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:

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

New:

```html
<!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:**

```html
<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:**

```html
<a href="power_Widget.html" title="Patented Widget Glide Articulated Suspension Reconfiguration Tool">Patented Widget Glide Articulated Suspension Reconfiguration Tool</a>
<h2>Patented Widget Glide Articulated Suspension Reconfiguration Tool</h2>
<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:


**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:


**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:


**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</B><BR><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">
Deluxe E-Z Booster

To:

Deluxe E-Z TUCK Widget Booster Tool #808

Change:

Gadget Tool 3 1/2"

To:

Widget Installation Gadget Tool 3 1/2" #857

Change:

#857C

To:

Deluxe 3 1/2"; Widget Installation Gadget Tool #857C

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.