

CLAIMS:

1. An automated method for assessing a website or an application, comprising the steps of:
 - (a) Obtaining function data relating to the functions and options selected by a user of the website or application;
 - (b) Accessing analytics data relating to the website or application;
 - (c) Accessing the website data or application data including HTML data;
 - (d) Analysing the analytics data, website data and function data, using a set of heuristics assessing predetermined analysis points in order to audit the operation of the website or application and determine the performance of the website or application in relation to predetermined parameters relating to each analysis point, wherein the number of analysis points is at least ~~20~~30; and
 - (e) Providing an audit score and report, derived from the outcome of said heuristics, including a prioritised categorisation ~~identification~~ of the identified issues requiring rectification.

2. A method according to claim 1, wherein the method further includes providing, in response to the identified issues, an automatically generated, implementation-instruction guide which provides solutions for the issues identified, the guide being customised in response to the issues identified ~~and the function data~~, based on the assessment of the analytics data, website data and function data for each analysis point, the implementation-instruction guide enabling the user to implement the solutions and rectify their website or application without requiring a consultant.

3. A method according to claim 1 or claim 2, wherein the number of analysis points is at least 25.

- ~~4. A method according to claim 1 or claim 2, wherein the number of analysis points is at least 30.~~

- ~~54.~~ A method according to claim 1 or claim 2, wherein the number of analysis points is at least 35.