



Sample Website Evaluation Report for [] Report Date: , 2011

Congratulations!

Identifying the problem areas and where there's room for improvement are the first steps towards having a web site that gives your ideal prospects, existing customers and search engines what they're looking for—and gets you the results you need.

The following report outlines the results of a comprehensive evaluation of your web site from three critical perspectives:

- **Search Engine Optimization (SEO)**—You can't convert prospects to customers if they can't find you online. This section looks at the various organic, or natural, SEO factors that drive rankings.
- **User Experience/Design**—Your site needs to make it easy for prospects to find what they're looking for—fast. That means it needs to be fully functional, optimize key reading zones based on eye-tracking studies and contain built-in mechanisms to drive leads for you. This section looks at the main factors that can slow visitors down, cause frustration and, ultimately, result in 0% probability of leads or conversion.
- **Content**—Your best bet for converting prospects into customers is by helping them acknowledge they have a problem that it's time to solve, that you understand their pain and what it takes to resolve it, by building trust and credibility, removing fear and doubt, connecting with them on an emotional level, giving them the logic to justify their decision and clearly communicating you're the only sensible choice. You do all of these things through your content. This section looks at the key elements within your content that deliver these critical conversion messages, plus takes a step back to look at your overall niche, target customer segments and value proposition. If these essential building blocks aren't clear or narrow enough, even the greatest content in the world won't feed the bottom line.

Write 2 the Point's mission is to help you transform []'s web site so it truly reflects who you are and the value you deliver to your customers, plus exceeds the expectations of the search engines, your ideal prospects—and you—by delivering real results. Now that you've identified the areas that need work, the next step is to fix these problem areas so they adhere to best practices. I'd welcome the opportunity to roll up my sleeves and help you implement any or all of these improvements. Let's turn your web site into a profit center rather than an expense.

To request an implementation proposal, please **call me, Tracy Blalock, at 727-455-9010 or email me at tblalock@write2thepoint.net.**

Gratefully yours,

Tracy Blalock

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Grade key: Good Job—meeting or exceeding best practices
 OK—close to or meeting best practices but room for improvement
 Needs Work—nowhere to go but up

SEO Evaluation

SEO Factor	Actual Performance	Grade	Importance/Best Practice (BP)
# of pages indexed by Search Engines	12	OK	BP: More pages help pull higher ranking
Backlinks	7,444	Good Job	BP: The more relevant links the better. Shows Search Engines your site is trustworthy and has good content.
Google Page Rank	4	Good Job	BP: The higher the better. Assigned by Google to indicate perceived importance of a web page.
Last Crawl Date	November 25, 2010	OK	BP: You want Google to crawl your site as often as possible so new content shows up in SERP immediately.
Domain age/Expiration	Age: 8 years, 1 month, 3 weeks Expires in: 6 months, 1 week	Age: Good Job Expiration: Needs Work	BP: The longer the domain age and further out the expiration the better. Search Engines want reassurance you're not a spam site.
Meta Title	Homepage: Too long (223 characters). Contains keywords but could use more long tails. Other pages not keyword optimized.	Needs Work	BP: 70 characters, descriptive, keyword-rich. This is what searchers see at top of SERP listing and is one of the most important factors for high ranking.
Meta Description	Homepage: Too long (319 characters). Contains keyword but may not enough long tails. Other pages not keyword optimized.	Needs Work	BP: 150 characters, mini ad to entice click through, keyword-rich.
Meta Keywords	Homepage: Too long (250 characters). Contains 9 keywords, 78% relevancy.	Needs Work	BP: 150 characters, 20 relevant keywords/page. Affects volume and

	Other pages not keyword optimized.		quality of traffic. Should be unique for each page. 3-to-4 word easier to rank and higher conversion.
DMOZ directory listing	4	Good Job	BP: This is the largest, most comprehensive human-edited web directory. Listing increases importance to Search Engines and boosts traffic.
Site Readability Level	College Undergraduate	OK	BP: For most sites, high school level is best to ensure a majority of your target audience can understand it.
On-page keyword optimization and relevance	No optimized headings and sub-heads. Links not optimized with keywords.	Needs Work	BP: On page content of each page should be optimized for low competition, relevant, decent volume keywords.
Google Rank			BP: Identify target list of low competition, long tail relevant keywords to optimize on and off-page and monitor rankings for.
Blog	No blog found	Needs Work	BP: Have blog and maintain at least 1-2 posts/week. Helps ranking by keeping content fresh, helps position you as go-to expert, engages customers in dialogue.
RSS Feed	Not found	Needs Work	BP: Have RSS Feed Easy way for visitors to subscribe to your blog and keep them connected.

Your Overall Web Site Grade: 54 out of 100

Competitor #1: 76

Competitor #2: 91

Competitor #3: 84

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User Experience/Design Evaluation

Design Factor	Actual Performance	Grade	Importance/Best Practice
Download Time	2 seconds	Good Job	BP: Max load time 15 seconds, only 5% wait longer than 30 seconds
Navigation	Top navigation. Clear/simple labels.	Good Job	BP: Top of left works best, not more than 8 tabs/drop downs/categories, clearly and consistently labeled, easy-to-use, stand out through font/color
Header graphic	Takes up too much above the fold real estate	Needs Work	BP: Should not take up more than 1/3 of above the fold space
Layout/priority zones	Missing benefit and keyword-rich headlines. No calls-to-action above the fold.	Needs Work	BP: Most important information is top left (golden triangle), read and yellow zones are optimized
White space	Nice use of white space	Good Job	BP: Readers like plenty of white space
Font	Nice clean font, good size for reading	Good Job	BP: Should be common font such as Arial or Times Roman, larger size promotes scanning, smaller promotes closer reading but should be easy on the eyes
H1-H6 Header Tags	Headings not keyword/benefit optimized. Most pages have no sub-heads or subheads that are not optimized.	Needs Work	BP: Clear headings and subheadings, unique to each page, keyword-rich. Help visitors find what they're looking for, Improve page flow, and help spiders understand content and what's most important.
ALT Tags	Images do not have ALT text	Needs Work	BP: Keyword-rich, descriptive Alt text on all images. Helps search engines

			and prospects who can display know what content is.
Images	<p>5 total images</p> <p>Good size on images. Very relevant and include people. Support rather than distract.</p>	Good Job	<p>BP: Less is more—a few, relevant images strategically placed. Minimum size 210 x 230 pixels (roughly 3" x 3") Visitors like and click on photos with clean, clear faces, like to see faces behind company. No text links in images.</p> <p>Too many images can slow down and push important content below the fold. Search Engines can't see text link keywords in an image.</p>
Anchor Text	Text links don't contain keywords	Needs Work	BP: Text in hyperlinks should be keyword rich, action oriented and bold to help with relevance, rankings, and set clear expectations with visitors.
Email Opt-in	None	Needs Work	BP: Have email opt-in to build prospect database and keep them connected. Best to have sign-up offer as incentive.
Broken Links	All links are working properly	Good Jobs	BP: All links should be fully functional.
Conversion Form	Short form on Contact Us page.	OK	BP: Have lead generation form to capture warm prospects for follow-up.

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Content Evaluation

Content Factor	Actual Performance	Grade	Importance/Best Practice
Niche/Target Segments	Niche too broad	Needs Work	BP: The narrower and more specific, the more you can connect with your ideal prospects
Clear USP/Value Proposition	Doesn't jump off the page	Needs Work	BP: Brief clear, relevant, compelling reason why you're the only alternative for them.
Headings/subheads	Headings not benefit/keyword optimized. Need more optimized subheads.	Needs Work	BP: Use keyword-rich, bold headings and subheadings to improve rankings and visitor experience.
Copy that connects with ideal customers	Make good use of 'you' vs 'we' but copy still too company vs. customer focused. No emotional connection or active voice.	OK	BP: Serve prospects, show them you 'get it', speak their language, focused on their pain and outcomes. Should include active voice, emotional and positive words.
Why-oriented	Highlights some benefits but too general, differentiation and unique value not clear.	Needs Work	BP: Tell them why you, why your product/service, why value is incredible, why now
Trust/Credibility/Proof	Good use of testimonials. Additional proof points with tangible results would make more compelling case.	OK	BP: Include as many proof points in as many formats as possible. Should speak to why your solution, why your company.
Call-to-action	All calls-to-action are below the fold. Don't have calls-to-action on every page.	Needs Work	BP: Every page should include a compelling call to action for visitor to further qualify and move forward in sales funnel. Should be clear on

			where/what/how.
Offer	No clear cost/value message.	Needs Work	BP: Need to clearly quantify the full value. May include a premium/incentive/bonus or compare price with cost of not buying.
300 words/page	Some pages light on copy.	OK	BP: Search engines look for at least 300 words to consider a page important enough to index/rank.
Urgency	No sense of urgency	Needs Work	BP: Spell out costs of not acting now, make offer time-sensitive or limit quantity

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Write 2 the Point's Web Site Recommendations for []

SEO Suggestions

- Add dynamic content (such as blog) to increase crawl frequency
- Optimize Title and Description meta tags for each page with proper number of characters, unique primary/secondary keywords
- Complete keyword research and identify primary and secondary long-tail keywords for each page and place in optimum places in site content. This will allow for ranking on more keywords overall.
- Target top 3-5 terms you want to rank on first page for and incorporate that into keyword and meta tag strategy
- Optimize headings, sub-heads and hyperlink text on every page and weave keywords throughout content
- Add an RSS feed

User Experience/Design Suggestions

- Add a call-to-action on every page above the fold including the phone number in the header
- Add a unique, keyword-rich heading to each page
- Add keyword-rich subheads to each page
- Add descriptive, keyword-rich ALT tag text to all images
- Add e-mail opt-in above the fold, ideally with a sign-up incentive

Content Suggestions

- Communicate USP/differentiation/answers to why questions into content above the fold
- Weave primary/secondary keywords through content on every page
- Add keyword-rich, benefit driven headings and subheadings to each page
- Incorporate keyword-rich hyperlinks within copy to link to other site pages and help rankings
- Add additional proof points such as personal examples, analogies, guarantees, statistics
- Add a compelling, urgent call-to-action on every page

I'd also recommend reviewing Google Analytics reports to get a baseline prior to making any changes, and then monitoring key metrics monthly to track progress.

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