
UX Web Audit of *lieslshouse.com*

Audit completed by KJ Osborne – April 7, 2025

Introduction

Preface and Goals

Liesl's House is a home childcare facility that offers all-inclusive tuition and a focus on music, art, healthy food, and spending time outdoors.

This audit of lieslshouse.com 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 OBJECTIVE: To get prospective customers (parents/guardians) to contact Liesl's House to schedule a visit. Key elements to accomplishing this goal are being findable on the web, earning the trust of the parents so they *want* to contact the business, and presenting Contact Information that is easy to find and follow through on.

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
 - ❖ **Suggestions** for an even deeper dive into the usability and discoverability of your site
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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 only the bots can see

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 (Visible):
 1. Navigation and page elements are consistent *[Good for Usability, Credibility, and SEO]*
 2. Copywriting communicates value and trust *[Good for Trust]*
 3. The offering is immediately clear *[Good for Usability and Trust]*
 4. Diversity is present in the images *[Good for Trust and Credibility]*
 5. The first CTA (on the homepage) is above the fold *[Good for Usability]*
 6. CTAs on other pages are clear and easy to act upon *[Good for Usability]*
 7. There's a visible change when the mouse points at something clickable *[Good for Usability, Accessibility, and Trust]*
 8. Color contrast is sufficient *[Good for Usability, Accessibility, Credibility, and SEO]*
 9. There are images to break up the text *[Good for Usability and Credibility]*
 10. There are no images of text or tables *[Good for Usability and Accessibility]*
 11. Good use of white space *[Good for Usability, Accessibility, and Credibility]*
 12. There is little to no duplicate information *[Good for Usability, Credibility, and SEO]*
 13. Forms show errors before submission *[Good for Usability]*
 14. Prices are clearly displayed *[Good for Usability and Trust]*
 15. Site and images are mobile friendly *[Good for Usability and SEO]*
 16. Has an SSL *[Good for Trust, Credibility, and SEO]*
- Technical SEO:
 1. Page load times are good *[Good for Usability and SEO]*
 2. Indexing is good *[Good for SEO]*

NEEDS WORK:

- Content / On-Page SEO (Visible):
 1. No header logo *[Affects Usability, Credibility, and SEO]*
 2. No phone icon attached to phone number *[Affects Usability and Credibility]*
 3. Copy error in the main navigation *[Affects Trust, Credibility, and SEO]*
 4. Too much header text takes up too much room on mobile *[Affects Usability]*
 5. "Hero" image on Homepage doesn't show human faces *[Affects Trust, Credibility, and Engagement]*

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6. Too many almost-identical images in the Gallery *[Affects Usability and Credibility]*
 7. Unnecessary images present *[Affects Usability]*
 8. No explicit width and height on image elements *[Affects Usability]*
 9. Keywords missing from some H1s and H2s *[Affects Usability and SEO]*
 10. Some body text size is too big *[Affects Usability]*
 11. Spelling, grammar, and formatting errors in the text *[Affects Usability, Trust, Credibility, and SEO]*
 12. Inaccurate copy like wrong dates *[Affects Trust, Credibility, and SEO]*
 13. Insufficient keywords in body copy *[Affects Usability and SEO]*
 14. Use of underline as decoration *[Affects Usability, Trust, Credibility, and SEO]*
 15. Multiple structural issues with headings including missing, multiple, or misplaced H1s, and headings that skip a level *[Affects Usability, Accessibility, and SEO]*
 16. Layout issues like days of the week not in order and odd breaks created by images *[Affects Usability, Accessibility, Credibility, Trust, and SEO]*
 17. Missing CTAs on all but the Homepage *[Affects Usability and Engagement]*
 18. Insufficient Contact information (no email) on all but the Homepage *[Affects Usability, Credibility, and SEO]*
 19. Broken links *[Affects Usability, Accessibility, Credibility, Trust, and SEO]*
 20. No footer menu *[Affects Usability]*
 21. Spelling error in navigation *[Affects Usability, Accessibility, Credibility, Trust, and SEO]*
 22. Insufficient distinction between Required and Optional form fields *[Affects Usability and Accessibility]*
 23. 404 page has no guidance or navigation other than the Back button *[Affects Usability, Accessibility, Credibility, and Trust]*
 24. No favicon *[Affects Credibility and Trust]*
- Metadata:
 1. Meta Titles not specific to each page, not long enough, and no keywords *[Affects Usability and SEO]*
 2. Meta Descriptions missing or contain errors *[Affects Usability, Credibility, Trust, and SEO]*
 - Technical SEO:
 1. Poor semantic HTML *[Affects Usability, Accessibility, and SEO]*
 2. Deprecated HTML present *[Affects SEO]*
 - Accessibility Specific:
 1. No alt tags present *[Affects Usability, Accessibility, and SEO]*
 2. Overall, site is not considered Accessible or ADA compliant

Top Recommendations for *lieselhouse.com*

Header and Main Menu

- Recommendations

1. Add a phone receiver icon to the left of the phone number
2. Change “About Liesl...” to “About”
3. Change “Our Daily Schedule” to “Daily Schedule”
4. Change “Welcome to Liesl’s House -Home Child care - Davis, CA” to “Home Childcare in Davis, CA” (we’ll move the “Welcome” content)
5. Add a non-breaking space between “Davis,” and “CA”
6. Capitalize “lic#” so it reads “Lic#”
7. Make sure there are no H1s in the header

- Rationale

- ❖ Your Header is found at the top of every page, so it’s important that it has complete, consistent information that’s laid out in a format users have come to expect.
- ❖ Icons make text easier to interpret at-a-glance and add visual interest which improves engagement and credibility.
- ❖ Shorter menu labels are easier to read, especially on a mobile device.
- ❖ Longer intro text takes up too much space when viewing on a mobile device.
- ❖ The spelling of “childcare” is inconsistent across the site. Our research shows “childcare” as the preferred spelling, although any spelling would be acceptable as long as it’s consistent.
- ❖ Punctuation and capitalization are important markers that show that a site and its contents are accurate and reliable. This builds trust.
- ❖ Non-breaking spaces tie words together so they remain on the same line no matter your device size. This keeps tiny words at the end of a sentence or phrase (often called *runts*) from ending up alone at the bottom of a paragraph, which is visually unappealing and can decrease likeability.
- ❖ H1s are only to appear once on a page, as the visible main heading of the page. (Not to be confused with Page Titles, `<title>Page Title Here</title>`, which appear in search results and in your browser tab.)

- *Before & After Screenshots*

Before



After



Footer

- Recommendations

1. Move the "Contact Liesl" email form, the CTA, the phone number, and the hours of operation to the global footer so they're visible on every page.
2. Directly above the form, add "*Required field"
3. Edit the copy and CTA for clarity and brevity, provided below.
4. Reformat the Hours for clarity and brevity.
5. Add a Footer menu.
6. Change the text of the subfooter from "Copyright © 2018 Liesl's House - All Rights Reserved." to "Copyright© 2025 • Liesl's House • All rights Reserved"
7. Turn "Liesl's House" into a link to the Homepage.
8. Consider adding `<script>document.write((new Date()).getFullYear()); </script>` to have the copyright year advance dynamically. Otherwise, plan to update the year every January.
9. Shorten the height of the subfooter (blue).

- Rationale

- ❖ A Footer is a great place to put things you want readily available but may not want to clutter a header with, like hours of operation or an email form.
- ❖ Clearly marking what form fields are required or not is a key Accessibility metric.
- ❖ Footer menus are always visible, unlike Header menus which collapse to a hamburger menu on tablets and mobile devices.
- ❖ Having contact information easily findable on every page decreases frustration and increases the chance of engagement.
- ❖ Short, concise copy is easier to read and digest.
- ❖ Showing a current year increases trust and credibility. Showing an obsolete year *decreases* trust and credibility.
- ❖ A shorter, more balanced subfooter is more pleasing to look at, enhancing the user experience.

- Text to Copy & Paste

For just below the "Contact Lies!" heading:

I would love to arrange a visit for you and your child.

Give me a call or complete the form below so we can set up an appointment at a time that works for you!

- *Before & After Screenshots*

Form with CTA Text, Before

Contact Liesl

DROP US A LINE!

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

COME MEET ME IN PERSON!

**I would love to arrange a visit for you and your child.
Give me a call so we can set up an appointment at your
convenience.**

Form with CTA Text, After

Contact Liesl

I would love to arrange a visit for you and your child.

Give me a call or complete the form below so we can set up an appointment at a time that works for you!

*Required field

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

Remainder of Footer, Before

LIESL'S HOUSE	HOURS
(530) 848-4068	Mon 08:00 am – 05:30 pm
	Tue 08:00 am – 05:30 pm
	Wed 08:00 am – 05:30 pm
	Thu 08:00 am – 05:30 pm
	Fri 08:00 am – 05:30 pm
	Sat Closed
	Sun Closed

Copyright © 2018 Liesl's House - All Rights Reserved.

Remainder of Footer, After

LIESL'S HOUSE	HOURS
(530) 848-4068	Monday–Friday 8 a.m.–5:30 p.m.
	Sat–Sun Closed

Home | About | Schedule | Menu | Calendar | Testimonials | Tuition

Copyright© 2025 • [Liesl's House](#) • All Rights Reserved

Homepage

• Recommendations

1. Change the image to one of a child's face. Suggestion to use the one of the boy with the blue sunglasses that is found lower on the page.
2. Add the alt tag: [alt="Smiling little boy wearing blue sunglasses."]
3. Change "Welcome" to "Welcome to Liesl's House" (moved from above). Make it the H1.
4. Make the paragraph text smaller (changed to 16px)
5. Edit the paragraph text and add breaks for easier reading. Text provided below.
6. Remove almost-identical images from the gallery.

7. Remove the banner image of the colored pencils.
8. Remove one of the images from the section under the gallery so there's only one. (Keep the child with the guitar; we've already moved the one with the sunglasses to higher up the page.)
9. Add alt tag: [alt="Young child sitting on a couch playing with a guitar."]
10. Change "child care" to "childcare". Have link text read "View our Daily Schedule" and link to the schedule page.
11. Add meta title to Head tag: `<title>Liesl's House | In-Home Childcare in Davis, California</title>`
12. Add meta description to Head tag: `<meta name="description" content="Liesl's House in Davis is home childcare in a nurturing environment with a small staff-to-child ratio and a healthy meal program included in monthly fees.">`

• Rationale

- ❖ Your Homepage is often the page that people see first. It has to answer all their questions and make them trust you in a matter of seconds.
- ❖ Humans are wired to respond to faces.
- ❖ Alt tags are vital to Accessibility and are a key SEO metric.
- ❖ The word "Welcome" is better used to introduce the paragraph text. Moving it there also helps keep the Header text clean.
- ❖ Larger text can be good for readability but text that's too large becomes harder to read.
- ❖ Scannable text chunks are easier to scan, read, and digest. Slight copy edits make the content easier to absorb and understand.
- ❖ Images with no real relevance are more clutter than content. Stock images can look out of place, especially when compared to more personal photographs of things like children's faces and children engaged in Liesl's House activities.
- ❖ Title and Description tags are important for Usability and vital for SEO. They need to be distinct to each page.

• Text to Copy & Paste

As someone who knows what it's like to be a working parent, I understand in a personal way the stress and anxiety that come with choosing a childcare provider.

I run my business from my home because providing family childcare is an emotionally rewarding occupation, and I truly love this aspect of my job. Having over 25 years experience in caring for children as both a teacher and provider, I believe that this style of family care allows me the opportunity to get closer to my little ones and cater to each of my family's needs.

I look forward to providing you with all you might expect for your children, in a caring and enriching environment.

- *Before & After Screenshots*


Top, Before

(530) 848-4068 EN

[HOME](#) [ABOUT LIESL...](#) [OUR DAILY SCHEDULE](#) [SAMPLE MENU](#) [CALENDAR](#) [TESTAMONIALS](#) [TUITION](#)

Liesl's House

Welcome to Liesl's House -Home Child care - Davis, CA
lic# 573622673



[SCHEDULE A VISIT](#)

WELCOME

As someone who knows what it's like to

Top, After

(530) 848-4068


EN

[HOME](#) [ABOUT](#) [DAILY SCHEDULE](#) [SAMPLE MENU](#) [CALENDAR](#) [TESTAMONIALS](#) [TUITION](#)

Liesl's House

Home Childcare in Davis, CA

Lic# 573622673





[SCHEDULE A VISIT](#)

WELCOME TO LIESL'S HOUSE

As someone who knows what it's like to be a


Bottom, Before





CHECK OUT OUR DAILY
SCHEDULE HERE


[CLICK HERE](#)



HOME CHILD CARE IN
DAVIS CALIFORNIA

[LIESL'S HOUSE](#)

Bottom, After



HOME CHILDCARE IN DAVIS
CALIFORNIA

[View our Daily Schedule](#)

About Page

• Recommendations

1. Add the alt tag to the image: [alt="Liesl and her two sons in a swimming pool."]
2. Remove the Bold effect.
3. Edit for flow and readability and separate into distinct chunks for better digestibility.
New copy provided below.
4. Add meta title to Head tag: `<title>About Liesl | Liesl's House, In-Home Childcare in Davis</title>`

5. Add meta description to Head tag: `<meta name="description" content="Liesl's House is home-based childcare in Davis, California. Liesl is a teacher, a dancer, and a mother to her two boys. She loves working with children.">`

- Rationale

- ❖ Alt tags are vital to Accessibility and are a key SEO metric.
- ❖ This page's only other content is Liesl's bio, so it needs to be easy to read and comprehend. This raises credibility, 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

My name is Liesl (pronounced Lee'-Sul) and I was born in San Francisco in 1967. The 2nd of 6 children (one older sister and four younger brothers), my father was a Pediatrician (good choice with 6 kids!) and my mother was a stay-at-home mom.

Over the years I've lived in Philadelphia and New York City as I pursued a professional career as a ballet dancer. I landed back in California as a dancer with the Sacramento Ballet Company and eventually here in Davis where I met my husband. For the past 27 years I have enjoyed being part of the local community while raising our two beautiful children.

From a very young age, I knew I loved two things more than anything else: children and dancing. For 25 years I was able to combine those two loves by teaching ballet and movement classes at preschools and my studio here in Davis. After suffering through two years of chronic and painful foot injuries, my orthopedic surgeon made the recommendation of a radical career shift. So in 2018, I hung up my ballet slippers and began a new chapter of my life.

Since my love of children had only grown stronger through the experience of being a mother myself, I decided to go back to my family roots, quite literally. Throughout my youth, and until she retired just one year ago, my own mother ran a thriving daycare out of our family home in Piedmont, CA. As a young adult, I had spent enough years working alongside my mother to know that childcare was a career that I could get behind 100%.

I am so excited to get to spend my days with children. I look forward each morning to teaching and nurturing our future generations and I think most would agree that one of life's greatest joys is getting a big hug from a small child.

I look forward to meeting you and your family.

Schedule Page

• Recommendations

1. Move the images to different spots in the layout:
 - a. Put the boy with the lollipop at the top (preceding "8:00-8:45 AM"), replacing the image of the girl with the pink shirt.
 - b. Move the one of the food to precede "11:45-12:15 pm"
 - c. Move the one of the girl to precede "3:30-4:30 pm"
2. Add the alt tags:
 - a. [alt="A little boy playing a drum that looks like a lollipop."]
 - b. [alt="A healthy lunch that includes cucumber, avocado, and fresh spinach."]
 - c. [alt="A little girl in a pink shirt playing with art supplies."]
3. Replace all copy with new text, provided below.
4. Add meta title to Head tag: `<title>Daily Schedule | Liesl's House, In-Home Childcare in Davis</title>`
5. Add meta description to Head tag: `<meta name="description" content="The schedule at Liesl's House is full of fun things like art, music, nature breaks, healthy snack and lunch time, nap time, story time, and free playtime!">`

• Rationale

- ❖ The new layout pairs the images with matching text, elevating them from decoration to valuable content. This will be especially helpful on a mobile device, as now the images will stack correctly, staying near to the copy they're paired with.
- ❖ Alt tags are vital to Accessibility and are a key SEO metric.
- ❖ There are text errors on this page including inconsistent punctuation, formatting, and capitalization. Fixing these errors raises Usability, Confidence, and Trust.
- ❖ Changing the times from "AM" and "PM" to "A.M." and "P.M." is key for Accessibility, especially with screen readers.
- ❖ Moving the asterisked information to the top of the page introduces the reader to the information right away, without having to get to the bottom of the page to learn what it means.
- ❖ Title and Description tags are important for Usability and vital for SEO. They need to be distinct to each page.



- Text to Copy & Paste

DAILY SCHEDULE

(* Additional diaper changing and potty time whenever necessary)

8:00–8:45 A.M.

Drop-off time, free play, morning art project.

8:45–9:15 A.M.

Healthy morning snack time.

9:15–9:45 A.M.

Circle time, songs and sharing.

9:45–10:00 A.M.

Let's clean up our mess and get ready to go out!

Diaper changes and potty time*

10:00–11:30 A.M.

We will go outdoors as long as weather permits! We will play at the park or in our beautiful yard, run in the sunshine, blow bubbles, build sandcastles, collect leaves and twigs for art, find bugs, play hide and seek, and stomp in puddles and look for rainbows.

11:30–11:45 A.M.

Back inside, wash up for lunch.

Diaper changes and potty time*

11:45–12:15 P.M.

Time to eat a delicious, healthy lunch. All meals and snacks are included as part of our program. *No additional fees.*



12:15–12:30 P.M.

Clean up and get ready for our naps.

Diaper changes and potty time*

12:30–1:00 P.M.

Quiet story time, mindfulness meditation.

1:00–3:00 P.M.

Nap time — sweet dreams!

3:00–3:30 P.M.

Diaper changes and potty time*

Healthy afternoon snack.

3:30–4:30 P.M.

Dance & Movement / Art / Music Lesson / Outdoor Time

4:00–5:00 P.M.

Time to finish up projects and head back indoors for the end of the day and farewells.

5:00–5:30 P.M.

Free playtime while we wait for our parents to pick us up.

5:30 P.M.

Pick-up time! Time to go home and talk about our day. See you tomorrow!

Menu Page

- Recommendations

1. Move the days of the week around in the layout so they are in order.
2. Replace text with edited, reformatted copy, provided below. This includes removing the underlines.
3. Make the days of the week H2s (currently H4s). You may have to edit the CSS for the H2s on this page to keep the look you want.
4. Add meta title to Head tag: `<title>Menu | Liesl's House, In-Home Childcare in Davis</title>`
5. Add meta description to Head tag: `<meta name="description" content="Our menu includes healthy, yummy food every day of the week, included in tuition. Children will enjoy everything from fresh fruit to home-made banana muffins.">`

- Rationale

- ❖ The days of the week are out of order on a mobile device. Putting them in the right order within the page structure remedies that.
- ❖ Text just needs some light editing to remove formatting errors to make it more credible.
- ❖ Underlines are associated with links; removing them reduces confusion.
- ❖ Headings need to be hierarchical. You can't have an H4 unless you also have H2s and H3s.
- ❖ Title and Description tags are important for Usability and vital for SEO. They need to be distinct to each page.

- Text to Copy & Paste

MONDAY

Morning Snack:

Home-made yogurt cups with granola

Lunch:

Wild rice casserole with steamed cauliflower florets and California navel oranges

Afternoon Snack:

Home-made banana muffins with fresh fruit

TUESDAY

Morning Snack:

Apple slices and nut butter with pretzel twists

Lunch:

Whole wheat pasta with fresh tomato and basil marinara, steamed broccoli and watermelon slices

Afternoon Snack:

Baby carrots and banana chips

WEDNESDAY

Morning Snack:

Green grapes and cheddar crackers

Lunch:

Home-made mac & 3-cheese casserole with chopped romaine salad and blueberries

Afternoon Snack:

Fresh fruit smoothies and rice cakes

THURSDAY

Morning Snack:

Whole grain waffle bites with strawberries

Lunch:

Home cooked chicken noodle soup with cucumber salad and apple slices

Afternoon Snack:

Sliced kiwi and mango with corn cakes

FRIDAY

Morning Snack:

Pumpkin muffins with fresh fruit salad

Lunch:

Home-made focaccia with pesto sauce and feta cheese, peach slices and sautéed snap peas

Afternoon Snack:

Frozen fruit pops and sliced cucumbers

*Before & After Screenshots***Desktop, Before**

Sample Menu		
<p>MONDAY</p> <p><u>morning snack:</u> home made yogurt cups with granola</p> <p><u>lunch:</u> Wild rice casserole with steamed cauliflower florets and CA navel oranges</p> <p><u>afternoon snack:</u> home made banana muffins with fresh fruit</p>	<p>WEDNESDAY</p> <p><u>morning snack:</u> green grapes and cheddar crackers</p> <p><u>lunch:</u> Home made Mac & 3 cheese casserole with chopped romaine salad and blueberries</p> <p><u>afternoon snack:</u> fresh fruit smoothies and rice cakes</p>	<p>FRIDAY</p> <p><u>morning snack:</u> pumpkin muffins with fresh fruit salad</p> <p><u>lunch:</u> home made focaccia with pesto sauce and feta cheese, peach slices and sautéed snap peas</p> <p><u>afternoon snack:</u> frozen fruit pops and sliced cucumbers</p>
<p>TUESDAY</p> <p><u>Morning snack:</u> apple slices and nut butter with pretzel twists</p> <p><u>Lunch:</u> Whole wheat pasta with fresh tomato and basil marinara, steamed broccoli and watermelon slices</p> <p><u>afternoon snack:</u> baby carrots and banana chips</p>	<p>THURSDAY</p> <p><u>morning snack:</u> whole grain waffle bites with strawberries</p> <p><u>lunch:</u> home cooked Chicken noodle soup with cucumber salad and apple slices</p> <p><u>afternoon snack:</u> sliced kiwi and mango with corn cakes</p>	

Desktop, After

Sample Menu

MONDAY

Morning Snack:

Home-made yogurt cups with granola

Lunch:

Wild rice casserole with steamed cauliflower florets and California navel oranges

Afternoon Snack:

Home-made banana muffins with fresh fruit

TUESDAY

Morning Snack:

Apple slices and nut butter with pretzel twists

Lunch:

Whole wheat pasta with fresh tomato and basil marinara, steamed broccoli and watermelon slices

Afternoon Snack:

Baby carrots and banana chips

WEDNESDAY

Morning Snack:

Green grapes and cheddar crackers

Lunch:

Home-made mac & 3-cheese casserole with chopped romaine salad and blueberries

Afternoon Snack:

Fresh fruit smoothies and rice cakes

THURSDAY

Morning Snack:

Whole grain waffle bites with strawberries

Lunch:

Home cooked chicken noodle soup with cucumber salad and apple slices

Afternoon Snack:

Sliced kiwi and mango with corn cakes

FRIDAY

Morning Snack:

Pumpkin muffins with fresh fruit salad

Lunch:

Home-made focaccia with pesto sauce and feta cheese, peach slices and sautéed snap peas

Afternoon Snack:

Frozen fruit pops and sliced cucumbers

Mobile, Before & After

Sample Menu	Sample Menu
<p>MONDAY</p> <p><u>morning snack:</u> home made yogurt cups with granola</p> <p><u>lunch:</u> Wild rice casserole with steamed cauliflower florets and CA navel oranges</p> <p><u>afternoon snack:</u> home made banana muffins with fresh fruit</p>	<p>MONDAY</p> <p>Morning Snack: Home-made yogurt cups with granola</p> <p>Lunch: Wild rice casserole with steamed cauliflower florets and California navel oranges</p> <p>Afternoon Snack: Home-made banana muffins with fresh fruit</p>
<p>WEDNESDAY</p> <p><u>morning snack:</u> green grapes and cheddar crackers</p> <p><u>lunch:</u> Home made Mac & 3 cheese casserole with chopped romaine salad and blueberries</p> <p><u>afternoon snack:</u> fresh fruit smoothies and rice cakes</p>	<p>TUESDAY</p> <p>Morning Snack: Apple slices and nut butter with pretzel twists</p> <p>Lunch: Whole wheat pasta with fresh tomato and basil marinara, steamed broccoli and watermelon slices</p> <p>Afternoon Snack: Baby carrots and banana chips</p>
<p>FRIDAY</p> <p><u>morning snack:</u> pumpkin muffins with fresh fruit salad</p> <p><u>lunch:</u> home made focaccia with pesto sauce and feta cheese, peach slices and sautéed snap peas</p> <p><u>afternoon snack:</u> frozen fruit pops and sliced cucumbers</p>	<p>WEDNESDAY</p> <p>Morning Snack: Green grapes and cheddar crackers</p> <p>Lunch: Home-made mac & 3-cheese casserole with chopped romaine salad and blueberries</p> <p>Afternoon Snack: Fresh fruit smoothies and rice cakes</p>
<p>TUESDAY</p>	<p>THURSDAY</p>

Calendar Page

• Recommendations

1. Change the calendar year from “2021–22” to “2024–2025”. Make it the H1.
2. Rewrite the copy to introduce the acronym.
3. Break up text for easier scanning.
4. Reduce the font size.

5. Make “please contact me” a link to the Contact page.
6. Replace the broken link to the DJUSD site or remove the button.
7. Add meta title to Head tag: `<title>Calendar | Liesl's House, In-Home Childcare in Davis</title>`
8. Add meta description to Head tag: `<meta name="description" content="Liesl's House observes all legal holidays and follows the Davis Joint Unified School District calendar for winter/spring breaks. Closed for 5 days in summer.">`

- Rationale

- ❖ This page’s calendar year not being current decreases Credibility and Trust. Consider adding a reminder every fall to update this.
- ❖ Font sizes that are too large become difficult to read.
- ❖ Broken links are very bad for UX and SEO, and decrease Credibility and Trust.
- ❖ Make it easy for people to contact you.
- ❖ Title and Description tags are important for Usability and vital for SEO. They need to be distinct to each page.

- Text to Copy & Paste

I observe all legal holidays and follow the Davis Joint Unified School District (DJUSD) calendar for Winter and Spring breaks.

In addition, I am closed for five days during the summer.

For specific dates, [please contact me](#) to request a list.

Testimonials Page

- Recommendations

1. The word “Testimonials” is spelled incorrectly (“Testamonials”) in the Title tag, the Menu label, and the URL (web address). Edit the Page name to the correct spelling (“Testimonials”), which should also fix the menu label (be sure to check it).
2. Edit the Title tag as well.
3. Ideally, create a redirect from `/testamonials` to `/testimonials`.
4. Utilize both columns instead of having the quotes only show on the right-hand side when viewed on a larger screen. Or make it one column.
5. If keeping the two columns, put the two short testimonials in one column and the longer one in another.
6. Replace text with new copy, provided below. (Since these are quotes, content will remain the same; only grammar and formatting to be edited.)

7. Try to get more testimonials if you can.
8. Add meta title to Head tag: `<title>Testimonials | Liesl's House, In-Home Childcare in Davis</title>`
9. Add meta description to Head tag: `<meta name="description" content="Liesl's House customers have nothing but good things to say about this home-based childcare in Davis, California. See a few testimonials here.">`

• Rationale

- ❖ Errors in high-profile places like Menus decrease Credibility and Trust even faster than errors on other parts of a page. Plus, search engines won't be able to crawl your site as effectively.
- ❖ Only having one column populated looks like a mistake, which decreases Credibility.
- ❖ Polishing the quotes, without altering the actual content, makes *the authors* seem more credible and trustworthy.
- ❖ Testimonials are powerful "social proof".
- ❖ Title and Description tags are important for Usability and vital for SEO. They need to be distinct to each page.

• Text to Copy & Paste

"Our two children thrived in their toddler years with Liesl in Oakland — I'm so excited she has opened a place in Davis. We highly recommend Liesl and Liesl's House."

~ K. Ragsdale, Davis, CA

"What an amazing place! You can drop your kids off and know that they're not just being watched, they're learning so much! I went to work with no worries about my child — she was in excellent hands."

~ D. Bonner, Natomas, CA

"I recently visited Liesl's House, and was so, so impressed. Tastefully and cheerfully decorated, this light-filled house on a quiet street was full of enriching and enjoyable equipment: toys, books, and child size furniture. Whether your child prefers a doll house or a train set, puzzles and games or being read to, art or just running around in a well-equipped outdoor space, Liesl's house has it all!

Liesl herself is a warm, enthusiastic young woman with an obvious love of children. A big plus is that she has long been a dance teacher in Davis, and the children in her care will have regular dance/movement time and lots of exposure to music. She has separate areas

in her home where children can follow their interests during the day, and also believes in the value of fresh air and outdoor activity, whether in the fenced-in back yard or taking strolls through the neighborhood or to a nearby park.

I can highly recommend this little gem of a daycare and all it has to offer: fun, stimulation, friends, individual attention, and a huge amount of love. Liesl's experience with young children is vast. She is the older sister to a large group of siblings, she worked for years running the toddler program in a S.F. Bay area daycare, she was a nanny, a dance teacher, and is a mother to two sons. If you are looking for a small home-based program where your child will get individualized attention, and you, the parent, will be able to communicate easily with your child's caregiver, check out Liesl's House."

~ A. Nackley, Livermore, CA

Tuition Page

• Recommendations

1. Move the asterisked information from the bottom of the page to the top and remove the underline.
2. Slightly edit the copy for clarity, provided below.
3. Add meta title to Head tag: `<title>Tuition | Liesl's House, In-Home Childcare in Davis</title>`
4. Add meta description to Head tag: `<meta name="description" content="Tuition for Liesl's House is $1425, $1600, or $1725 per month for 3, 4, or 5 days a week. Liesl's House is home-based childcare in Davis, California.">`

• Rationale

- ❖ This page is about money so it's essential that it be credible. Fixing simple errors and putting important information first helps with this.
- ❖ Title and Description tags are important for Usability and vital for SEO. They need to be distinct to each page.

- Text to Copy & Paste

MONTHLY TUITION*

*MONTHLY TUITION INCLUDES:

- All meals and snacks
- Diapers, wipes, and ointment
- Extra-curricular activities such as dance and music classes
- All art supplies

FULL TIME: 5 DAYS/WEEK

\$1,725

Monday–Friday

PART TIME: 4 DAYS/WEEK

\$1,600

4 days to be determined based on placement and availability

PART TIME: 3 DAYS/WEEK

\$1,425

3 days to be determined based on placement and availability

Tuition is due on the 1st of the month. A \$25 late fee will be assessed after the 5th of the month.

Recommendations: Wave 2

1. Add a favicon
2. Add a logo to the header
3. Add explicit width and height to all images
4. Add alt tags to all the images in the gallery
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. Improve semantic HTML
7. Remove deprecated HTML
8. Tend to the accessibility issues not already addressed in Top Recommendations

Conclusion

Lieslshouse.com is full of great content that gives parents a sense of what it would be like to send their child there. With just a few changes and edits, it could be easier to read, more credible, and more findable on the web.

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 *lieslshouse.com*. 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.