

## **Abstract**

Title of thesis: **Comprehensive Web Audit Methodology**

A web site is often the first point of contact between the user and another person or company or organization, so that in the electronic world, a web site is like a calling card. Ideally therefore, a web site should load relatively quickly to prevent the user from looking elsewhere even before the web site has opened. Also, the web site should have a pleasant design to make it user-friendly, it should display helpful content, be widely accessible and, last but not least, fulfil the aims for which it was created. It is the responsibility of web site designers, programmers and creators to ensure that web sites fulfil their function. A web site audit - either during or after its construction - is the best way of checking that all factors relating to access, use, technical processes and other criteria function correctly.

There are many audit companies on the market today, each of them offering the customer its own particular perspective, evaluation according to different criteria and audit conducted using various methods.

Therefore, the first part of this work contains an overview of different perspectives used to assess the quality of web sites, as well as designers and the specific methodology they apply during web site audits. The theoretical part of this methodology ends with a way how the success and performance changes of the site can be measured by key performance indicators. The second part of this work focuses on a proposed new and comprehensive approach to web site auditing: an approach I have applied in the subsequent case study to the web site of Tima spol. s r.o. Karlovy Vary ([www.timakv.cz](http://www.timakv.cz)) and to the website of H1.cz ([www.h1.cz](http://www.h1.cz)).