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**vizcom**  
VISUAL COMMUNICATION

Design Web Print Copy

Website report for [www.mercurypackaging.com](http://www.mercurypackaging.com)  
12.5.10

#### The Technical Bit:

1. 6 Errors, 1 warning in the HTML
2. 5 errors in the CSS
3. The code is not too bad and just needs a few amendments
4. Poor use of meta data

#### Our Recommendations

1. Produce Keyword report: We use software to discover the keywords related to your website that people are searching for. The report will detail the number of searches per day and the number of competing websites. We would initially focus on terms which are searched for regularly but with not many competing websites, this will bring the quickest results.

2. HTML page titles and descriptions: These are key when trying to attract traffic from search engines. If you are using internet explorer it is the wording in the top blue bar.

Using your Home page as an example, we would recommend something like this:

Packaging Printers | Printing | Manufacturers | Food | Publishing | Fulfilment Packaging | UK

This would be dependent on the keyword research (See point 1). We would choose general terms for the home page and more specific terms for the inner pages. This means that all your site is 'optimised'. This will give you improved search engine results and increase traffic to your other pages. It will also mean that the person searching for a particular service is taken directly to the relevant page and not just directed to the home page.

3. Content and Text. We would add relevant keywords from your keyword report, descriptions, headings, page titles, to all the main pages.

Your home page is the most visited page of your website and should be treated as the gateway to your site and point all visitors in the right direction. In fact all your pages should be treated as an entry page as your visitor may well enter at this part of the site and should be made aware of all your services instantly.

We would recommend editing content to all your main pages and adding text links (within the content) to the relevant sections, this would be based on the keyword report..

4. Heading 1s: Your Heading 1s (The headings at the top of your text) need to reflect your HTML page titles This would also be done for your for the inner pages to further improve your search engine results.

5. 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. We use a professional copywriter for this service.

Cont..



6. Directory Submission: To major link directories and other search engines to increase incoming links and increase website traffic. Using our top 150 preferred list. Many companies offer this service and promise to submit your website to 1000s of directories, which is fairly pointless. Our directory list is updated every month and we only submit to websites which have listed our sites, provided traffic or backlinks in the past.

7. Links: Ask your suppliers/customers for a link to your website. We would recommend adding a links page to then have the facility to swap links. We would manage all link requests.

8. Google Map: Create a Google map for further exposure.

9. Facebook Page: Promote via Vizcom's Facebook page and suggest the page to 600 friends. Recommend your own contacts to become a 'fan'. Many of your friends and family (and their friends) won't know what you do. It is another platform to promote your site and now becoming very popular for business.

Other things to consider:

Twitter - read more here

<http://www.vizcomdesign.co.uk/101-Marketing-Tips/Micro-Blogging-and-Twitter/90/91/>

Blogs - read more here

<http://www.vizcomdesign.co.uk/101-Marketing-Tips/Blogs/90/84/>

Linked In - read more here

<http://www.vizcomdesign.co.uk/101-Marketing-Tips/Linked-In/90/90/>

Forums - read more here

<http://www.vizcomdesign.co.uk/101-Marketing-Tips/Industry-Forums/90/94/>

More Marketing Tips here:

<http://www.vizcomdesign.co.uk/101-Marketing-Tips/90/>