

Free Website Analysis Report

(Company Name) _____ Contact (Name) _____

E-mail Address _____

Website URL _____

websitereport@brandspringsolutions.com

Unfortunately, most of the information out there is scattered and less than helpful in its analytical format. Brandspring provides information analysis and professional timely reporting, arming you with more useful information. Brandspring's analysis and reporting services help make sense of the critical information needed to be successful online.

The information provided in this report is being generated to help you achieve your end result.

Summary of Analysis

- You have no relevant links to your site...
- You're in a high competition market...
- Your Keywords are not representing your company...
- You're Rankings and Positions need improvement...
- Your traffic is low for this market...
- Your design is good...



Back Links:

Site has 0 back links....

Note: Google ranks websites based off content (text), Amount of information and links...

Recommendations

Your website needs a Link building campaign to increase rank within Google. Without Links to your site you will never be in the top three positions in Google. Google will never take you seriously without this.



Your Competition

www.bobswidgets.com

This site is well ranked and uses Google advertising (PPC) to capture a large % of traffic in your market.

www.bobswidgets.com

This Company is new in the market but has put some money behind promoting their site and online presence.



Your Current Keywords

- Siding company
- New windows

Recommendations

Your keywords are being ranked nationally not locally; this is the most common mistake we see with keyword selection.

Your keywords should reflect your service area. A lead from Atlanta is not a lead for your company.



Current Site Rank within Google (Your Site Keywords)

Your website has a page rank of (2) in Google.

Website Keyword rank in Google

Keyword / Rank

Siding #1

Windows #234



Current Site Traffic Stats

Receiving 1,200 unique visitors per month on average.

- 33% are coming from directory submission links.
- 22% from social media (Facebook, Twitter).
- 45% from organic Search Engine Listings.



Design/Layout

This is a site wide issue. Everything is either blue or white and the same font is used for everything. In web design color and font serve to communicate information about text...

Recommendations

Rearrange the central category items according to their popularity and sales value. The top-right hand corner (currently occupied by Brochure Holders) is the easiest to spot and should contain the category which earns the highest profits....



Site Usability

It is impossible to get a look at all the products or services in a range or category on the same page. I must click back and forth through multiple pages. I am forced to look at images of products whether I want to or not, while I am trying to find the one I want...

Recommendations

Change the page layouts to reflect ease of use per product or service. Think quick, clean and Informative, with a clear call to action



Social Assets (Badges/Blogs)

There are no social media marketing assets on this site

Recommendations

The site needs social assets on each page. Include some bookmarking capabilities and add social badges for ...



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SEO (Search Engine Optimizing)

Site has had minimal optimizing for search engine placement and ranking. Your site is not telling the search engines where you want to be listed.....

Recommendations

You need a new keyword strategy and apply this to the site through on page optimizing and links, including internal links and page URLs.

- New meta tags for each page
- Alt image Tags
- Text rewrites for each page



Content

Your site needs a complete overhaul when it comes to the text. The branding and messaging is too scattered from page to page. Text (content) is everything to a search engine but mostly it's for the potential client who is trying to know you and your company very quickly online.....

Recommendations

Site wide text rewrites with proper keyword insertion for (seo) and better calls to action.....



Shopping Cart

The checkout features need to be updated but the layout is good otherwise. The main missing pieces of your cart are updated product descriptions, better images and some of the links are broken.....

Recommendations

Simple updates for usability



Landing Pages

There are no landing pages available for this site.

Recommendations

Landing pages are very important within an E-commerce website. The product information and check out pages need to line up and link correctly.....



Client Questions

This Report was generated off information available to us. There are sections of this report that need to be expanded on for you. Please answer the following questions so we can get this information to you quickly. State your company and your name when submitting your answers, Thank You

- A. Is this a National, State or Local Campaign?
- B. Is there a Specialty Window you primarily use?

websitereport@brandspringsolutions.com

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info@brandspringsolutions.com

952.345.7260