



Website report for www.essentialforeducation.co.uk
20.5.08

The design of the website could be improved to make it easier to view and therefore easier to navigate. There are errors in the HTML, errors in the CSS and there is quite a bit of style done using the HTML code (should be done with CSS) which is bloating the code slightly. There is also an iframe used which is not good for search engines – this is on the specials page. We would recommend buying the .com domain too.

Our Recommendations

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

We would recommend something more descriptive like:

Educational Toys | Buy On Line | UK

but this would depend on what the keyword report show us (see point 6). We would pick a general term(s) for the home page and more specific terms for the inner pages.

We would change your page descriptions 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.

2. Home page We would remove the 'splash' page so the store is the home page as this contains the most content. We would add relevant content (text and images) which reflect your chosen search terms. It is the 'gateway' to your website and should point the user in the right direction.

3. Category Structure. We believe this to be a little confusing and off-putting because there is too much choice. We would recommend putting some of the categories in to sub categories and improving the menu so you only see the sub categories once you click on your top level category.

4. Product pages We would change the layout of the pages to make it easier to read the information. Also the URLs need to reflect the product name or page name.

For example: A3 5 Day Trolley currently reads

http://www.essentialforeducation.co.uk/store/product_info.php?cPath=232&products_id=1479

it would be much better if it was something like

<http://www.essentialforeducation.co.uk/A3-5-Day-Trolley-£199>

This is one of the most important factors when people use search engines to find particular products to buy. Generally they will type the product name they are trying to buy in to a search engine first. The search results should go directly to this part on your website and not just 'dump' people on the home page.

5. Additional Website Features. We would add a write review feature as we feel this would help sales. We would add a cross-sell feature for 'linked' products to encourage users to buy more. We would install a quick checkout process to further encourage sales. We would recommend a SSL Certificate which will prove to users that it is safe to buy from your website We would create a live feed for Google Base. <http://base.google.co.uk/support/?hl=en&gl=gb>

6. 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.

7. Use these keywords and alter/add content. We would 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.

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

9. Submission to the main search engines Submission to link directories and other search engines to increase incoming links and increase website traffic. Submission to paid directories and PR website portals and article directories.

10. Webstats 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.

11. 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.