



FourThinking
CONSULTANCY AND TRAINING LTD

Website Health Check

Created for

The Wayward Duck

By

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The Wayward Duck Website Health Check

Introduction

The Wayward Duck are a new start company who specialise in branding and design. They have a website which has been indexed in Google but is not as yet found anywhere near the first pages in the organic searches

Look and feel

The website is very clean looking and stylish. The only concern was that the some of the text was more difficult to read due to the lack of contrast between the text and background. This was mainly on the shaded areas.

Possible issues

Terms and conditions – Your terms and conditions look very short. I feel that you are leaving yourself open to possible misuse. I recommend that you add in some time constraints to the returns section. Adding time constraints into this will mean that customers can't use and send back goods when they no longer require them etc.

The contact page has a validation code box in which needs to be right to be able to send the email. The initiative behind this is that robots cannot trigger several emails with blank fields when it visits your site. On submitting your contact request, if you can't see the image you are unable to submit your email. The message that appears, states that there has been an error. If you use the back button to retry is has lost all your information and you are required to enter this again. This is not particularly user friendly and may deter a potential customer from contacting you. This also happens if you mistype the validation code.

There may be a possible issue with the reliability of the contact page. I have sent two messages via this and so far received 1 acknowledgement that they have been received either via an automated reply or from requested to let me now it has arrived.

Accessibility

There are several websites which contain tools for assessing accessibility. 2 of the sites are used in this health check. **Cynthia says** and **Wave**
Cynthia results of home page

Alt text not always present. Alt text allows the user with a visual disability to be able to know what the image is

Wave: Wave reports 2 errors on the first page which pertain to alt tag information and headings in wrong order.

Cynthia : nothing extra to Wave

Browser compatibility

There were occasions where it was impossible to view the site because of server timeouts.

W3C Validator check: Was unable to validate as stated that there was an encoding(utf8) issue. When validated under a different encoding method, it gave a tentative pass but warned about the problem with utf8

The website was tested on Opera, Firefox, IE7 and Safari. The site appeared to look and work the same on all of the browsers

Statistics

The statistics information is held online with Your hosting company.

The figures used in this report are taken from XXXXX

98% of search engine referrals are coming from Google.

During may the statistics state that there were 965 visitors. The top 10 pages reviewed were

	765
/beebosoftcontactform.html	120
/angiestokeswebdeveloper.html	360
/websitedesign.html	450
/websitedevelopment.html	215
/ittraining.html	284
/websiteaudit.html	120
/searchengineoptimisation.html	94
/linksfrombeebosoft.html	203
/privacypolicy.html	20

The top figure is the index page which, as you would expect receives the most visits

When looking at the entry pages the top 10 are:

	645
/websiteaudit.html	20
/websitedesign.html	100
/websitedevelopment.html	24
/beebosoftcontactform.html	30
/awstats/	2
/features.html	5
/ittraining.html	52
/linksfrombeebosoft.html	11
/thanks.html	5
/searchengineoptimisation.html	18

Spiders

The following information pertains to the spiders that have visited the website. A spider is a software program that visits and takes information back to a search engine.

11 different robots	Hits
Yahoo Slurp	176+58
Googlebot	55+15
Unknown robot (identified by hit on 'robots.txt')	0+14
Unknown robot (identified by 'robot')	3+6
Alexa (IA Archiver)	5+2
W3C Validator	7
MSNBOT	3+3
Yandex bot	3+3

SurveyBot	0+3
The web archive (IA Archiver)	0+1

Online Advertising

There is at present a Google adwords campaign running.

In the month of May there were Clicks using 15 keywords

Budget -The budget for each day is £15 and at present most clicks have an average price of 25p.

The delivery method at present is set to accelerated which means that the ads are shown as quickly as possible. This may mean that there may be no ads left at the end of the day when users get home from work and start searching. On the day of testing (10-06-08) all the allocated budget had gone by 2 pm)

The ad campaign at present is scheduled between 8am and 8 pm; stopping at 5.30pm on Friday. This may prohibit those who would possibly be searching in the evening and at weekends from seeing these ads.

Text ads. There are currently 3 text ads being rotated. Google decides which are the best ads to display for each impression. All the text ads point to the home page rather than the page where the user can click a buy now button

There are no negative keywords active at present. Negative keywords can help to filter out the users who will not buy and therefore do not display the advert for that phrase

Looking at the statistics available from Hosting company. There are a number of ip addresses which had been deemed to be not helpful as visit the website lots but are fact finding and not potential customers. It is possible to block these websites so that the ads do not display for these ip addresses. This can potentially reduce the numbers of rogue clicks going through to your website

Recommendations

- Block the IP address 8.11.2.98 this may potentially reduce the click through rate leaving impressions for potential serious customers
- Create some more text ads and have these target specific pages rather than the home page
- Revise the delivery schedule and possibly stop the accelerated delivery so that your adds are available to longer in the day
- Revise the cost of the keywords
- Group certain keywords with certain text ads so that they are more targeted to different audiences
- Create some negative keywords so that you can filter the searches more effectively.

Search engine optimisation (SEO)

At present the website is not found easily in Google and requires some optimisation. The index page presently has a page rank of 1/10

The website is split into two sections and it is easier for Kim and Nicola to manage the SEO of the static pages than those of the shopping section.

When optimising pages it is essential that you try and restrict a web page to no more than 7 keyword phrases and 2-4 words per keyword phrase.

There are too many keyword phrases present here and those that are, should be represented in the body of the text on the pages. If there are too many keyword phrases then you are unable to reciprocate all in the content.

The description is an excellent area to explain briefly who you are and what you do. This text appears in Google and other search engines.

The key phrases are exactly the same on all static pages. Ideally, there should be targeted key phrases for each page concentrating on the content of each page separately. This should be possible using the content management system admin section.

On the links page there were some nice links out and some had links back. It is recommended that links back should be good keyword rich text and not just the web address.

Recommendations

- Use different keyword phrases for each page
- Look at including more gateway type pages that can bring potential customers into the site
- Ensure that correct title tags for each page
- Create a different description meta tag that makes more sense when seen in the search engine results
- Submit the site to as many directories as possible
- Ensure that links in to the website can be used as keyword rich text links

Conclusion

The website appears to be well constructed and has no major issues regarding accessibility and browser compatibility. The site looks nice and seems to be very welcoming. There may be a possible issue around the contact page but can not confirm this as such at present. Some recommendations have been made regarding the online advertising and SEO which can be addressed in the near future.

It is important to concentrate on the Online advertising and ensuring that as far as possible you are targeting the correct customers who are more likely to purchase and reduce the number of futile click throughs that are using up your daily budget. It is equally important to optimise the web pages that you can as much as possible to increase your chance of getting organic results and thus decrease the number of sales that are generated via the pay per click advertising