

Website UX Audit

A clear look at the main usability issues and practical ways to improve the user experience.

5 Issues Found

3 Priority Levels

Practical Fixes



Crunch Care provides custom solutions when you are looking for a Nanny, Private Educator, Babysitter, Special Needs Nanny, Baby Nurse, Household Assistant, or Companion Senior Caregiver. We offer comprehensive long term placements and short term back up care services.

REQUEST A FAMILY CONSULTATION

SELF-SERVICE PLACEMENT

Connect with us 😊



● HIGH PRIORITY

Home Page — Call to Action Buttons

Problem

Visitors can't tell the next step.

Recommendation

Add two clear buttons: "Find Care Now" and "Apply to Be a Care Provider."



Commonly cited in UX practice: clear, specific CTA buttons consistently outperform vague alternatives in click-through rates.

● CTA (call-to-action) buttons should stand out here



SHORT TERM - BACK UP CARE



LONG TERM PLACEMENT

Connect with us 😊



● LOW PRIORITY

Service Page — Layout & White Space

Problem

Too much empty space.

Recommendation

Use a stronger background in Wix to fill the page.

✔ 💡 UX best practice: balanced layouts with intentional spacing are consistently associated with higher perceived credibility and easier task completion.

● There's too much empty space here



- HOME
- CONTACT US
- ABOUT US
- OUR SERVICES
- BLOG
- FAMILIES
- CARE PROVIDERS
- STORE
- TIME CHANGE DOCUMENT
- LOCATIONS



● Navigation tabs are crowded in this area

● MODERATE PRIORITY


Main Navigation — Too Many Tabs

Problem

Too many top-level tabs.
Feels crowded and harder to scan.

Recommendation

Keep the main navigation to 2–4 tabs.
Move the rest into labeled drop-down menus.

✔  Overloaded navigation increases cognitive strain and reduces action. Keeping it simple lowers friction. (Source: [Nielsen Norman Group](#))

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Google Places



● Trust logos are too small and spread out here

● LOW PRIORITY

Home Page – Trust Logos

Problem

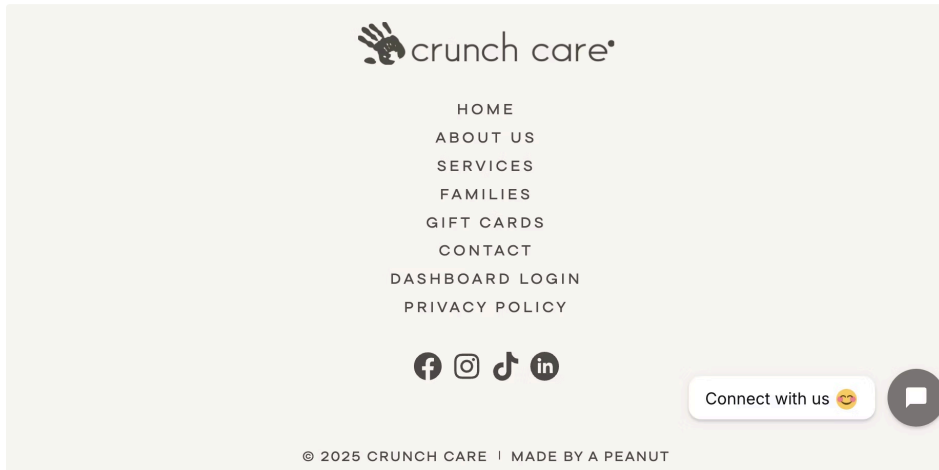
Trust logos are small, scattered, and not clickable.

Recommendation

Make logos larger, readable, and clickable. Place them in "Why Choose Us" and near testimonials.



UX best practice: visible, well-placed trust signals are widely recognized as a factor in reducing visitor hesitation and improving conversion rates.



● Social media icons open links in the same tab

● LOW PRIORITY

Social Media — External Link Behavior

Problem

Link behavior is inconsistent. Some open in the same tab, some don't.

Recommendation

Make all social links behave the same. If a new tab opens, warn users first.



[W3C WCAG 2.2](#) says unexpected context changes can disorient users.

Next Steps

A simple action plan to tackle the issues we found.

01

Start with the high-priority fixes

Update the Home Page CTAs with clear “Find Care Now” and “Apply to Be a Care Provider” buttons.

02

Clean up navigation

Trim the main nav to 2–4 tabs and organize the rest into sub-menus.

03

Wrap up the polish work

Fix social media link behavior, improve trust logo placement, and cut down the extra white space on the Service Page.

Questions or Feedback?

Feel free to reach out — I'm happy to walk through any of these findings in more detail.

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