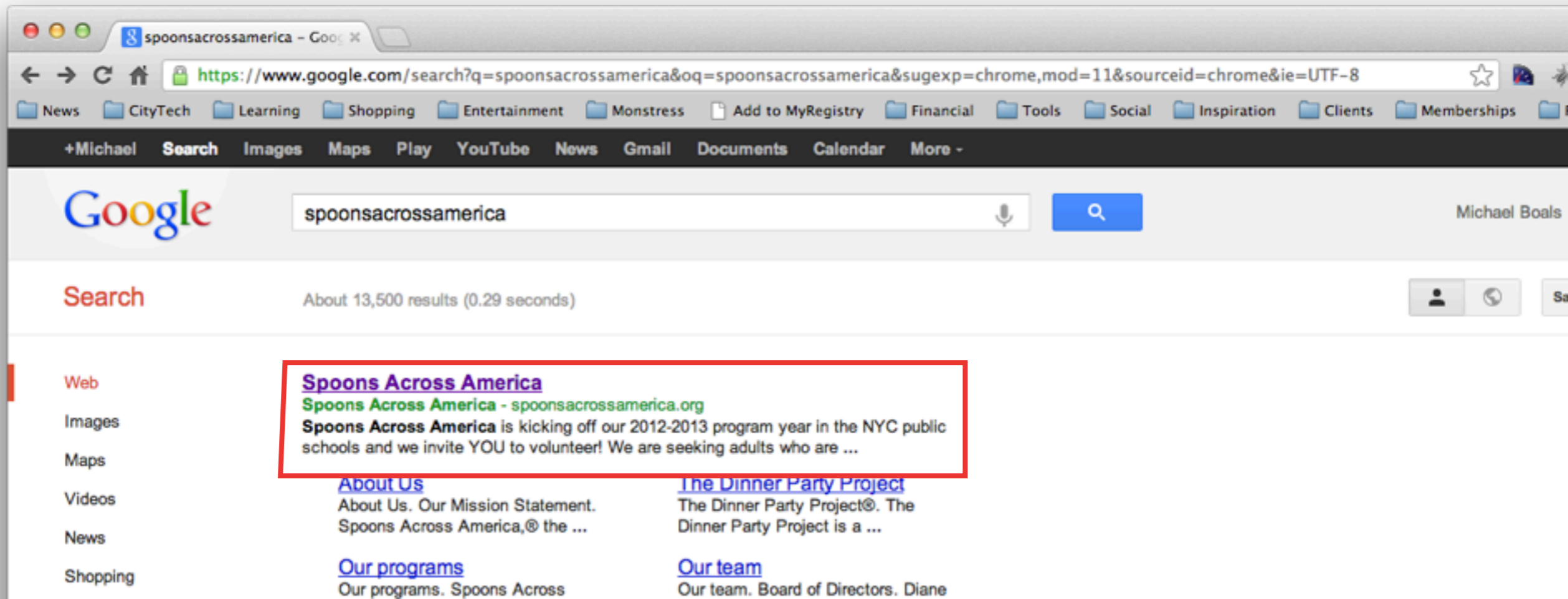# Spoons Across America

Search Engine Optimization Report
by Libby Clarke

Overall

- The site is basically a good one, although it could be more dynamic

- There are a lot of small things you can change in the backend (for free!)

- There are some more invasive measures you could take (not so free, but worth discussing)

Meta Tags: Description

- You need a definitive meta description tag so that it appears as the blurb below your site link in the search results

Meta Tags: Keywords

- This is not as important for SEO as it used to be, but it is a very important exercise for the editors of the site

- Come up with 10 to 20 really strong keywords for each page. These need not be the same from page to page as the subject matter necessarily changes

Some Suggested Keywords

Install Google Analytics and Webmaster Tools

- They are free, comprehensive, and will give you a much clearer picture of your audience and its habits

Some Useful Wordpress Plugins

Create and Submit an XML Sitemap

- This will help the search engine robots go through and find all pages of your site

- It also shows the last date on which the pages were updated, once again helping the robots prioritize what they go over.

Keywords at Work

- Name all images and other media files with relevant, keyword-laden names

- Use keywords in titles, headers, and alt tags

- Write all hyperlinks so they contain keywords and keyword phrases

- Title all hyperlinks with keywords as well

Use plenty of internal linking

- Make your site a tool for the user to find your content: link internally as much as is useful.

Create an HTML Sitemap and Link All Major Pages to It

- This is mainly for the user, but it does help with SEO somewhat

The Audience

- It is unclear to whom you are speaking

- Who are your target audiences?

- The site could be structured to drive certain people to certain pages much better

Search Engine Marketing

- Link Building

- PPC Campaign (AdWords)

- Email Marketing

Ad Campaign

- Text ads (AdWords)

- Image Ads

- Rich Media

- Landing pages

The Design

- The theme is pretty and organized well, but rather staid

- The text on the carousel is too small to be effective

The Image Slider

- It slows down the loading of your site considerably, at least when I tested it

- There are other models out there to choose from, depending on your comfort level with coding

Inspiring Sites

Some Possible Design Changes

Conclusion