Website Audit and Recommendations for Content Optimization
Monique███████████████████████
10-14-11

Introduction
This report reflects a page-by-page review of your website,█████████████████████

My review is based on how the site is currently written to attract and retain prospects who are considering██████████████as their best choice for quality rocking toys.

My goal with this analysis was to find out: Does the site reflect your brand promise, value, and key differentiators from other similar companies? Can this site do better and improve results?

Messages and Keywords
I evaluated how messages and keywords support your marketing goals by looking at the 5 C's of Content That Works, focusing on:

1. Whether or not prospects or customers can find your site in search engines.
2. Whether or not prospects and customers can quickly answer these key questions from your site:
   - What exactly is██████████████?
   - What main promise does this company offer me?
   - What kinds of products, services, and assistance are available?
   - How is███████████████unique, offering me the best options for my child's rocking toy needs?
   - How do I learn more, order products, or contact██████████████with a question?

Usability (Ease of use and navigation)
I measured each page against a 35-point usability checklist (see attached document).

Overall Site Findings: Positives
The site is visually appealing and has a clean white background with dark text.

The name positioning and Home/About indicators are appropriate.

Overall Site Findings: Opportunities
Throughout your site, I'm seeing a number of missed opportunities to optimize the content for visitors and search engines. This means your site's content is not relevant enough for certain search terms and is therefore not ranking as high as it could in search results.

Plus, the user experience could be improved to help visitors quickly find what they need and understand how you're the best choice for them. With some simply usability and message improvements, you'll increase conversions on your site.

I offer several recommendations to improve the user experience, increase your sales leads, and set your company apart from the competition.

The following pages include:
- My findings and recommendations for specific sections of the site
- My findings in Google searches

I realize that you may have questions about this report. I suggest that we schedule a meeting when it's convenient so that we can review each page and clarify my recommendations.

Thank you very much for this opportunity to help you improve your website performance!

Monique ████████
████████████████

Home page findings include:

1. Your Home page is semi-optimized, but there are several opportunities to improve this significantly for visitors and search engines, including:

   - Add a welcoming, optimized headline and subhead with the ██████████████ value message, plus body copy that explains who ██████████████ is and what you offer overall; your unique position.
   - Include company logo in upper left-hand corner.
   - Arrange keywords throughout the body text.
   - Add strategic, optimized links to your most popular product(s). These links can boost search-engine results if they're written to include relevant keyphrases.
   - Add an opt-in form so that people can sign up for updates and news about ██████████ ████████. You can use this information later to send those visitors relevant messages about ██████████████ and have a way to market to people whether they purchase something or not.
   - Replace "form" picture with a picture more related to ██████████████.
   - Include links to any social media pages, Facebook, Twitter, LinkedIn, etc.

2. The Home page meta data (code text behind-the-scenes) is in okay shape, but there are a number of opportunities for better search results, including:
   - Add 5 – 10 keywords so that site visitors searching for related products will find the site as well as improve search engine rankings.
   - Revise the page title to include strong keywords.
   - Revise the page description to engage and invite prospects.
   - Add "alt-tags" (descriptive captions) to photographs that appear on each page.

   Why is the meta data text important?
   First and most important, this content, in addition to visible page content, is used by search engines to return the most relevant results for every search query. So, if someone is looking for "rocking horses," your site will look relevant and rank well – but only if those keywords are included in your actual pages and your meta data.

   Second, Google often displays the page title and meta description in its search results. So if your meta description is an inviting, benefit-focused message, there's a better chance a prospect will click on the link to your site.

   NOTE: These enhancements apply to every page of your site.

About page findings include:

1. Your About page contains a beautiful story but again, there are some opportunities to improve the page significantly for site visitors and search engines, including:

   - Add more pertinent data about the ███████████████ itself. This page should be more about the company's history. When did it start? Who is the owner/founder? Where is the company located? How does the business operate?
   - Attach a "face" to ███████████████. This is normally a picture of the company's building, facilities, products and/or a picture of the owner.
   - Add keywords to the text to improve the page's visibility on the search engines.
   - Provide relevant information about what ███████████████ does and how it does it. This should be anything that will provide legitimacy to site visitors who want to know that you are a reliable, dependable company to work with.

2. The About page meta data – see recommendations listed for the Home page.

Additional suggested pages:

1. Contact Page – this should include company name, address, phone number, fax, email, etc. You want anyone visiting your site to have every option available to contact you regarding any questions they may have about your company or its products.
2. Product Page – Visitors to your site need to know what ███████████████ offers as well as pricing information. Pictures of products offered with descriptive captions encouraging visitors to gain interest in your products should be included.
3. FAQ Page – Common questions should be listed to avoid any confusion or concerns site visitors may have. Are products available for purchasing now or is there a wait/production time? How is the product delivered and what are the costs, if any? What are your store hours?
4. Articles/News – Add additional information about your business, wooden toys, how they benefit your prospects. Relevant, engaging content is the key to attracting the search engines as well as keep site visitors interested in your business.

Competitive Sites – Overall Findings:

I conducted initial Google searches using a few basic keywords related to ███████████████. The top-ranking phrases related to your company:

- rocking toys
- rocking horses

███████████████ does not appear on the first page of Google rankings for either of these keywords. My suggestion would be to review some of the sites that are appearing on the first page of Google and look for common themes/elements on those sites.

In Summary

In conclusion, your website is off to a good start but you have quite a few easy opportunities to improve search-engine results and attract more prospects and customers.

In addition, you have a number of simple-to-achieve opportunities to improve the user experience while positioning yourself more effectively as the clear choice for the products you offer.

Since your site is in its early stages, this may be an opportunity to examine and study some other website platforms that may be more user-friendly for you. The platform you are using now can be useful but it wouldn't hurt to do some research on what else is available.

Thank you for this opportunity to review your site and provide recommendations. I look forward to helping you make your web pages work much harder for you. Just let me know when and how you'd like me to proceed.

Sincerely,

Monique███████
████████████████████████

P.S. I have included some additional reports that were used in the process of my review of your site. Don't worry if they appear to be confusing at this time. I will go over them in detail when we meet in person.