

PROFESSIONAL WEBSITE AUDIT

Target: [http://\[REDACTED\].com/](http://[REDACTED].com/)

Analysis for: Sales Presentation Readiness

EXECUTIVE SUMMARY

[REDACTED] has a monumental real-world footprint—over 400 parks and 80,000 acres of land—making it one of the largest systems in the nation. However, there is a significant "Digital Trust Gap" between the prestige of the park system and the current online experience. The website currently functions more as a directory of information than a modern service platform. High-intent visitors are forced to navigate through dense, government-style layouts that lack a clear "path to purchase."

PERFORMANCE SCORECARD

Audit Category	Score	Summary of Issues	Key Recommendation
Above the Fold Clarity	2	Value proposition is lost in a cluttered, text-heavy header.	Implement a high-impact 'Hero' image with a 3-word value prop.
CTA Quality	2	'Register Online' and 'Book Now' buttons lack visual urgency.	Use high-contrast brand colors (e.g., Action Orange) for primary CTAs.
CTA Placement	3	Key links exist but are often at the bottom of long text blocks.	Move 'Book a Park' to a sticky top-right navigation button.
Trust Signals	4	Solid authority (City of [REDACTED]), but lacks 'social proof'.	Integrate a 'User Favorites' or Instagram-style community gallery.
Mobile Responsiveness	2	Table-heavy data and multi-level menus are difficult on touchscreens.	Adopt a 'Mobile-First' card-based layout for park listings.

Audit Category	Score	Summary of Issues	Key Recommendation
Design Aesthetic	2	Layout feels dated (circa 2015) and overly administrative.	Introduce modern spacing, rounded buttons, and lifestyle imagery.

STRATEGIC ROADMAP

Audit Category	Score	Summary of Issues	Key Recommendation
Content Density	3	Too much 'Mission Statement' text; not enough 'Action' focus.	Use icons and bullet points to break up facility information.
Information Architecture	2	'More to Explore' and 'All Parks' overlap, causing confusion.	Consolidate navigation into: Explore, Book, Programs, and About.
Cognitive Load	4	Too many competing links and departmental sub-menus.	Implement a prominent 'Search All Parks' smart-bar on the homepage.
Navigation UX	2	Deep nesting makes it easy for users to get 'lost' in sub-pages.	Add a 'Mega-Menu' with visual icons for park categories.
Conversion Friction	4	Users must click through multiple layers just to see availability.	Embed a 'Quick-Book' widget directly on the homepage.
Technical Health	Need	Legacy site structure results in slow mobile load times.	Optimize image assets and migrate to a modern CMS framework.

CONVERSION ACCELERATION FIXES

Category	Fix	Why It Matters
Mobile UX	Implement a 'Card-Based' UI for park searches.	Trainers and parents book on-the-go; a desktop-heavy site loses them instantly.
Trust/Authority	Showcase 'Park of the Month' with real community photos.	Moves the brand from 'Government Agency' to 'Community Experience.'
Conversion	Add a 'Sticky' Header with a 'Book an Event' button.	Keeps the primary revenue/engagement goal visible at all times.
Social Proof	Embed a Live Social Media Feed (#JaxParks).	Shows a vibrant, active community that encourages new registrations.
Offer Strategy	Create 'Quick-Start' Guides for Fitness vs. Events.	Segments the audience so they find what they need in under 3 seconds.

Category	Fix	Why It Matters
Recruitment	Streamline the 'Volunteer/Jobs' section into a single-click portal.	Reduces administrative friction for community growth and hiring.