INTRACEPT TECHNOLOGY

Website Analysis and Assessment

XXXX

Version 1.0

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Revision History

Revision	Date	Description	Author
1.0	20/08/2017	Initial Draft	Benedict Roff-Marsh

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1. Introduction

The XXXX website is currently not performing to the desired level or expectations. Intracept Technology has been engaged to assess, review and provide feedback on potential mechanisms for:

- Increasing the utility and effectiveness of the website
- Improving traffic via Google Search
- Targeting more localised traffic suitable for a local operator

This document outlines the analyses and feedback to assist in Building The Sale.
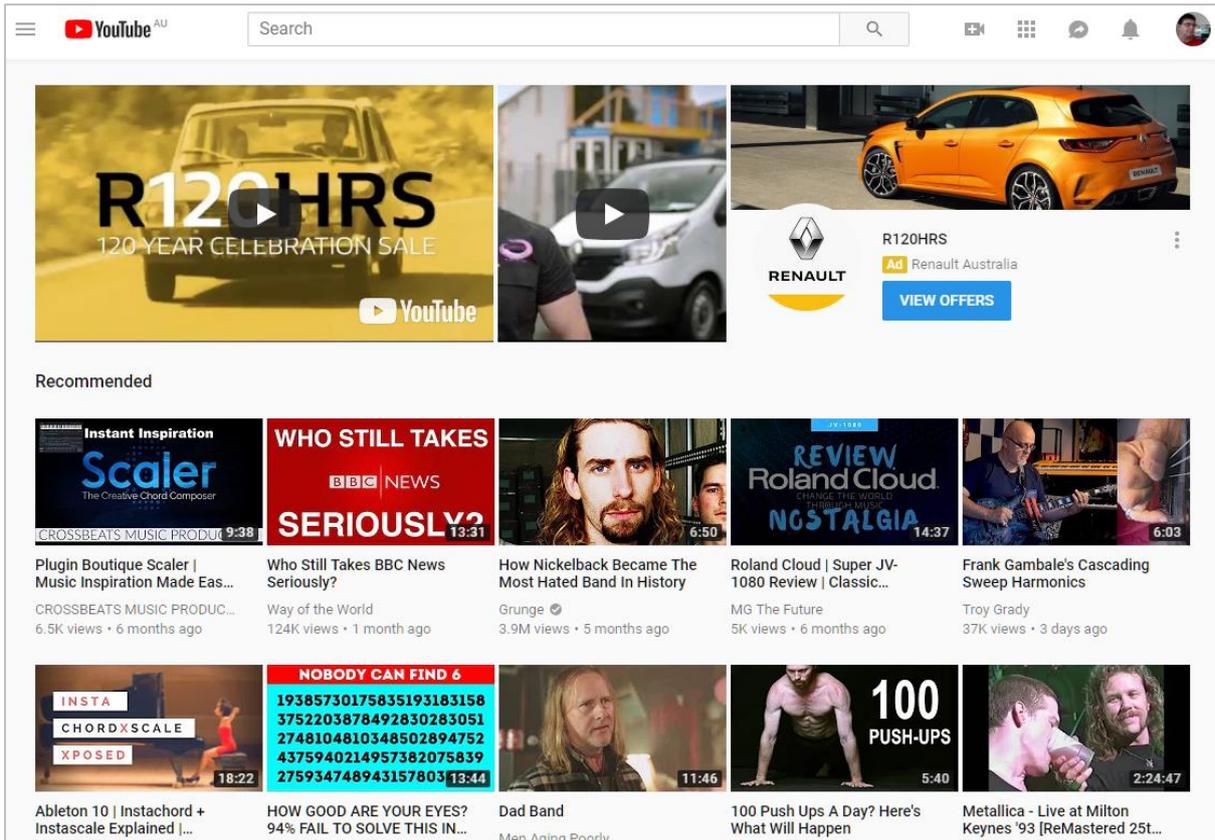
2. Current Website Design

2.1. Appearance

XXXX is a mobile Massage & Beauty Treatment website for a sole operator. The website is clean and simple which is nice in itself. The other good thing is that images used mostly appear to be unique and directly representative of the business (i.e. not Stock).

The downside is that the pages lack structure so lose ability to focus the eye on the content so it appears less comforting. Exactly the opposite of the desired emotion.
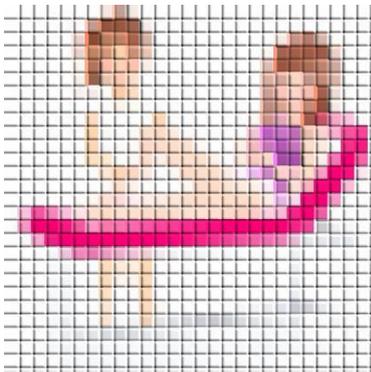
Images appear only at page top so that means that it is harder to make the pictures supportive of the actual wording they relate to. For example, if the image on the Waxing page were alongside the menu list, it would appear warmer as it is more related.

I will question if a cartoon is the best image. Also I wonder if it is so good to write *Women Only* as it immediately sends funny messages that don't speak of ease.

2.2. Information Structure

The information presented appears relevant but scattered. This is a problem because it is harder to get a clear sense of what this business can do for me.

The information and its purpose needs to be considered in overview and likely condensed into fewer pages with probably a single Menu (that can be downloaded & printed perhaps).

There is also lack of flow through the material, with the clear outcome being that I move toward making a booking. This means that users become confused.

The Group Booking page seems very unfocused.

The site date shows 2016 which, with a lack of anything to show a more recent date, makes the site appear out of date.

The copyright to "Jo Bloggs" is perhaps a joke from Simpl but it doesn't match the business operator's name which raises a question mark. Sure many won't read that, but it is inconsistent.

The Facebook & Twitter icons at the bottom link to the web app Simpl instead of to the business' Facebook etc. This needs fixing as it unexpectedly hands people off and is poor SEO.

2.3. Search Engine Results

After making several searches based on common terms that someone may make whilst looking for this service, XXXX is not seen. Even searches made using copy & paste of sections of text from the Home page didn't result in any appearance. Very concerning.

The only way I got a hit was using the business name. This ranked #2, under Yellow Pages, which points to a major problem with the site structure (usually the platform used). I did some research and found that it is a known issue that sites built on the Simpl platform lack proper SEO abilities.

This (along with other severe limits of the Simpl app) strongly suggests finding a new platform that allows for proper website design & maintenance.

I see no internal linking and the only outbound links are to external businesses not related to massage or health. Links and connectivity to relevant places needs to happen to help Google see this site as a useful answer to questions around the topics.

The information is rather vague and generic so Google won't see this site as an "expert" (esp. seeing no inbound links are likely). A better focus on content, and simply more of it, in specialized areas will help.

3. Suggestions & Possible Solutions

#1 thing to do if hoping to get any Search Engine traffic to the website is to move to a new website platform. This is a shame as it wastes existing effort but some DIY apps just don't do what they appear to promise. Luckily there are also some that do a great job.

#2 is to develop a clearer strategy than simply saying "get a website" to get traffic as a website is as complex a tool as any professional salesman. Information needs to be organized into a flow and then delivered in a measured way. This means developing more specialized content like articles that show why XXXX is an expert and should be chosen over YYYY (link below).

#3 is to understand how the website fits into the overall business strategy. Assuming the internet will bring you a steady stream of customers is flawed. Most customers come to a product or service they don't already use via social referral. This is both real-world and through personal connections in places like Facebook. This doesn't mean that Facebook (and other Social Media) should be the only method used as those platforms have their own agendas. Your website is the only part of the internet you get to control and will help you convert people who want to know more without getting on the phone. Your website is where you get to build your unique value. Very important if you don't have a shopfront with signs and a shiny door handle.

#4 is to start to develop, trial & test some methods to encourage existing customers to refer more customers. You can use your website in this process with things like discounts to new customers who book using your website. Just take time to be sure any method used is relevant, up-to-date and working; not just set & forget.

4. New Website

This is the crux of the problem & solution. There are several ways to solve this so leaping into solutions and costs is not wise and likely to lead to similar problematic outcomes later. Like going to war before you even know where the enemy and your armies are.

The two main methods that will work properly for a new site are Custom Build or a Content Management System:

- **Custom Built** sites tend to be static but can easily use precisely created layouts. They can initially be quicker to build for simple websites with one or few pages, esp. if using a semi-preset platform like Mobirise. The downside is that it can make it harder to change & add content without going back to the same developer (added cost). A 2-3 page site similar to the existing material would be approx. $250*
- **Content Management System** sites can be very large & complex and are suited to Blog material but equally workable for static pages when using a well-established platform like WordPress. Initial set-up is longer but once done, the templating system and back-end handles most of the growing for you. Also the material is easy to access and adjust later, including changing templates (so long as you don't get carried away). The site owner can build and/or make changes themselves. More learning if the site owner wants to handle their own content but it offers a level of interaction that a static site can't when speaking personally. If using the free wordpress.com offering with existing templates then a 2-3 page site similar to the existing material would be approx. $350*

Both systems suggested deliver Responsive Layouts which mean the sites display adequately on a computer or phone. Both also allow for proper Search Engine Indexing.

Mobirise sites live on your chosen host but WordPress sites can live either on your own host or in the Cloud at wordress.com. Each has advantages but I like the stability of the WordPress Cloud (offset against the few limits it imposes).

*pricing is for build only and does not include any hosting or other domain factors like domain names. Wordpress.com is free but there are fees if you want to use your domain name.

5. Strategies to Improve Customer Flow

Strategy is impossible to develop properly or quote without a proper scope and budget guide which come from having a sit-down meeting.

I think that using a combination of Real-World & Social Media is probably the very best way to improve customer traffic. Your website becomes the solid pillar in the middle of that. Use of a physical voucher/discount system can be very effective in these situations.

AdWords can be considered but personally I wouldn't go down that road until a new site is established and it can be seen how SEO plays out. Be aware that many users ignore paid search results, leaving you paying for wasted vanity.

Once Google is aware of your business tied to a location (and you can tell them directly) then that may get XXXX appearing on Google Map business searches which is great. Of course you need to move people to your site ASAP.

5. Strategies to Improve Customer Flow

6. Links & Supporting Material

SE [illegible]

[illegible link]

Social SEO issues

[illegible link]
[illegible link]

[illegible text]

[illegible link]

[illegible text]

[illegible text] Mobile [illegible]

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