YOUR HOSTS

HANNAH

FOUNDER - FULL STACK DEVELOPER

Hannah is the founder of Jorvik Web Dev, a local web design agency specialising in websites for small businesses and start-ups. With a background in UX design, full-stack development, and SEO, she brings a well-rounded perspective to building websites that not only look great but also perform well in search engines.

Having worked as both a designer and engineer, she understands the importance of balancing aesthetics, functionality, and technical performance. Now running her own business, Hannah helps clients create websites that are user-friendly, optimised, and aligned with their goals—all while striving to master the ever-elusive work/life balance.

www.jorvikweb.dev/

JORVIK WEB.DEV

RICHARD

FOUNDER – BEHAVIOURAL DESIGNER

Richard is a social entrepreneur and founder of Enterprise CUBE CIC which helps people to start businesses.

With a background in marketing, he always been fascinated by the space where design and human behaviour overlap. Today, he helps agencies and companies with their UX, behavioural design and proposition engineering in a freelance capacity.

www.enterprisecube.org | www.homeofstrive.com

ENTERPRISE CUBE

TOOLS
DEMONSTRATED
FREE-TOOLS IN OUR WORKSHOP

👁 Let's get color blind

Let's Get Color Blind
[Chrome | Firefox]
Free way to view colour deficiency simulations.

WAVE

|Wave Webaim
[online | Chrome | Firefox]
A great free all-round accessibility checker.

SEOptimer

SEOptimer
[online]
You get two free scans each day, a great free starting place.

Toptal.

TopTal Color Filter
[online]
Free way to view colour deficiency simulations side-by-side.

PageSpeed Insights

Google Page Speed Insights
[online]
Good for deeper analysis of issues, always free but always easy to interpret the results.

HubSpot TOOLS
Website Grader®

Website.Grader
[online]
Scans are free and simple, but it does lack info and advice to improve.

Laws of UX
[website]
Wonderful place to learn the fundamentals of good UX design for your websit

TOOLS
OUR BONUS LINKS
GO-TO NEXT THINGS TO CHECK

SEO

Google Keyword Tool
[website]
A great free tool for planning

Detailed SEO Extension
[Chrome | Firefox]
A good free extension which gives an easy on page way to check structure and SEO basics.

Screaming Frog
[download to use]
Powerful and it's free plan offers a lot and will scan up to 500 pages.

Moz Local Lite - $24/month
[website]
Moz have good free tools and Moz local pricing-feature mix is good for shops, etc.

Semrush – 7day trial & free Tools
[website]
Very powerful with a free SEO Academy, but can be complex for novice users and costs.

ahrefs – 7day trial & free Tools
[website]
Lots of useful free tools and 7day free trial but paid isn't cheap.

Rankability – 7day trial $149/month
[website]
Hannah's choice as her pro tool, it can really help you to level-up. As well as auditing it helps plan and check competitors.

CONTENT & UX

Google Analytics - free
[website]
It has a well earned reputation for being both incredibly powerful but difficult to learn, though it has gotten better lately.

Hotjar – free & paid plans
[website]
Hotjar makes understanding your analytics much easier and more visual but it does come at a cost, free plans only assess 35 sessions a day which is great for a small freelancer but far too few for online stores.

CONTENT CHECKS

Hemingway Editor
[website]
Decent quick check of language complexity.

Chat GPT // GEMINI
Ask these tools to summarise your site and pages, to see if your longer content has a good balance.

TECHNICAL PERFORMANCE

Google - PageSpeed Insights
[online]

Google – Lighthouse / Chrome Tools
[website]

GT Metrix
The biggest non-google name in the space, but we doubt you'll need it with the free offers from google.

ACCESSIBILITY

Adobe Colour
[website]
If you need to tweak your colour to increase your accessibility this is our go-to tool.

Accessibility Checker
[website]
This runs similar checks to Wave Webaim, it generally checks more and gives fewer false errors but it's free version isn't as easy to use - making it our back-up checker.

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