



Website report for www.rosebankhealthcare.com
24.9.08

The website is visually appealing and the coding used is of high quality.

Our Recommendations

1. More descriptive page titles, add keywords and descriptions.

Currently there are no descriptive page titles. We would recommend something more descriptive like "Healthcare and hygiene products for the health industry, Manchester, Lancashire, North West, UK"

Currently there are no page descriptions or key words added these need to be added and reflect the page titles, content and keywords.

2. Home page Ideally use 250 words of relevant content that reflect the chosen search terms. The site is well designed but needs more text on the home page (the most visited page of a website). It is the 'gateway' to your website and should point the user in the right direction. A minor point, the size of text could also do with being increased to comply with disability laws.

3. Product pages The biggest problem from a user and search engine point of view are the product pages which use a scrolling menu and Javascript. In our opinion these may look nice but users don't particularly like them. Many users will have pop-up blockers installed on their PCs which will stop the pop-up feature from working (when you click on a product). Also the pop up window containing the product won't be 'crawled' by search engines. Many people looking for suppliers on the internet (or a particular product) will type in the name of the product first before looking for a general supplier of that type of product. If they type in the name of that product it should take them straight to that part of your website and they should have the information request or buy now option close to it. The product pages need to be optimised individually and contain the spec. on a new page. Using phrases like "Economical patient wipes, Manchester, Lancashire, North West, UK" We would change the page so when you clicked on a product you wouldn't get a pop-up window but a new page (within the same page) with a go back button option. We would recommend an eCommerce facility addition to this website.

4. Order Request form. You are currently asking the website user to enter data quantity, product name and reference number. We would advise drop down boxes so the user can pick the actual product and the ref. number would be automatic, making it easier to fill out the form. Remove the address fields on the form to encourage a quicker form fill and add where did you hear about us? section, to monitor enquiries. We would also recommend a request more information button/shopping cart feature next to each product.

5. Produce Keyword report You have provided some quite specific search terms which will be useful in generating specific enquires but you should also consider more general terms e.g. "healthcare product supplier" to encourage people browsing the internet to read about your product. Our keyword report will reveal these search terms.

6. Use these keywords and alter/add content, add relevant keywords, descriptions, headings, page titles, alt attributes (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.

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

8. Submission to the main search engines, Google, Yahoo, MSN. Submission to link directories and other search engines to increase incoming links and increase website traffic. Submission to paid directories and PR website portals (if choosing the gold package).

9. Webstats Ask your website designer to provide this information it will show you the number of visitors and what they are typing in search engines to find your website. It will also show what pages they are visiting and for how long. Once the site is optimised it will provide the information on which words are performing and tell us what needs altering etc. Website reports are provided to monitor search terms etc. Site is adjusted 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 (Part of gold package).