.

Conversion Rate Optimization (CRO) Audit

Your CRO is a measure of how many of your visitors you turn into leads and customers. If you've done a full web audit, you've likely encountered the trouble spots you need to attend to. Here is where you'll take a closer look at certain things that can turn a potential client into an active one.

- Are your CTAs easy to spot and click?
- Is your copywriting engaging, scannable, and easy to understand?
- Is your page design uncluttered, well-organized, and visually appealing?
- Does everything function on a mobile device?
- Is there anything in the way of them making the decision to *click that button*?

Why Web Audits Are So Important

Your website is a vital part of your business. Whether it's an informative site or a full-blown storefront, it has to be working at peak capacity. If there are things slowing your site down or making it harder to find or use, you need to know about it.

Web audits test **performance**, **structure**, and **content** and seek to answer the most important question about your site: *Can your customers find it, trust it, and use it?*

People will judge your business and make snap, sometimes subconscious decisions based on how they perceive your site. According to research, 75% of users judge your credibility based on the quality of your website (*Stanford University*), and 85% of users will lose confidence in your site when confronted with spelling and grammar errors (*Forbes*). **You must eliminate and avoid errors of all types, no matter how small or insignificant they seem.**

Another good reason to keep up on your site health is that *most of your competitors aren't*. The average site (depending on size) has hundreds and even thousands of issues. Nearly 90% of sites fail to meet Google's benchmarks for speed and stability. Since even tiny changes and improvements can have a huge impact, any information you can get from tools or an audit is extremely helpful. Start with the easy fixes and work your way up.

Web Tools Alone vs. A Web Audit

While you can glean a lot from using auditing tools, there are some things that are better with a human touch. For instance:

- Tools can tell you that you need to add alt tags, but can't advise you on how to create or improve them.
- Tools can tell you that you are not ADA (Americans with Disabilities Act) compliant, but can't perform a walk-through that illustrates how these omissions affect real people.
- Tools can tell you that you have "sloppy copy" but don't offer clean, edited copy for you to utilize.

Our most basic audit includes a complete site walk-through to experience things from the user's perspective, and provides you with polished, edited text that you can copy & paste immediately.

What We Cover

We audit your UX and all the subcategories that fall under it. If you wish to learn more about your *Technical SEO* like Backlinks, Keywords, and Google Analytics, we suggest you supplement a UX audit with an SEO audit. You may find yourself with duplicate findings since there's so much overlap — this is a good thing, as the more information you have about your site, the more steps you can take to eliminate the problems and make your site as frustration-free as possible.

Tools

Tools We Use

We use a variety of tools to conduct your audit, including:

- ❖ Visual assessments on desktop, tablet, and mobile
- ❖ Walking through a “user journey” to uncover issues with task completion
- ❖ External user testing
- ❖ Testing against Heuristics (standards that users have come to expect)
- ❖ Web tools like:
 - AudioEye — to test accessibility
 - WebAIM — to check color contrast
 - GTmetrix — to test performance and page speed
 - SEOMater — to test mobile friendliness
 - LocaliQ — to test general website quality
 - Semrush (free version) — to test “on-page” SEO, which includes what can be seen visually plus what can be read with a screen reader

Additional Tools for a Full Web Audit

Usually for a Full Web Audit that includes SEO, the auditor needs access to the site's backend and Google Analytics (GA). GA is a powerful tool that lets you see your traffic and engagement over time. Because of this, it's best to install GA as soon as possible and then check the findings after a period of time, like 3, 6, or 12 months.

Google Analytics is a free tool, as is Google Search Console. There are many other free, freemium, and paid tools like Semrush and Screaming Frog that can give you a deeper look into your site and its performance. Tools like Ahrefs are best utilized by your in-house web team as they are site-specific. Other tools include Keyword Ranking and Keyword Density assessments, Heat Map insights, and Backlinks measurement.

Conducting a Full Web Audit including UX and SEO will give you the most information possible about the health, usability, and discoverability of your site. You can hire a firm to do it all for you, or have your in-house team do it.

Findings

GOOD:

• Content / On-Page SEO:

1. Site has a Favicon *[Good for Usability, Credibility, and SEO]*
2. Has a good Homepage URL *[Good for Usability, SEO, Accessibility, and Credibility]*
3. Homepage looks and feels like a Homepage *[Good for Usability and Trust]*
4. Good, useful information on the Homepage *[Good for Usability, SEO, and Trust]*
5. The first CTA (on the homepage) is above the fold *[Good for Usability]*
6. Follows conventions so even a new web user can understand it *[Good for Usability and Trust]*
7. Well-labeled links on Homepage for things like "Weather" *[Good for Usability, SEO, Accessibility, and Trust]*
8. Navigation is "persistent"/consistent and easy to understand and use *[Good for Usability, SEO, Accessibility, and Trust]*
9. Philosophy Proposition present *[Good for Usability and Credibility]*
10. Bios exist; biographical information (minus errors) conveys expertise *[Good for Credibility and Trust]*
11. Copy is friendly *[Good for Usability and Trust]*
12. Site shows restraint in bombarding the user with ads *[Good for Usability and Trust]*
13. There's a visible change when the mouse points at something clickable *[Good for Usability, Accessibility, and Trust]*
14. Good use of white space; good balance between information density and white space *[Good for Usability, Accessibility, and Credibility]*
15. Site and images are mobile friendly *[Good for Usability, Credibility, and SEO]*
16. Videos have Closed Captioning and can be paused and muted *[Good for Usability, SEO, Accessibility, and Credibility]*
17. Has an SSL *[Good for Trust, Credibility, and SEO]*
18. There is little to no duplicate information *[Good for Usability, Credibility, and SEO]*
19. Can navigate with keyboard *[Good for Usability and Accessibility]*
20. Button labels and links start with action words *[Good for Usability, SEO, and Accessibility]*
21. Fonts are readable *[Good for Usability and Accessibility]*
22. Site is pleasant to look at *[Good for Usability and Trust]*

23. Site is cohesive and consistent across pages in Content and Look & Feel *[Good for Usability, Credibility, and Trust]*
24. Site has compelling and unique content *[Good for Usability, SEO, Engagement, and Credibility]*
25. Clicking the logo always takes you Home *[Good for Usability, SEO, Accessibility, and Trust]*
26. Footer menu in the footer section *[Good for Usability, SEO, and Accessibility]*


- Technical SEO:

1. No deprecated HTML found *[Good for SEO]*
2. Indexing is good *[Good for SEO]*

NEEDS WORK:

- Content / On-Page SEO:

1. Cookie notice only offers Yes or No, no customization *[Affects Trust]*
2. Call For Advertisers as written at the top of the page alienates viewers/non-advertisers *[Affects Usability, Likeability, Trust, and Credibility]*
3. Sub-menu items in unexpected, nonsensical order, under confusing or misleading categories; some typos present *[Affects Usability and Credibility]*
4. "Book Your Trip" menu label infers direct links to booking; instead, it's a list of lodging choices *[Affects Usability, SEO, and Trust]*
5. Philosophy statement — "A run, a ride, a hike, an hour of yoga, or a day of skiing changes everything." — is out of place *[Affects Usability]*
6. Homepage H1 doesn't mention Lifestyle *[Affects Engagement and SEO]*
7. The "Now streaming on the Outside Watch App..." image has many issues including redundant inner images, the image not being a link, and text embedded in the image which is bad on desktop but especially bad on mobile where it's too small to easily read *[Affects Usability, SEO, Accessibility, and Credibility]*
8. The "Download Outside Watch" button does not initiate a download, it's a link to the Apple app store; the text is inaccurate and needs to reference Apple specifically *[Affects Usability, SEO, and Trust]*
9. Homepage "Checkerboard" text and video layout is confusing, especially on desktop; order is not as expected *[Affects Usability, Accessibility, Credibility, and SEO]*
10. Sales information is out of place on the Homepage *[Affects Usability and Credibility]*
11. Some insufficient color contrast in headings and links *[Affects Usability, Accessibility, and SEO]*
12. "Subscribe" text bulky, needs editing *[Affects Usability and Credibility]*
13. Poor navigational feedback on staff pages, no Active state *[Affects Usability and Trust]*

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14. Chatbot window with red “1” is persistent, distracting, and tricky to get rid of *[Affects Usability, Likeability, and Trust]*
 15. CTA not clear on every page *[Affects Usability, Accessibility, SEO, and Trust]*
 16. Inaccurate copy like wrong dates *[Affects Trust, Credibility, and SEO]*
 17. Staff list not up to date *[Affects Usability, Credibility, and Trust]*
 18. Staff bios contain multiple spelling, grammar, and formatting errors *[Affects Usability, Credibility, SEO, and Trust]*
 19. Acronyms and abbreviations not defined before first use; some ambiguous/unreadable menu labels present where there is no way to introduce abbreviations properly *[Affects Usability, Accessibility, SEO, and Trust]*
 20. Newsletter sign-up not present on every page *[Affects Usability, Engagement, SEO, and Trust]*
 21. Some headings missing *[Affects Usability and SEO]*
 22. Presence of “Powered by GoDaddy” *[Affects Credibility]*
 23. Tabular data not displayed in a table *[Affects Usability, SEO, and Accessibility]*
 24. The label “Covid 19 Resource Center” is outdated *[Affects Credibility]*
 25. Partner logo for “Outside” is of very poor quality *[Affects Usability and Credibility]*
 26. Partner logos not vertically centered on mobile *[Affects Usability and Credibility]*
 27. No explicit width and height on image elements *[Affects Usability]*
 28. No keywords in image file names or alt tags *[Affects Usability, SEO, Accessibility, and Credibility]*
 29. No notice that a link will open in another tab *[Affects Usability, Accessibility, and Trust]*
 30. Multiple broken links *[Affects Usability, Accessibility, Credibility, Trust, and SEO]*
 31. 404 page has no guidance or navigation other than the Back button *[Affects Usability, Accessibility, Credibility, and Trust]*
- Metadata:
 1. Meta Titles are not the optimum lengths and don’t contain enough keywords *[Affects Usability and SEO]*
 2. Meta Descriptions are too long and need editing *[Affects Usability, Credibility, Trust, and SEO]*
 - Technical SEO:
 1. Outdated HTTP Protocol *[Affects SEO]*
 - Accessibility Specific:
 1. Missing or nonsensical alt tags, including for partner logos *[Affects Usability, Accessibility, and SEO]*

2. Overall, site is not considered Accessible or ADA compliant *[Affects Usability, Accessibility, SEO, and Trust. Also leaves you vulnerable to lawsuits]*

- Usability Specific:

1. This site tested especially low for Usability, with a D+ rating (mostly due to all the broken links)

- Offsite:


1. JWPlayer page has no Tahoe TV branding *[Affects Usability and Credibility]*
2. YouTube content appears to be stale when it's really not *[Affects Usability and Credibility]*

Top Recommendations for *laketahoetelevision.net*

Header and Main Menu

- Recommendations

1. Move the philosophy statement — “A run, a ride, a hike, an hour of yoga, or a day of skiing changes everything.” — from the Welcome box to a banner at the top of the page. White text on a yellow background (#ffcc2f)
2. Replace “Call our sales team today (775) 589-7320” with “Advertise with us:
(775) 589-7320”
3. Main Menu:
 - a. Change “Program Schedule” to “Schedule”
 - b. Add “Contact” after “Home”
 - c. Change “Book Your Trip” to “Explore Lodging”
4. Under “Our Team”:
 - a. Remove “Contact”
5. Under “Weather & Travel”:
 - a. Change the link titles for the National Weather Service pages:
 - i. From “NWS North Lake Tahoe” to “Natl WX Svc – N. Lk Tahoe”
 - ii. From “NWS South Lake Tahoe” to “Natl WX Svc – S. Lk Tahoe”
 - iii. From “NWS Marine forecast” to “Natl WX Svc – Marine Forecast”
 - b. Make the rest of the labels title case (capitalize “flight info” and “forecast”)
6. Under “Book Your Trip/Explore Lodging”:
 - a. Reorder the items so they are alphabetical

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- b. Clean up old links and labels, like the link to the Golden Nugget that still says “Hard Rock Lake Tahoe”
 7. Under the “More”:
 - a. Remove the apostrophe from “Marina’s”
 - b. Within each subsection, reorder the lists to alphabetical
 - c. Change “Covid-19 Resource Center” to “Health Resources”
 - d. In this dropdown especially, add the “opens in a new tab” icon to the links that take the user offsite

- Rationale

- ❖ The philosophy statement gets lost so close to the H1, and is meant to elicit a different feeling. Moving it to the top highlights and elevates it, cleans up the H1 and CTA space, and makes it so the advertising pitch isn’t the first thing viewers see.
- ❖ The “call us” language is sales-y. Editing the statement makes it more inclusive and friendly.
- ❖ Contact info needs to be more visible. Shortening “Program Schedule” does no harm and makes more room. “Explore Lodging” is a more accurate label for the information it contains. It’s important to give people what they expect.
- ❖ Acronyms and initialisms need to be introduced before being used. Since “NWS” is in the menu and there’s no way to introduce the term before encountering it, it’s imperative for usability and accessibility that we use common abbreviations instead of the initialism. Especially with safety topics like weather and road conditions.
- ❖ People expect things to be in some kind of order. Making the simple move to alphabetical solves this.
- ❖ Outdated and incorrect menu labels make it hard for both humans and search engines to navigate.
- ❖ Typos of all kinds must be found and removed. They’re a leading diminisher of trust.
- ❖ The phrase “Covid-19 Resource Center” sounds dated. “Health Resources” sounds more up to date and all-inclusive.
- ❖ With the mix of links that could keep users within the site and links that could take them offsite, not knowing where they’ll be directed next (in a new tab or not) is very jarring to a user. Showing the “new tab” icon alerts them to what to expect next.

• *Before & After* Screenshots

Before



After




Sub-menu Labels, Before & After



Footer

• Recommendations

1. Bring "Follow Us On Social" and "Subscribe" into the footer so they're visible on every page
2. Add a heading, "Subscribe", to the sign-up section.
3. Change the copy to: Sign up to receive our weekly newsletter.
Great for your busy lifestyle, it's the best way to stay on top of news, weather, road & lake conditions, events including live music, and insider travel tips you'll only find here.
4. Move the copyright line to below the footer menu. Remove (hide) "Powered by GoDaddy". Center the remaining text. Replace text with: "Copyright© 2025 • Lake Tahoe Television • All Rights Reserved"
5. Consider adding <script>document.write((new Date()).getFullYear()); </script> to have the copyright year advance dynamically. Otherwise, plan to update the year every January.
6. Add some menu items after "Home": "Stream Live", "Get the App", and "Contact"

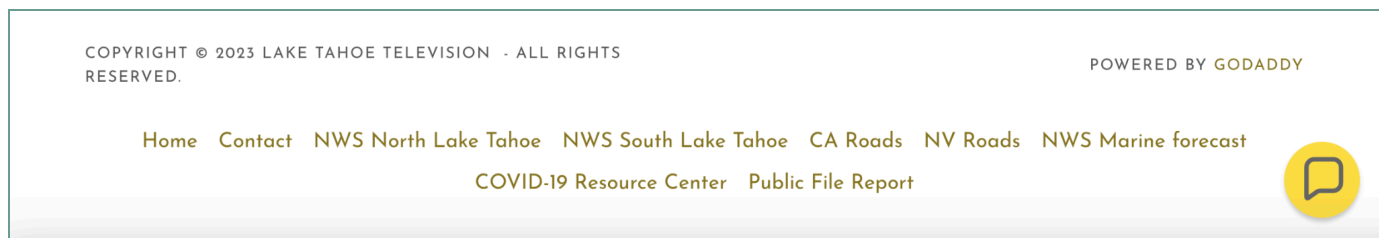
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7. Change some link titles:
 - a. From “NWS North Lake Tahoe” to “Natl WX Svc N. Lk Tahoe”
 - b. From “NWS South Lake Tahoe” to “Natl WX Svc S. Lk Tahoe”
 - c. From “NWS Marine forecast” to “Natl WX Svc Marine Forecast”
 - d. From “Covid-19 Resource Center” to “Health Resources”

- Rationale

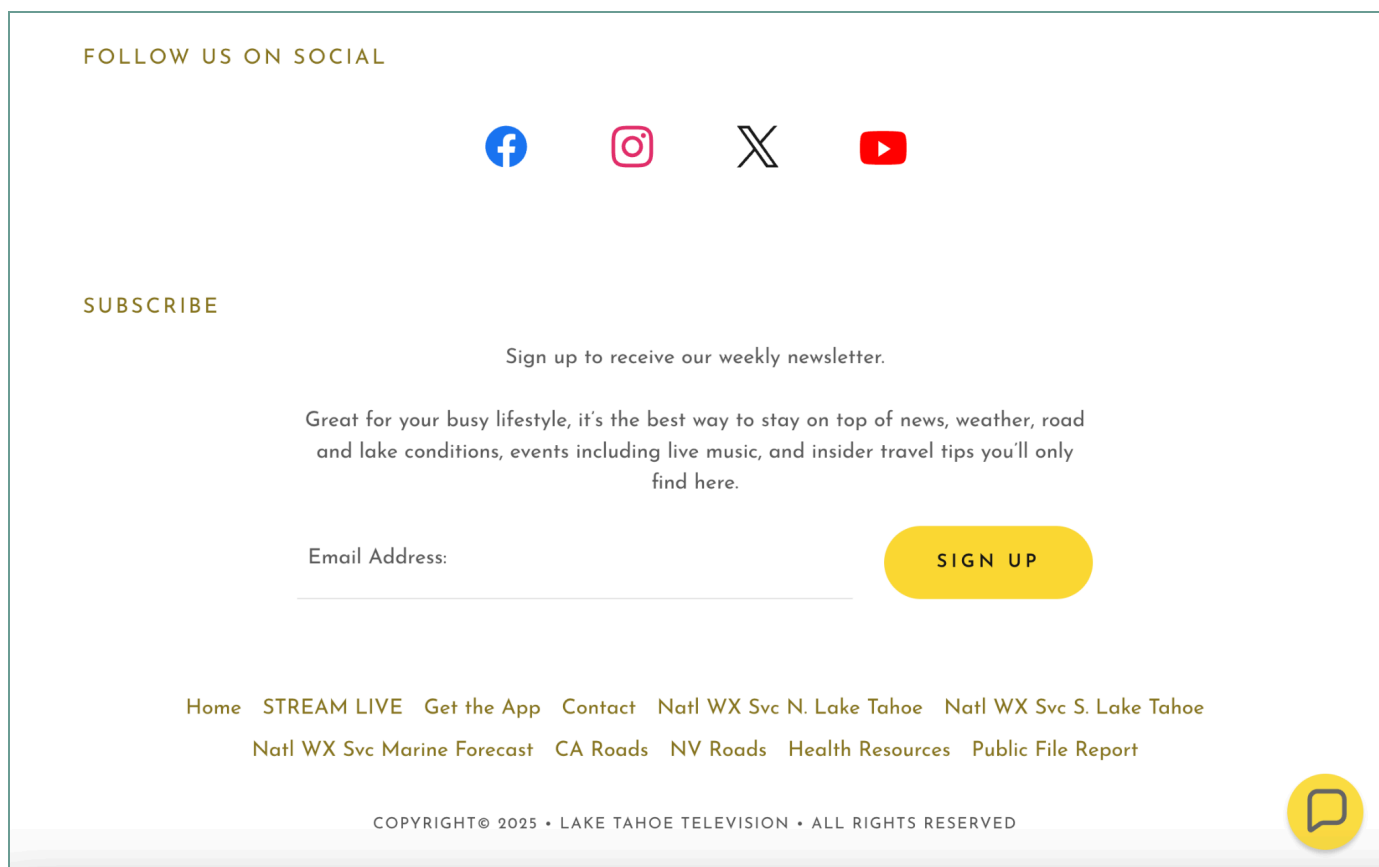
- ❖ Bring Social and Subscribe into the global footer assures that users will see these CTAs on every page.
- ❖ Shorter introductions are easier to read and follow up on.
- ❖ Content like year of copyright needs to be accurate at all times. Errors erode trust.
- ❖ People are used to seeing copyright information at the very bottom of the page.
- ❖ Make it as easy as possible for the user to stream, download, and contact you.
- ❖ Acronyms and initialisms need to be introduced before being used. Since “NWS” is in the menu and there’s no way to introduce the term before encountering it, it’s imperative for usability and accessibility that we use common abbreviations instead of the initialism. Especially with safety topics like weather and road conditions.
- ❖ The phrase “Covid-19 Resource Center” sounds dated. “Health Resources” sounds more up to date and all-inclusive.

• Before & After Screenshots

Before



After



Homepage

• Recommendations

1. Replace "Welcome" with "Lake Tahoe TV"
2. Add the word "lifestyle" to the H1 and make "roads" singular so it reads: "Your Source for Lake Tahoe News, Lifestyle, Weather, Road, Trail, and Lake Conditions"

3. Under the “Now Streaming...” image, change the button link text from “Download Outside Watch” to “Get the Outside TV app at the Apple store”
4. In the Outside Media Family slideshow, the “Outdoor” logo is of very poor quality. Replace with one of higher resolution.
5. For the videos and their corresponding text:
 - a. Remove the Flex property that alternates the video position from row to row
 - b. Change the video order so “Need your Tahoe fix?” is first. Then Mott Canyon, then the Outdoor Show, then Reel Thrills, then Real Estate, then Sales Demo.
 - c. Add new headings and descriptions, provided below.
 - d. Add new buttons and button text (provided below) for each video. Note that each video presents different link options: some to the streaming page, some to get the app, and some to our YouTube channel.
6. Expand on Blog Section Heading: Replace “The Active Outdoor Lifestyle” with “The Active Outdoor Lifestyle | Blogs, Articles, and More”
7. Add meta title to Head tag: <title>Lake Tahoe TV | Outside TV | News, WX, Lifestyle & More</title>
8. Add meta description to Head tag: <meta name="description" content="Lake Tahoe TV is your source for news, lifestyle, weather, road, trail, and lake conditions, with the programs and info you need to enjoy Tahoe to its fullest.">

• Rationale

- ❖ It’s important that link text tells users exactly what they are linking to
- ❖ Badly pixelated images look unprofessional and erode credibility
- ❖ Persistent and predictable page layout is important for usability and to avoid confusing video/text pairings.
- ❖ Video headings should reflect video content.
- ❖ Showing the user all their viewing options (stream, get the app, watch on YouTube) increases trust and engagement.
- ❖ Title and Description tags are important for Usability and vital for SEO. They need to be distinct to each page.

• Text to Copy & Paste

Video 1 - “Need your Tahoe fix?”

Title: Discover all things Tahoe

Blurb: From road and weather updates to Tahoe Today, Lake Tahoe TV has all the programming and information you need to enjoy Tahoe to its fullest.

Button 1: Stream Lake Tahoe TV Live <link to live stream>

Button 2: View Past Segments & Interviews <link to YouTube channel, most recent videos>

Video 2 - Lifestyle/Dining

Title: The Tahoe Lifestyle & Dining Show

Blurb: Check out restaurants and things to do in the Tahoe area. Rediscover a favorite and find a new one!

Button 1: Get the app <*link to app download page*>

Button 2: View Full Lifestyle & Dining Episodes <*link to YouTube channel, Lifestyle playlist*>

Video 3 - Outdoor show

Title: The Tahoe Outdoor Show

Blurb: Tips and gear to help you conquer the great outdoors.

Button 1: Get the app <*link to app download page*>

Button 2: View Full Outdoor Show Episodes <*link to YouTube channel, Outdoor playlist*>

Video 4 - Tahoe Reel Thrills

Title: Tahoe Reel Thrills

Blurb: Watch adventurers as they bike, ski, and defy gravity.

Button 1: Get the app <*link to app download page*>

Button 2: View Full Reel Thrills Episodes <*link to YouTube channel, Reel Thrills playlist*>

Video 5 - The Tahoe Real Estate Show

Title: The Tahoe Real Estate Show

Blurb: Explore home listings in the Tahoe Region.

Button 1: Get the app <*link to app download page*>

Button 2: View Full Real Estate Episodes <*link to YouTube channel, Real Estate playlist*>

Video 5 - Sales Promo

Title: Why advertise with us?

Blurb: Let our brand help your brand grow and thrive.





Button: Learn more and contact us today <*link to the Contact page*>

- *Before & After* Screenshots
Top (With Header), Before

The screenshot shows the top portion of the 'Outside Lake Tahoe' website. At the top left, there are social media icons for Facebook, Instagram, X, and YouTube. The main logo 'Outside' is in a large, bold, yellow font, with 'Lake Tahoe' in a smaller, black font below it. To the right of the logo, the text 'Call our sales team today (775) 589-7320' is displayed. Below the logo and text is a horizontal navigation menu with the following items: 'HOME' (underlined), 'PROGRAM SCHEDULE', 'OUR TEAM' (with a dropdown arrow), 'WEATHER & TRAVEL' (with a dropdown arrow), and 'MORE' (with a dropdown arrow). The main content area features a large image of a snowy lake shore on the left. On the right, there is a yellow call-to-action box with the text: 'WELCOME', 'Your Source for Lake Tahoe News, Weather, Roads, Trail, and Lake Conditions', 'A run, a ride, a hike, an hour of yoga, or a day of skiing changes everything.', and a yellow button that says 'STREAM LAKE TAHOE TV LIVE 24/7'. In the bottom right corner of the page, there is a yellow speech bubble icon.

Top (With Header), After




A run, a ride, a hike, an hour of yoga, or a day of skiing changes everything.

Outside

Lake Tahoe

Advertise with us:
(775) 589-7320


[HOME](#) [CONTACT](#) [SCHEDULE](#) [OUR TEAM](#)  [WEATHER & TRAVEL](#)  [MORE](#) 

Network error
A network hiccup interrupted playback. Please [reload the player](#) and try again.

LAKE TAHOE TV

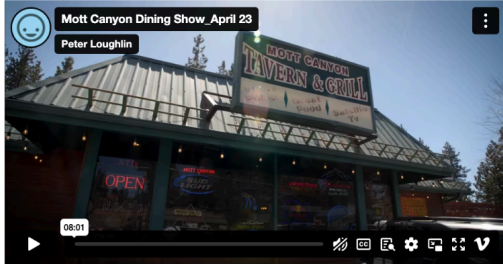
Your Source for Lake Tahoe News, Lifestyle, Weather, Road, Trail, and Lake Conditions

STREAM LAKE TAHOE TV LIVE
24/7




Video Grid, Before

WHAT'S ON LAKE TAHOE TV




The Tahoe Lifestyles & Dining Show - Watch full episodes streaming or on your cable provider

[STREAM LAKE TAHOE TV LIVE 24/7](#)




The Tahoe Outdoors Show - Watch full episodes streaming or on your cable provider

[STREAM LAKE TAHOE TV LIVE 24/7](#)



Tahoe Reel Thrills - Watch full episodes streaming or on your cable provider

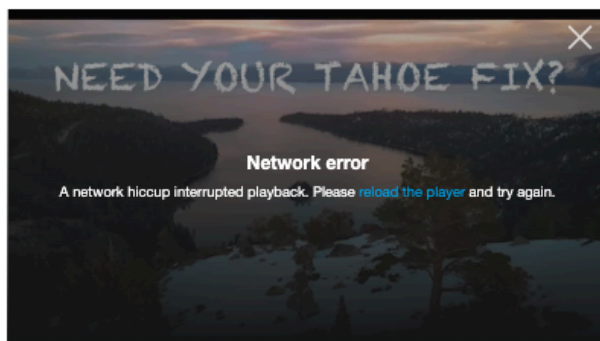
[STREAM LAKE TAHOE TV LIVE 24/7](#)



Video Grid, After

WHAT'S ON LAKE TAHOE TV

Discover all things Tahoe

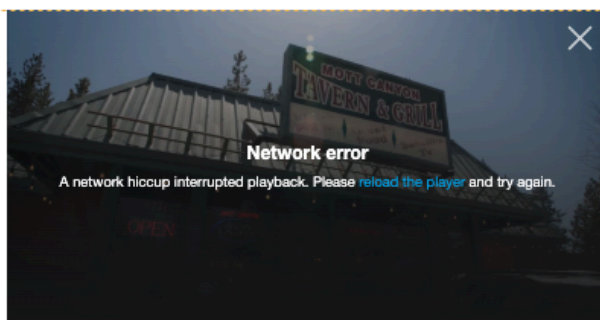


From road and weather updates to *Tahoe Today*, Lake Tahoe TV has all the programming and information you need to enjoy Tahoe to its fullest.

STREAM LAKE TAHOE TV LIVE

VIEW PAST SEGMENTS & INTERVIEWS

The Tahoe Lifestyle & Dining Show



Check out restaurants and things to do in the Tahoe area. Rediscover a favorite and find a new one!

GET THE APP

VIEW FULL LIFESTYLE & DINING EPISODES

The Tahoe Outdoor Show



Tips and gear to help you conquer the great outdoors.

GET THE APP

VIEW FULL OUTDOOR SHOW EPISODES

Tahoe Reel Thrills



Watch adventurers as they bike, ski, and defy gravity.

GET THE APP

VIEW FULL REEL THRILLS EPISODES

The Tahoe Real Estate Show



Explore home listings in the Tahoe region.

GET THE APP

VIEW FULL REAL ESTATE EPISODES

Why advertise with us?

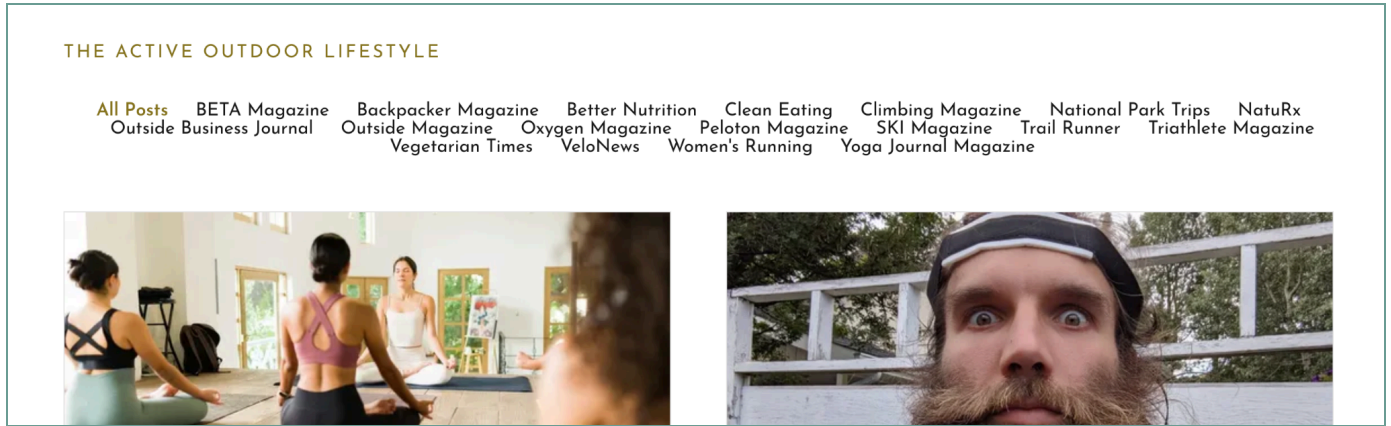


Let our brand help your brand grow and thrive.

LEARN MORE AND CONTACT US TODAY

NATIONAL PARTNERSHIPS

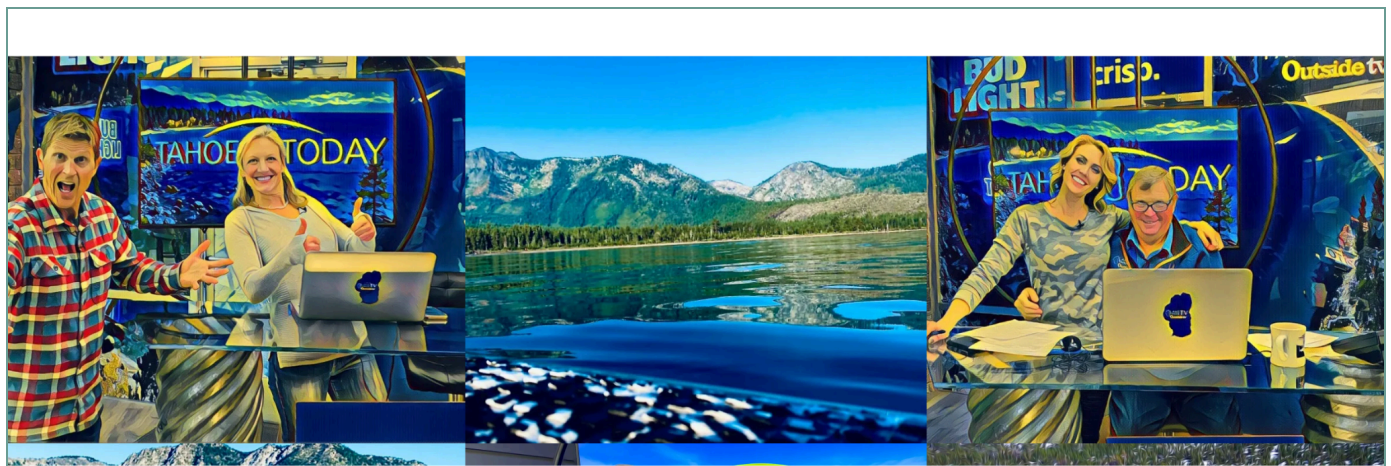
Blog Heading, Before



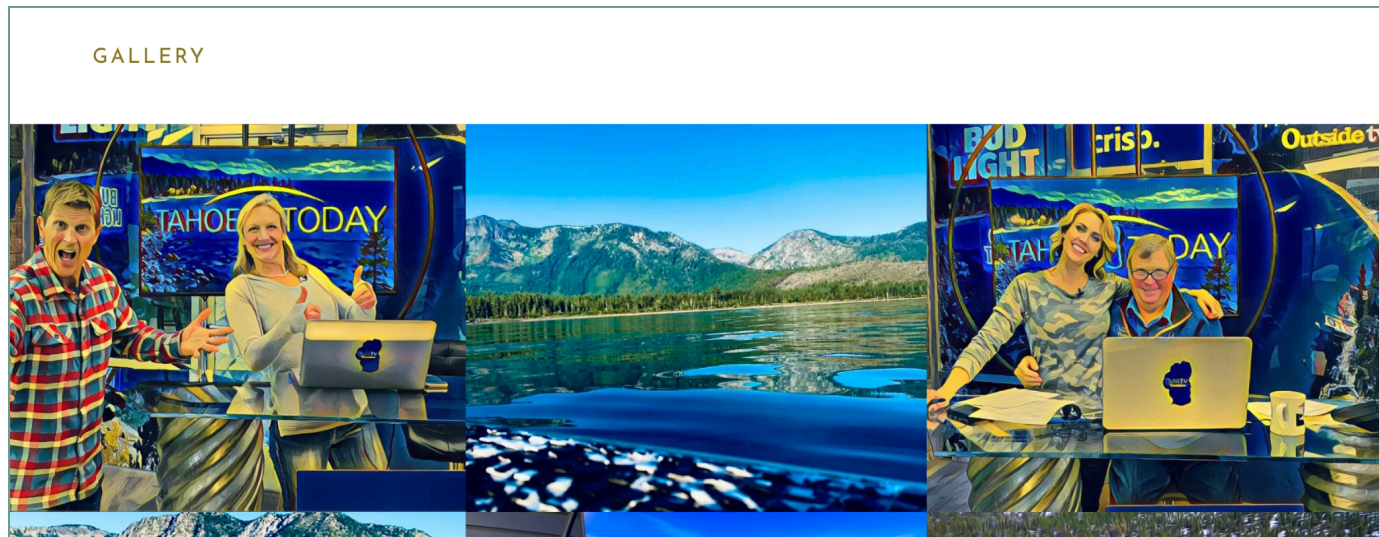
Blog Heading, After



Gallery Without Heading, Before



Gallery With Heading, After



Schedule Page

• Recommendations

1. Move all the schedule data into a responsive HTML-based Table
2. Update the "Date last updated". Plan to review/update content every 6 months and update the date
3. Fix the broken livestream button inside the cable information section
4. Add meta title to Head tag: `<title>Lake Tahoe TV | Schedule | News, WX, Lifestyle & More</title>`
5. Add meta description to Head tag: `<meta name="description" content="Lake Tahoe TV offers varied programming including shows on real estate, lifestyle, dining, Tahoe kids, and our twice-daily news shows. View the full schedule.">`

• Rationale

- Images of tabular data are very bad for accessibility. They alienate users and hurt your search engine rankings.
- Title and Description tags are important for Usability and vital for SEO. They need to be distinct to each page.

Our Team Page

• Recommendations

1. Bring staff list up to date
2. Get bios for all staff. Edit new and existing bios as necessary for errors and clarity

3. Add meta title to Head tag: <title>Lake Tahoe TV | Our Team | News, WX, Lifestyle & More</title>
4. Add meta description to Head tag: <meta name="description" content=" Lake Tahoe TV's team includes media, mountain, and outdoor enthusiast veterans whose combined experience ensures that you're always up to date with all things Tahoe.">

- Rationale

- ❖ Outdated and missing content erodes user and search engine trust. Same with error-ridden copy.
- ❖ Title and Description tags are important for Usability and vital for SEO. They need to be distinct to each page.

Contact Page

- Recommendations

1. Move the address, phone numbers, and hours from the bottom of the page up to just under the "Contact Us Today" heading
2. Reformat the hours
3. Then comes the form with the "Send A Message" heading. Directly under "Send A Message", add "*Required field"
4. Beneath the CAPTCHA statement, add a new section about advertising. Heading is "Advertise With Us"
5. The text that will follow is made up of the existing (but edited) "Overcoming obstacles.." blurb from this page, plus the four clusters of sales information from the Homepage. Full text provided below. Move the four images from the Homepage to this page and add to this new Advertising section.
6. Add meta title to Head tag: <title>Lake Tahoe TV | Contact Us | News, WX, Lifestyle & More</title>
7. Add meta description to Head tag: <meta name="description" content=" Lake Tahoe TV welcomes your feedback and input. Please drop us an email or give us a call. Looking to advertise with us? We'd love to hear from you.">

- Rationale

- ❖ It's always best to provide users with Contact information before requiring them to fill out a form.
- ❖ The hours of operation look cluttered and redundant, plus there is conflicting information. "A.M." and "P.M." always need the periods for accessibility (screen readers).

- ❖ It's important that users can tell at a glance what form fields are required and which ones aren't.
- ❖ Advertising pitch (and images) are better suited for this page than the Homepage.
- ❖ Title and Description tags are important for Usability and vital for SEO. They need to be distinct to each page.

- Text to Copy & Paste

ADVERTISE WITH US

Overcoming obstacles with creative solutions is spliced into our core service pillars of **strategy, activation, and measurement**. Let's meet and discuss how we can help you activate your brand and drive the results your business deserves.

We Ask, Listen, and Understand

Our team begins each project by gaining a solid understanding of who you are, what you do, and why you do it. Doing this helps us create strategic solutions that communicate the right messages and express your brand's unique value proposition.

Client Collaboration

Marketing and innovative design processes don't come in a flash of inspiration. It's a collaborative process of discovery and strategic development that takes patience, experience, and — most importantly — communication. Our team involves your team every step of the way, incorporating feedback at every stage of development.

On Time and On Budget

We evaluate the scope of the project and create a budget and timeline. Once they're approved, we stick to them. Our team provides mutually agreed upon scheduled status checks on project progressions and deadlines to keep everyone (you included!) on track.

Brand Partnerships

Innovative, custom solutions drive brand awareness, engagement, and action across all our platforms — web site, app, email, and social.

Get started today! Contact our sales team at (775) 589-7320

Before & After Screenshots

Before

CONTACT US TODAY

Send A Message

Email*

Name

Message

Sign up for our email list for updates, promotions, and more.

SEND

This site is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.

Overcoming obstacles with creative solutions is spliced into our core service pillars of strategy, activation, and measurement. Let me know if we can meet and discuss how we can help you activate your brand and drive the results that you and your team deserve.

Outside TV | Lake Tahoe Television

312 Dorla Court, Zephyr Cove, Nevada 89448, United States

NV: (775) 589-7320 | CA: (530) 541-7768

Hours

Open today 09:00 am - 04:00 pm ▼

Monday - Friday: 8am - 4pm
Saturday: Closed
Sunday: Closed

After

CONTACT US TODAY

Outside TV | Lake Tahoe Television

312 Dorla Court, Zephyr Cove, Nevada 89448, United States

NV: (775) 589-7320 | CA: (530) 541-7768

Hours

Monday-Friday: 8 a.m. to 4 p.m.

Saturday & Sunday: Closed

Send A Message

*Required field

Email*

Name

Message

Sign up for our email list for updates, promotions, and more.

SEND

This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.

Advertising Section (New)

ADVERTISE WITH US

Overcoming obstacles with creative solutions is spliced into our core service pillars of **strategy, activation, and measurement**. Let's meet and discuss how we can help you activate your brand and drive the results your business deserves.

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Get started today! Contact our sales team at [\(775\) 589-7320](tel:775-589-7320)

Offsite Pages

• Recommendations

1. **JWPlayer:** Edit the text:
 - a. From "Lake Tahoe" to "Lake Tahoe TV"
 - b. From "Your Source for Lake Tahoe News, Weather, Roads, Trail, and Lake Conditions." to "Your Source for Lake Tahoe News, Lifestyle, Weather, Road, Trail, and Lake Conditions"
2. **YouTube:** Refigure the Homepage so that Most Recent videos appear first. Above the "For You" section, add a section for Videos and sort by newest.

• Rationale

- ❖ Our branding should be consistent across all pages. When that's not possible quickly, a good start is to make sure the text matches what's expected.
- ❖ Having the YouTube channel sorted like that creates a sense that all our videos are old. The first one the user sees (as of today) is seven years old.


Recommendations: Round 2

1. Make sure every broken link is fixed. Try *brokenlinkcheck.com*
2. Offer cookie options
3. Replace the “Now Streaming...” image on the Homepage with an image of just one of the two inner images and remove the text. Add that text as HTML above the new image.
4. Add explicit width and height to all images
5. Redo the 404 page so it looks like the other pages and has a clear path back to the main site including suggestions on where to go next, like the Homepage
6. Remove outdated HTTP Protocol
7. Explore the Chatbot to see if there’s a more intuitive way to minimize the popup and remove the red notice
8. Make sure the contrast between overlying font colors is sufficient for accessibility
9. Make it so the “Our Team” menu label is always in Active state when a user is browsing one of its subpages, like the page of an individual team member.
10. Add “Live Stream 24/7” buttons to the bottom of every Team Member profile page
11. Add alt tags to each Team Member profile picture.
12. Add alt tags to all partner logos
13. Make sure the partner logos align vertically on mobile
14. Create unique and keyword-rich Page Titles and Meta Descriptions for all Team Member pages
15. Make sure all other pages with the main site have unique and keyword-rich Title and Description tags
16. Tend to the accessibility issues not already addressed in the Top Recommendations

Conclusion

laketahoetelevision.net is full of great content that makes it attractive to both viewers and advertisers. With just a few changes and edits it could show up higher in search results and be even more credible, navigable, and usable.

A site of this size (under a dozen pages) wouldn’t necessarily benefit from many of the paid services, so implementing the above changes could be all the site needs for the near future. It’s recommended that businesses do a site audit one to four times a year; once a year for a site this size is sufficient.



Thank you for the opportunity to work with *laketahoetelevision.net*. We trust that the information provided will help your website and your business to thrive. Please don't hesitate to contact us with any questions or for further assistance.

KJ Osborne, UX and Content Management Specialist

[Pretty Functional Media](#)

kj@emailkj.com

Our #1 goal is to help you make your website easier to understand, use, and maintain, so that you can reach *your* goals even quicker and with even more success.