



Website report for [www.jst-nutrition.com](http://www.jst-nutrition.com)  
2.6.10

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

2. HTML page titles and descriptions/Meta Data: You are not using HTML page titles/Meta Data to describe your pages. These are key when trying to attract traffic from search engines. If you are using internet explorer the HTML page title is the text in the top blue bar.

Using your home page as an example We would recommend something like this:

Sports Nutrition | Weight Training Capsules | Tablets | Protein | Amino Acids | Suppliers | Buy Online UK

But...

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 and left to find what they are searching for.

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. Try a search for yourself and see what descriptions are appealing.

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 product/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 Goggle. You are probably receiving product specific searches on your website - which you would expect with an eCommerce website. You also need to target general terms as well eg. "Nutritional Products Buy Online UK". this would be dependent on the Keyword Research - see point 1.

4. SEO Friendly URLs. You are not using SEO friendly Urls. Using this page as an example:

[http://www.jst-nutrition.com/index.php?main\\_page=product\\_info&cPath=49&products\\_id=75](http://www.jst-nutrition.com/index.php?main_page=product_info&cPath=49&products_id=75)

it would be better for search engines and therefore increase product specific enquiries if it read something like this

[http://www.jst-nutrition.com/Gym-Sports-Bottle-\(Receive-FREE-MaxFuel-100g\)](http://www.jst-nutrition.com/Gym-Sports-Bottle-(Receive-FREE-MaxFuel-100g))

We would also recommend adding Buy Online UK to the end of every product URL. To further target UK searches.

Cont...



Standing out from the crowd since 1996

**vizcom**  
VISUAL COMMUNICATION

Design Web Print Copy

4. Manufacturers: 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. See [www.carpbaitsonline.co.uk](http://www.carpbaitsonline.co.uk) as an example of how this works.

5. Phone Number: Add phone number in header to encourage visitors to phone if they can't find what they need. People are lazy when using the internet and quite often just want to speak to a 'real' person.

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. A very effective and fast way of gaining relevant incoming links.

8. 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 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: Creating a links page or using the banner manager within your admin would allow you to exchange links with websites which are of benefit to your visitors. We would create a links page and add coding to allow people to add your link information to their websites. Ask your suppliers/customers for a link to your website.

10. Goggle Map: Create a Goggle map for further exposure.

11. Facebook Page: Promote via Vizcom's Facebook page and 800 friends. Messages will be sent to ask friends to become a fan. Link existing Twitter account to Facebook Page.

13. Goggle Base/Shopping: Create a Goggle Base feed for your site so all your products appear in Goggle 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 Goggle Base so your products will get extra exposure and also appear in Shop Wiki, as well as others. These results will also often appear in the normal Goggle listings with a picture and price next to the product.

14. Breadcrumbs: Install breadcrumbs so the visitor can track back where they were.

15. Other Features: Install customers who bought this product also bought... to encourage 'up-selling' and internal linking (favoured by Google). Add bestsellers list to home page. Add twitter feed to home page to help personalise the site and inform visitors of new products, etc. Add robots txt file and site map to encourage the whole of the site to be 'crawled' more easily.

#### Other things to consider

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. See here for more information <http://www.vizcomdesign.co.uk/101-Marketing-Tips/Industry-Forums/90/94/>

Affiliate Marketing: Similar to goggle ads this will drive traffic to your site. You don't pay for the click but a percentage on the sale. See here for more information. <http://www.vizcomdesign.co.uk/101-Marketing-Tips/Affiliates/90/99/>

Goggle Adwords: See here for more information <http://www.vizcomdesign.co.uk/101-Marketing-Tips/Google-Adwords/90/111/>

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

Vizcom Design Limited, Fuse Studios 2.1, Bolton Enterprise Centre, Washington Street, Bolton BL3 5EY

t 01204 383 599 e [info@vizcomdesign.co.uk](mailto:info@vizcomdesign.co.uk) [www.vizcomdesign.co.uk](http://www.vizcomdesign.co.uk)

Registered in England and Wales 4600515 Vat Registration Number 800 0930 85 E & O.E.