Silver Lining Review Report

Website Review & Recommendations:

- **Broken Links:**
  There are only 7 broken links on the website which can easily be fixed. Broken links are not good for your website ranking
  *(Report: Broken Links of Silver Lining.xls)*

- **Website Speed Test:**
  This analysis indicates the performance of the website on mobile and desktop in terms of speed. Improved speed can enhance a users browsing experience as well as improve SEO rankings.

  The website page speed test on Google is 69/100 for mobile and 87/100 for desktop, which is fairly good for desktop and can be improved for the mobile.

  The speed can be improved by:
  - Eliminating render-blocking JavaScript and CSS in above the fold content
  - Prioritizing visible content
  - Leveraging browser caching
  - Optimizing images
  - Minify CSS and make it more efficient
  - Call all javascript and CSS externally

  *(Refer to Speed Test Analysis View of Silver Lining 1 & 2.)*

- **Website content:**
  - Lacks content about basic nature of business and does not provide user with sufficient information about the product/service offered.
  - Needs more optimized content on the home page, with a call to action for users to make the next move towards product purchase.
  - The website appears visually crowded and distracting which may cause visitors to leave and result in a higher bounce rate. We need to build focus on the online shop and lead users to product categories. Need to review site suite to see the options available to make the shop a priority and other links in the navigation as second level ones.
- The quality of images used for the home page are not very high and can be improved

- **Website Navigation and User experience:**
- Audit and redo some of the website structure for better navigation, i.e. prioritize the categories, products and shop. Links like Hire, Corporate and Custom may not be given the same web estate importance as the online shop.

- Reexamine and evaluate user experience and flow of the website based on usability & comfort.

- Add text to the slider images with CTA Buttons to provide users with a solution

- Organize Header and shorten it to avoid a cluttered & distracting appearance

- Change White text on green to make it easily readable for visitors

- Increase body text font size to no smaller than 16px to make it readable

- Rework online shop to look sleeker, modern, more concise & easier to navigate. For example:
  - Tone down on the greens used across website
  - Keep image styles (including borders) consistent across website
  - Display catalogue in the center of page in modules with images instead of as a side bar menu
  - Use bigger images for each category and have a provision for zooming in at mouse over to better understand and see the product
  - Add a reviews section under each product to see previous reviews
  - Add ‘Online Shopping Terms & Conditions’ Link to footer for access at all times instead of having to navigate back to the Shop Online page
  - Use bigger and more readable font (For ex: Open Sans) for the ‘Shop Online’ page, instead of cramping up text in a smaller area in the center

- Reduce second level menus and merge content into single pages separated by banners and have bookmarked links

- Increase content in order to utilize keywords and add more information about the product/service for the users. The average word count for each web page should be more or less 200 words, give or take 50
• Change copy to something which is more understandable and explicit. For Eg. *hire* should be replaced by *rent*

• Redesign ‘Contact Us’ form to make it more appealing for a user to fill in

• Reduce the size of the footer to ideal size and avoid extending website page

**SEO Review:**

• Silver Lining website does not rank very high on relevant keywords. Every page should contain high search volume relevant keywords placed in the content strategically in order to rank for that specific keyword. Along with the content, the titles and descriptions should also contain high search volume relevant keywords. A comprehensive keyword research has been carried out based on the core keywords discovered within the website as well as the competitor sites listed.

  *(Report: Silver Lining Keyword Analysis.xls)*

• The SEO level of the website is average since title tags and meta-keywords are not entirely optimized using the relevant keywords

  *(Report: Meta Data Report of Silver Lining urls.xls)*

  - **Title Tag**
    
    *Silver Lining - Accessories for Hangers & Hanging Aids*

    This title tag needs to incorporate keywords and could be rewritten as *“Fashion accessories display stands for Hangers & Hanging Aids—Silver Lining”* where “fashion accessories display stands” is a relevant keyword.

  - **Meta Description**
    
    *Silver Lining sell retail shop supplies and are the shop for shops. We sell retail garment and clothes racks, window mannequins and other retail essentials such as coat hangers.*

    This description should be referring to the specific offering of the accessories for hangers and not be generic.

  - **Meta Keywords**
    
    *Retail shop supplies, shop for shops, Silver Lining, clothes racks, mannequins, hangers*

    Meta keywords are no longer given an importance by google but are good
to add to the page to keep a tab on the actual keywords used in a specific page.

- Only a few images on the website are optimized. This is crucial for a well optimized website. Image need to be renamed as per the keywords most relevant to them.

  *(Report: Image Name Report of Silver Lining.xls)*

  Some of the current image names are as follows:
  
  - lj_post_2502_resized.jpg
  - mccall_2502_resized.jpg
  - rg_my_2502_resized.jpg
  - rg_my2_2502_resized.jpg
  - rm2_2502_resized.jpg

  Ideally the name of the image should be like: *Female Mannequin-Silver Lining.jpg* where the term “female mannequin” is a relevant keyword and has a search volume. This renaming exercise will greatly benefit the SEO of the website.

- The content on the website is not entirely optimized. This is crucial for ranking high on Google. Currently the web pages do not carry content with a sufficient word count due to which no keywords have been added to it. Content that is over 200-250 words can be optimized by strategically placing keywords 3-4 times within that text in order to start ranking for that particular keyword

- Image Alt-Text is not present on all pictures, this needs optimization.

  *Example: <img src="/auto/thumbnail/auto/sb-plugin-gopix/template-home-banner/banner1.jpg?maxwidth=1200&maxheight=318&style=cropped&type=png" alt=""/>*

  In the above code, there is no indication of an alternate text description for this image. Search bots are able to read code and not images, therefore we need the alt text and image names to be specific to the relevant keyword for all images for the site to be well optimized.

- All pages of the website are not indexed, which means that Google is simply not aware of the missing pages and they do not appear on its radar. The non-indexed pages will have to be submitted to the Google index. Additionally, on a regular basis, any new pages added to the website will also need to be submitted for indexing.

  *(Report: Silver Lining Indexed urls.xls)*
**SEO Recommendations:**

- Execute on page and off page optimization of the website based on keyword research
- Rewrite content across website based on keyword research of core & long tail keywords
- Product page optimization based on core and long tail keywords
- Image optimization of all images used across the website based on keyword research
- Optimization of all meta data, title tags, meta descriptions and URLs
- Carry out all misc tasks such as sitemap, robot.txt, page indexing, 301 redirects etc.

**Google Apps:**

- Business listing on Google is present, which is good
  *(Report: Google Apps Business listing View of Silver Lining.jpg)*

**Recommendations/Checks for Google Apps:**

- Extracting Google Analytics Tracking Code
- Update new address on Google Search as well as enable customer reviews
- Carried out a mobile friendly check to test website on mobiles.
  *(Report: Refer to Mobile Friendly Test of Silver Lining.jpg)*
- Carry out a Google Speed Check to test the loading speed of the website.
  *(Report: Speed Test Analysis View of Silver Lining.jpg)*
- Google webmaster account – monitor and manage the following:
  - Indexing of website pages needs to be done constantly when new pages are added to the site for search engines to crawl & rank them
    Refer to
  - Enable image search on Google is active.
    Refer to Enable Image Search on Google of Silver Lining.jpg
  - Free local business listing on Google.
    Refer to ‘Google Apps Business listing View of Silver Lining.jpg’
  - Periodically check and fix 404 / 301 redirects improve in Google.
    *(Report: 301 Redirects of Silver Lining.xls)*
    *(Report: Broken Links of Silver Lining.xls)*
**Link Building:**

- There are 84 link backs on the website, some of which are poor quality and should be disregarded.
  
  *(Report: Link Backs of Silver Lining.xls)*

**Link Building Recommendations:**

- Increasing the number of link backs to the website to increase credibility and authority using the following methods:

  - Directory and business listings on relevant directories for recognition and more traffic. For example, listing your business on directories such as ‘Sydney Business Directory’, ‘Guide Australia’, ‘Trade With Australia’ under categories such as ‘Shopping and Services’.

  - Forum Posting to initiate discussions and disseminate information about your business. For example, posting on forums such as ‘Whirlpool’, ‘The Forum – On Line Opinions’, ‘OzBargain’, and ‘Australian Opinions’. These will help initiate a discussion about your business and will also provide a link of your website to the audience.

  - Answering questions on Quora and Yahoo to create link backs to the website. For example, “Where can I purchase mannequins in bulk in South Wales, Australia?” Such questions can be answered with expertise and authority along with a link that leads to your website.

  - Social link building and citations to build credibility and authority. This can be done by commenting on other people’s relevant Facebook, Twitter or LinkedIn posts, as well as blogs & articles written on relevant websites such as Blogger or Etsy blogs.
**Blogs:**
There are no blogs present on the website about the product/service at present

**Blog Recommendations:**
- Create blogs on the basis of high potential long tail keywords. These blog posts can be posted through site suite as their CMS has integrated modules to publish blog articles.
- Publish and promote online and on website and social media channels & groups
- Publish blogs on other article websites, forums and groups to generate traffic

**Social Media:**
- Facebook: 7 likes
- Twitter: 1346 tweets, 212 following, 166 followers
- Instagram: 33 posts, 15 followers, 9 following
- LinkedIn, Google +: No account found

**Social Media Recommendations:**
- Set up account on Facebook, Google+
- Share brand info, history, details, location – Awareness – 5 posts per month
- Talk about specific products available at the store – 20 posts per month
- Display testimonials from individuals who have used products - 5 posts per month
- Create posts on discounts and promotions –2 posts per month
- Suggested Social Media Channels:
  - Facebook
  - Instagram
  - Google Plus
  - Twitter

**Competition Observations:**

Silver Lining is rarely active on social media. They do not have accounts on Google +, LinkedIn or YouTube. They currently do not write or promote blogs. They are fairly established on Twitter but lack authority and presence on other social media channels.

Wooden Teak Floors Moving Mannequins do not have an established presence in the online space. They lack Facebook, Twitter, YouTube and Pinterest accounts. However they are fairly established on Instagram. They currently do not write or publish any blogs.

https://www.shopnight.com.au

Shop Night’s store is fairly active and established on Facebook. They do not have accounts on Instagram, Google + and Twitter. They do write and publish blogs. Overall they do not have a strong presence on social media as they are missing from some primary social media channels.


Mommy Shop is present across most social media channels except YouTube. They are moderately active and established on Facebook, Twitter, Instagram, LinkedIn and Google +. They currently do not write or promote blogs.

http://www.mynotebooks.com/

My Notebooks is fairly active on social media and are present on all social media channels except YouTube. They are moderately established on Twitter and Instagram. They currently do not write or promote any blogs.

http://www.shopfour.com/

Shop Four is fairly active on social media. Their primary channels seems to be Facebook. They are present on all social media channels. They currently do not write or promote any blogs.

(Report: Competitor analysis.xls)
## Social Media Competition Analysis:

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