



Website report for www.computerrepairlancashire.co.uk
5.8.09

The design of the website is ok. I personally feel it is too 'busy' and could be a little difficult for your visitors to find what they need immediately. I would recommend a simpler design.

Our Recommendations

1. HTML page titles and descriptions.

You currently have the page title for your home page: Computer Repair Services in Lancashire, Preston & Chorley

We haven't done any keyword research yet but Preston and Chorley are generally not searched for that often in relation to Computer Services. If you are able to cover the Manchester area then this is generally searched for 20 times more than Preston. We would recommend something more like this:

IT Services Lancashire | Computer Repairs | Home | Business | Lancashire | Preston | UK

This would depend on what the keyword report show us (see point 2). We would pick a general term(s) for the home page and more specific terms for the inner pages.

We would change your page meta description so they improve 'click-through' rate. Instead of simply saying what you do or sell we would say why you are different or why people should buy your product/service. Your home page description reads "Cheap computer repair services for home and business users based in Preston, Lancashire" You are likely to only attract enquiries based on price with this type of description, these type of customers are likely to move on as soon as they find someone cheaper. You would improve the quality of enquiry by saying what you do differently and why people should buy from you.

2. Produce Keyword report We use software to find out the keywords related to your website people are searching for. This report will detail the number of searches per day and the number of competing websites. We are looking for terms which are searched for regularly but with not many competing websites, this will bring the quickest results.

3. Use these keywords and alter/add content. We would add relevant keywords, descriptions, headings, page titles, alt. text (text behind image which describes the image to people with disabilities) to other pages. We recommend being more specific on the internal pages and use the general terms for the home page. This would be written in a user friendly way and not just for search engines. Your current text does contain keywords but is written for search engines and not visitors you will find an improved 'conversion' rate if this is written properly.

4. Change any other domains which are pointing at the site. Add robots.txt file and site map.

5. Contact Details add your phone number to the header so it is visible on all pages for lazy visitors.

6. Breadcrumbs Visitors can then easily navigate back to where they were.

7. Article Writing We would write newsworthy articles about your services. These would be released to national, local and trade media. They would also be released via web portals to further increase incoming links and increase relevant traffic.

8. Directory Submission to major link directories and other search engines to increase incoming links and increase website traffic. Using our top 200 list.

9. Web Stats Your hosting company will be able to provide this information. This will tell us what pages people visit most and most importantly what people are currently typing in to find your site. We would monitor these statistics and adjust the site accordingly.

10. Manual Links Add a useful websites page to enable you to ask for link exchanges with related websites. Ask your current suppliers and customers with popular, related websites for a link exchange. Look for related websites which have links pages and ask quality sites for a link exchange. You currently have a clients page where you have provided links to their websites, if you haven't already ask them for a link in return. If possible make sure you link has the 'anchor text' you need eg. IT Services Lancashire.

11. Reports Produce quarterly reports to show where your site ranks, which keyword are working and which ones need changing or more work.

12. Google Map Create or edit a Google Map for extra traffic

13. Facebook Page Create for extra traffic. Promote via Vizcom's Facebook page. Recommend your own contacts to become a 'fan'

See our 101 marketing tips page for more information <http://www.vizcomdesign.co.uk/101-Marketing-Tips/90/>