

**INFORMATION TECHNOLOGY AUDIT**

**PREPARED BY**



**FOR**

**COMPANY CONFIDENTIAL**

**PREPARER CONTACT INFORMATION**

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Purpose: To enlist the services of DRG Insights, LLC to consult on matters relating to an 'IT Audit'. This mostly involves website redesign to drive customers to the company website. In addition, some ideas to streamline IT operations and reduce costs will be proposed. DRG Insights, LLC is trying to help the client craft a vision for their Information Technology future. Some insights and ideas for this vision can be obtained on the company website at: <http://www.drginsights.com/vision/>

What this audit is not: It does not cover every aspect of your IT infrastructure. It is a flyover at 10,000 feet with the mindset of taking a proactive approach to IT Management and to begin putting together a 5 year IT plan that can assist you in achieving your company goals.

#### TECHNOLOGY RECOMMENDATIONS RELATED TO YOUR COMPANY WEBSITE(S) : (Note: not in priority order)

- 1.)** Create Favicon of Company Confidential logo-You can achieve this just stripping out the letter 'A' in Company Confidential. Will work perfect as a Favicon and brand identification. A lot of companies just use the first letter of their brand for the Favicon (for example, Google). It is also reported that Google and Bing have tested the use of favicons in search results. So your Favicon could become very important because users would see it come up in Google or Bing when they did a search for your company. My opinion is that a Favicon just makes your company look more professional and establishes credibility. To learn more about the importance of Favicons go to this article:  
<http://www.hongkiat.com/blog/favicons-importance/>
  
- 2.)** Fix problem of having 2 websites. Unless you have two totally different businesses or brands, your best bet is to drive all traffic to one site. I would recommend reading the following article: "Why Having 2 Websites Is Killing Your Business." <http://blog.hubspot.com/insiders/should-i-have-multiple-websites>

- 3.) Start doing information gathering for SEO.** You would be surprised how people are searching for your product. For example, Dave was searching online for a computer desk for his son's bedroom. Dave started by doing a search for "computer desk" and did not find anything to his liking. Only by doing a search for "desk without drawers" did he find exactly what he was looking for. Another example I heard of is a driveway sealcoating company found people were google searching for "parking lots." You should list all the ways that people could find your business. Begin with creating a list of keyword phrases that people would search to find your company. Including region-specific keywords in your page titles and meta descriptions may also help. For example, "New Jersey" or "Fairfield, NJ".
  
- 4.) Install Google Analytics to track metrics on the amount of traffic that visits your website.**
  
- 5.) Perform Website Redesign.** Possibly redesign the entire website from scratch. Also examine switching the primary domain to "printallied.com". The 'www.printallied.com' domain seems like a more professional domain name than 'www.alliedpng.com'. Then the former promotional website would just be a "Tab" on the new merged main company website. Enlist the services of an outside company that specializes in web design to tackle this project. Another issue is that your two current websites are not responsive-a technical term meaning they do not scale to mobile devices. This is a problem as most people use their mobile devices or tablets to access the Web and your website does not scale properly on their smartphone, for example.
  
- 6.) Start looking at what your competitors are doing on their websites.** To achieve success and differentiate your brand, you must analyze and assess your competitors' websites to capitalize on what makes you different. Your weaknesses and strengths will be uncovered and exposed. Plus, you will get good creative ideas for your own website.

- 7.)** Get companies to start finding you. If no one is coming to your site, how can you increase sales? **Your website is your storefront.** The Internet is becoming increasingly competitive, and those companies who perform SEO will have a decided advantage in visitors and customers. Without SEO, a website can be invisible to search engines. In a study conducted by Group M Search together with comScore, 86 percent of respondents indicated search engines are very important in their path to purchase. A whopping 58 percent of respondents indicated they start the buying process by searching Google or another search engine! The takeaway? When potential customers go searching for the products or services you sell, you want to be predominately displayed in the search results.
  
- 8.)** Get all your employees together in a company picture to put on your new website.
  
- 9.)** Have client testimonials on your website.
  
- 10.)** Create an XML sitemap. An XML sitemap provides a roadmap for your site to search engines, allowing them to understand and find every page on your site.
  
- 11.)** Website Security- Insure that your website is not vulnerable to malware, getting hacked, or taken down altogether. Possibly investigate Sitelock software (<https://www.sitelock.com/>)
  
- 12.)** Utilize the Domain Authority metric to get an idea where your website(s) rank. Think of domain authority as an indicator of how well your site will perform on search engines. It is an indicator of how trustworthy search engines, users and the web as a whole consider it. Domain authority is Moz's calculated metric for how well a given domain is likely to rank in Google's search results. Domain authority is represented as a number on a

100-point scale, which is based on several factors including the number and quality of links to your site, domain age of your site, and more. This number can be found by using MOZ's free Open Site Explorer tool:

<https://moz.com/researchtools/ose/>

- 13.)** Determine and fix why current website searches by potential customers are pointing to your "Promotional Website" ([www.confidential1.com](http://www.confidential1.com)) and not your main company website ([www.confidential2.com](http://www.confidential2.com)).

## OTHER MISCELLANEOUS TECHNOLOGY RECOMMENDATIONS

- 1.)** Office apps-look into installing Microsoft Office 365 so employees have most up to date office apps. Approx. 8 dollars /month per employee.
  
- 2.)** Insure that a data recovery plan is in place. If not in place, architect a disaster recovery plan. A lot of small businesses are using Datto for cloud backups. You can find more information on:  
[www.datto.com/industries/small-business/](http://www.datto.com/industries/small-business/)
  
- 3.)** Instill a SaaS (Software as a Service) approach that increases the *portability* of IT operations due to natural disaster or for purposes of relocating the business in a seamless and timely manner.
  
- 4.)** Take steps toward having a paperless office. Investigate document imaging for Accounts Payable and/or other software modules. Let your clients and customers know about your paperless initiative. If you have the option to receive receipts via email, or to see your statements and invoices electronically, make sure to sign up.
  
- 5.)** Email could be an issue if they switch or merge their 2 domains into 1 domain (www.confidential.com)