



Website report for www.inkheaven.co.uk
27.10.09

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 for terms which are searched for regularly but with not many competing websites, this will bring the quickest results.

2. HTML page titles and descriptions: You are not using HTML page titles on any page other than the home page. These are key when trying to attract traffic from search engines. If you are using internet explorer it is the text in the top blue bar.

Using the Ink Cartridges page as an example We would recommend something like this:

Ink Cartridges | Brother | BT | Canon | Epson | Hewlett Packard | Lexmark | Samsung | Buy Online 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 page and not just directed to the home page.

We would add meta description to improve 'click-through' rates. You currently don't have any meta description added this isn't a major factor search engine wise. It is however, really important for your visitors and should encourage them to click on your listing. Simply saying what you do won't be effective. It is better to say what you do well or differently and give people reasons to click on to your listing.

3. Content and Text. We would add relevant keywords from your keyword report, descriptions, headings, page titles, to all the main pages. This would be written in a user friendly way and not just for search engines. Your home page contains very little content and as a 'rule of thumb' should contain around 250 words of relevant content.

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 category pages and sub-category 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 adding content to all your main category and sub category pages. What do you sell? What is it for? Why are you different? etc. Within your text it is also a good idea to add links to other pages within the site to help the visitor, to help with search engines and internal linking which is favoured by Google. You are probably receiving product specific searches on your website - which you would expect with an eCommerce website with SEO URLs installed. You also need to target general terms as well eg. "Ink Cartridges Buy Online UK". this would be dependent on the Keyword Research - see point 1.

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4. Category Structure: Add manufacturers logos and text about each manufacturer to help visitors navigate straight to the manufacturer they need and to further help with search engine rankings. Add photos to all categories - generally people won't buy products if there isn't a photo there. Add text to About us page to help personalise the site

5. Add Pages: We would also recommend adding the following pages: Compatible Cartridges and Best Sellers. Add phone number in header to encourage visitors to phone if they can't find what they need. Change colour of specials text from yellow to other colour as this is hard to read.

6. 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.

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 120 preferred list. Many companies offer this service and promise to submit your website to 1000s of directories which is pointless. Our directory list is currently updated every month and we only submit to websites which have listed our sites, provided traffic or backlinks in the past.

9. Links: Add a Links Page. We would look for quality related websites and ask for a link exchange. Also your links to your site should contain 'anchor text'. So for example if you are targeting the search term "Ink Cartridges Buy Online UK" this should be the phrase used with a direct link to your home page or page which is most relevant to that phrase. Ask your suppliers/customers for a link to your website.

8. Google Profile: Create a Google profile and map for further exposure.

9. Facebook Page: Promote via Vizcom's Facebook page. 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 increasingly popular for business. Business pages in Facebook now provide backlinks.

10. Twitter: Create and manage a Twitter account. Add a button to the home page to encourage people to follow you on Twitter. Encourage your existing customers to follow you on Twitter.

11. URLs: Add Buy Online UK to the end of every product. To further target UK searches.

12. Cross Sell feature: Install Cross-Sell feature. Also install customers who bought this product also bought... to encourage 'up-selling' and internal linking (favoured by Google).

13. Reviews: Add a review feature and encourage your customers to leave a review - this adds fresh content to the site and provides useful information for your visitors. Encourage existing customers to leave reviews.

14. Google Base: Create a Google Base feed for your site so all your products appear in Google Shopping results. This is a good way to generate relevant traffic and has proven successful for other eCommerce sites we've optimised. Other shopping websites also use the data from Google Base so your products will get extra exposure and also appear in Shop Wiki.

15. Forums: Take part in forums which your customers use and ones which allow you to add links. These forums will also give you an insight to what your customers want.

16. Affiliate Marketing: Similar to google ads this will drive traffic to your site. You don't pay for the click but a percentage on the sale - Google "Affiliate Window" for more details.

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