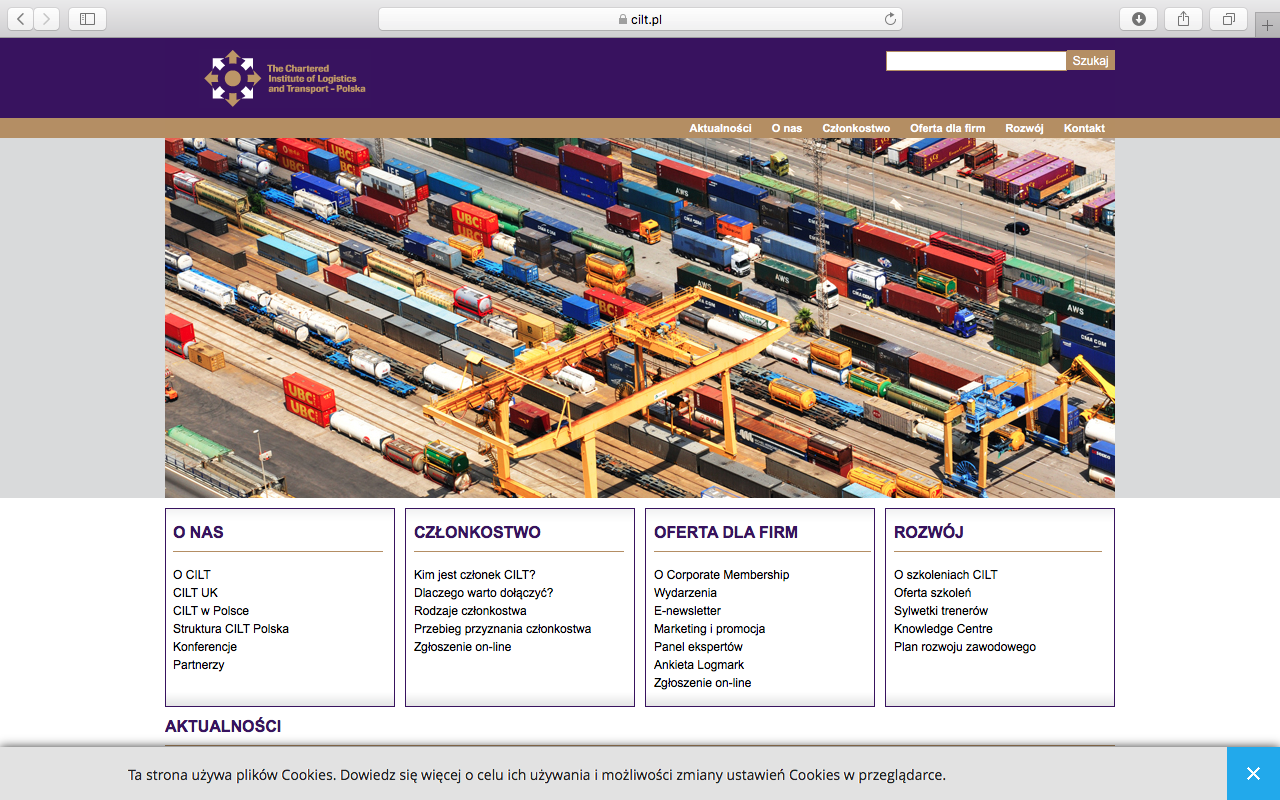
**\_**

**COUNTRY:** CILT POLAND **URL:** https://www.cilt.pl  
DATE AUDITED: 12 October 2018



**1. CREATING A JOURNEY**

|  |  |
| --- | --- |
| **What was checked?** | **Action required** |
| **Search:** The meta titles and descriptions have not been optimised for Google. | Optimise the page titles and descriptions. |
| **Business page:** There is no Google business page available for this location**.** | Create a Google business page to help boost SEO and to make your location more accessible. |
| **Https present:** Yes, but there are insecure links. | Create a Google business page to help boost SEO and to make your location more accessible. |

**2. BRAND COMPLIANCE**

|  |  |
| --- | --- |
| **What was checked?** | **Action required** |
| **Logo:** The logo size is too small. | Please refer to brand guidelines. |
| **Photography:** Stock transport/logistics images have been used that do not portray the nature of CILT | The website would benefit from having more positive and inclusive on brand images throughout, eg images of people interacting. Please refer to the brand guidelines for guidance |
| **Tone of voice:** The website has been written in Polish. There is no English version available. | Recommend providing an English version of the website to be audited. |
| **Colour:** Brand colours have been used. | The logo links back to the homepage from anywhere on the website. There is too much on the home page. Primary navigation does not stand out. |
| **Font:** The correct font appears to have been used. | Description: Macintosh HD:Users:sarah_aa:Downloads:checked.png |
| **Link back to CILT International:** n/a |  |

**3. USER INTERFACE DESIGN**

|  |  |
| --- | --- |
| **What was checked?** | **Action required** |
| **Homepage proposition:** n/a the copy is in Polish. | n/a due to language. |
| **Design:** | Description: Macintosh HD:Users:sarah_aa:Downloads:checked.png |
| **Typography:** | n/a |
| **Favicon:** The correct favicon has been used. | Description: Macintosh HD:Users:sarah_aa:Downloads:checked.png |
| **Feedback:** | Description: Macintosh HD:Users:sarah_aa:Downloads:checked.png |
| **Text within images:** | Description: Macintosh HD:Users:sarah_aa:Downloads:checked.png |
| **Accessibility:** | Description: Macintosh HD:Users:sarah_aa:Downloads:checked.png |
| **Responsive:** This website is not currently responsive to mobile devices. | Please ensure that the website is made responsive to mobile devices. |
|  |  |

**4. CONTENT AND INFORMATION ARCHITECTURE**

|  |  |
| --- | --- |
| **What was checked?** | **Action required** |
| **Country selector Iframe:** Not apparent. | Please add to the top of the website. See <http://ciltinternational.org/> and refer to the brand guidelines. |
| **Navigation:** | n/a |
| **Find membership details: n/a** | n/a – due to language. |
| **Broken links**: A number of broken links were found. | Suggest using a free link checker. Like this <http://www.brokenlinkcheck.com> or similar. |
| **WiLAT and YP check: n/a** | n/a – due to language. |
| **Quality of content:** | n/a – due to language. |
| **Contact details:** Yes in the footer. | n/a – if this isn’t present within the main navigation, consider adding. |
| **News:** n/a | n/a – due to language. |

**5. SOCIAL MEDIA**

|  |  |
| --- | --- |
| **What was checked?** | **Action required** |
| **Social media links:** n/a website written in Polish. | n/a – due to language. |
| **LinkedIn account:** | n/a – due to language. |
| **Facebook account:**  **Likes:**  **Last updated:** | n/a – due to language. |
| **Twitter account:** :  **Followers:**  **Last updated:** | n/a – due to language. |
|  |  |