Note; Sample Analysis, names and product type changed to protect privacy

Acme Company Site Analysis, November 2011:

Performed for Fake Company Marketing Resources

Overview:

- Site code is dated, and most pages contain substantial number of errors when compared with current web standards (tested by W3C Validation **some pages have several hundred errors**).   An **upgrade to modern coding** is recommended.

  http://www.acmecompetitor.com/

  is an example of modern site style the Thing-A-Ma-Bob tools category.

  http://www.acmecompetitor2.com/
  http://www. acmecompetitor3.com/

  Are two alternate styles.

- A **content management system** (CMS) like Word Press, Drupal, or Joomla might be appropriate for a site of this size and complexity.

- An alternative to a content management system would be the use of **server-side includes** providing consistent (but easily modified) headers, footers and navigation for every type of page on the site.   A single group of code would provide content for dozens or hundreds of pages.

  There are a large number of functionality/navigation issues on many pages: For example, on **http://www.acmecompany.com/dstlst/dstlst.html** the logo in the upper left hand corner of the page is not a link to the home page, as most visitors would expect. A link to the home page is provided at the bottom, but it's small and hard to read.

- Best practice would be to developing a strategy to **upgrade appearance and functionality before engaging in extensive SEO work.** The site structure could change considerably, number and type of images would be changed, etc., and any SEO performed the current site could be lost in the transition.

- Domain Age (how long URL has been active) is very long (over 11 years**). This site has great potential to rank highly** with good on-page Search Engine Optimization

- Acme Company has **several hundred inbound links** from a wide variety of sites. This also enhances the potential of the site to yield good Search Engine Results Pages.

- Relatively few competitors for some very specific search terms such as "radiation emission calculator" and "widgetting spacer" **currently generate top three results.** Long-run SEO efforts (inbound link

building, traffic building, etc) could probably generate **first page results** for more competitive terms like "Karma Installation Tools."

Recommendations:

- An **HTML Site Map** would be navigationally helpful, and has SEO benefits. If not present, the site should have an **XML Site Map**.

- Several Hundred Pages are **missing the Description Meta Tag** – Keyword optimized tags should be supplied.

- **Page Titles are not Search Engine Optimized**. A few titles are too long (over 70 characters), but many titles are too short.

- Consider **Extensionless URLs** (www.name.com/page vs. www.name.com/page.html) in the revised site.

- Individual product page names should reflect the product. For example:

  http://www.acmecompany.com/prod04.html

  could be:

  http://www.acmecompany.com/widgetting-function-monitor.html

- Several hundred pages have **duplicate content**. Every page should have a

  ```
  link rel="canonical" href="http://www.acmecompany.com/whatever-the-name-is"
  ```

  Canonical Tag to help Google clarify the primary page for content.

- Create and/or link to a **Facebook** page for Acme Company – helpful for the links and web presence.

- Create a **LinkedIn** Page for Acme Company – helpful for the inbound link, and web presence.

- Create a **Twitter Account** for Acme Company – helpful for the inbound link, and web presence.

Specific Code Changes:

Home Page Clean Up:

Doc Type Declaration appears to invalid, Validator cannot parse.

Old:

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 3.2//EN">
```

New:

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01//EN" "http://www.w3.org/TR/html4/strict.dtd">
```

Or whatever Doc Type is chosen for the new site.

Title Tag Change:

```
<title>Acme Company-Manufacturers of Professional Widget Covering Tools &amp; Equipment</title>
```

to

```
<title>Acme Company | Professional Widget Tools, Equipment, and Widgetting Prep</title>
```

Description Tag Addition:

```
<meta name="description" content="Professional Widget Tools for Gizmos, Do-Dads, Thing-a-ma-bobs, and Plastic
Replacement Parts.  Acme Company offers the Widget prep and installation tools and equipment for all types of
dohicks.">
```

New Navigation Bar at the top of the page; more options, eliminate "back" button, logo should be a home page link.

Addition of new header page content:

Old:

```
<META NAME="Author" Content="Hemmingway">
<META HTTP-EQUIV="Content-Type" CONTENT="text/html;CHARSET=iso-8859-1">
```

New:

```
<META NAME="Author" Content="Hemmingway">
<meta http-equiv="content-language" content="en">
<meta http-equiv="content-type" content="text/html;charset=ISO-8859-1">
<meta http-equiv="content-script-type" content="text/javascript">
<meta name="robots" content="index,follow">
<link rel="stylesheet" type="text/css" href="styles.css">
<link rel="shortcut icon" href="http://www.acmecompany.com/favicon.ico">
<link rel="canonical" href="http://www.acmecompany.com">
```

Note: This assumes the creation of a Favicon and a stylesheet.

H1 Heading Addition (replace text embedded in .jpg at top of page):

`<h1>Acme Company: Professional Widget Install Tool Manufacturers</h1>`

Top .jpg changes:

Change name: "`Home-Page_04.jpg`" to "`Widget-equipment-image`"

Add alt text: `alt="Widget-Prep-Equipment-Production-Action-Montage"`

"Where to Buy Acme Company" should probably be a button at the top of each page: "Buy Acme Company"

Replace:

`<td colspan="4" class="bodycopy"><span class="style13"><a href="power_glide.html">What's The Secret </a><br><span class="style14">behind the Widget Buddy's unique ability to combine high speed reconfiguration rates with a small size & weight and smoother ride?</span></span></td>`

With:

`<a href="power_Widget.html" title="Patented Widget Glide Articulated Suspension Reconfiguration Tool">`
`<h2> Patented Widget Glide Articulated Suspension Reconfiguration Tool</h2>`
`</a>`
`<h4>Smooth Ride, Light Weight, High Dohick Traction</h4>`

Replace Map with <div> based graphic structure and provide alt content and informative, keyword-rich title tags for every element.

Sample First Level Subpage Code Changes:

distlist.html:

http://www.acmecompany.com/distlist/distlist.html

change to:

 http://www.acmecompany.com/distributors/Widget-tools-distributors.html

Title Tag Change:

```
<title>Untitled Page</title>
```

To

```
<title>Acme Company | Widget Equipment and Tools Distributors</title>
```

Description Tag Addition:

```
<meta name="description" content="Widget Equipment and Tools Distributor and Vendor Listing: US and
International Distributors.  Authorized Acme Company Widget Equipment Distributors">
```

toolofmonth.html:

http://www.acmecompany.com/Widgetofmonth.html

Change to:

http://www.acmecompany.com/Widget-tool-of-the-month.html

Title Tag Change:

```
<title>Acme Thing-A-Ma-Bob Tools</title>
```

To:

```
<title>Acme Thing-A-Ma-Bob Tools | Authorized Widget Tools Distributors</title>
```

Description Tag Change:

```
<meta name="description" content="Manufactures professional Widget tools and equipment including
bad idea removal, stuff handling and installation">
```

To:

```
<meta name="description" content="Memory Installation Tools and Equipment Distributor List.
Includes including Bad Idea Removal, Stuff Handling and What-Ya-Ma-Call-It Installation.">
```

ptsidz.html:

http://www.acmecompany.com/ptsidz.html

To:

http://www.acmecompany.com/Widget-equipment-parts-index.html

Title Tag Change:

```
<title>Replacement Parts Index</title>
```

To:

```
<title>Acme Company | Replacement Widget Equipment & Tools & Parts</title>
```

Description Tag Addition:

```
<meta name="description" content="Acme Company - Replacement Parts for Widget Equipment and Tools. Parts for Many Widgets and Related Equipment.">
```

videos.html:

http://www.acmecompany.com/videos.html

To:

http://www.acmecompany.com/Widget-tool-videos.html

Title Tag Change:

```
<title>Acme Company - Videos</title>
```

To:

```
<title>Widget Equipment and Tools Videos | Acme Company</title>
```

Description Tag Addition:

```
<meta name="description" content="Widget Equipment and Tools videos produced by Acme Company. Widget product demonstration and instructional videos.">
```

Additional Sample Page Clean Up (http://www.acmecompany.com/prod24.html):

Change page name from /prd24.html to /Widget-installation-tools.html

General Code Clean-Up and Elimination of On-Page Styling is Recommended.

Title Tag Change:

```
<title>Widget Installation Tools</title>
```

To:

```
<title>Widget Installation Tools | Widget Gadget Tool | Tucking Tools</title>
```

Description Meta Tag should be added:

```
<meta name="description" content="Widget Installation Tools, including the EZ-Tuck Widget Tucking Tool, and
The Gadget Installation Tools. Acme Company – Your Widget Professionals!"
```

H1 Heading Addition (Above Video at the top of the page):

```
<h1>Professional Widget Installation Tools</h1>
```

Provide Alt Content (static .jpg?) for embedded YouTube video that doesn't require Flash.

Change:

```
<P><B>E-Z TUCK<BR></B><FONT SIZE="2"><B>#807</B><BR> <BR>
```

To:

```
<h2>E-Z TUCK Widget Tucking Tool #807</h2>
```

Change:

```
<IMG SRC="gadgettools.gif" WIDTH="300" HEIGHT="237" ALIGN="BOTTOM" BORDER="0">
```

To:

```
<IMG SRC="Widget-gadget-tool.gif" ALT="E-Z Tuck Widget Installation Gadget Tool Image" WIDTH="300"
HEIGHT="237" ALIGN="BOTTOM" BORDER="0">
```

Change:

```
<IMG SRC="images/88998ph01.gif" WIDTH="300" HEIGHT="226" ALIGN="BOTTOM" BORDER="0">
```

To:

```
<IMG SRC="gadget-installation-tool.gif" ALT="Gadget Installation Tool Image" WIDTH="300"
HEIGHT="226" ALIGN="BOTTOM" BORDER="0">
```

Change:

`<P><B>Deluxe E-Z Booster</B><FONT SIZE="2"><B><BR>#808</B><BR>`

To:

`<h2>Deluxe E-Z TUCK Widget Booster Tool #808</h2>`

Change:

`<B>Gadget Tool 3 1/2"<BR></B><FONT SIZE="2"><B>#857</B><BR>`

To:

`<h2>Widget Installation Gadget Tool 3 1/2" #857></h2>`

Change:

`<B>#857C</B><BR>`

To:

`<h2>Deluxe 3 1/2" Widget Installation Gadget Tool #857C></h2>`

I would recommend a change to a larger sans-serif font for readability.

There should be "call to action" link to:

http://www.acmecompany.com/vendorlist/vendorlist.html

in at least one place on the page.