



## **Dummy Consultancy Report**

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## 1 Overview

The object of this document is to highlight problematic areas in the current group internet strategy and suggest a systematic solution to each perceived problem area.

The website strategy has great potential, with steps in the right direction I'm confident this website can be turned around. The design is effective, unfortunately the main problem lies with search engine rankings. Without visitors even the best site in the world will struggle to generate enquires.

There are also structural changes that will aid the user and search engine friendliness of both the ##### and ##### websites.

The area's we perceive to be of the greatest importance are;

- Search Engine rankings are poor for #####, traffic levels aren't any where near where they should be.
- What little information is currently shown ##### is portrayed in a confusing manner, with lots of dead links, and actually viewing ##### to buy takes too many clicks this leads to user dissatisfaction.
- The search facility falls short when populated with so many #####, and no facility to search new ##### currently exists, making hard to find the van you want.
- Currently no one has responsibility for the website and its ( lack of ) success, hence the lack of development and promotion over the last few years.
- The current franchised branch mentality seems to be restricting growth and usability of the site. The ##### market needs to be seen a whole, not as a way for each to sell its ##### stock.

In later sections these short falls will be identified in greater detail, and solutions and guidelines will be noted.

Actions that can be taken to remedy these current shortfalls will be laid out for presentation to the web development team.

## 2 Identification of shortfalls

Below we will layout the identified problem area that are currently restricting the number of sales referrals received from the ##### Internet Strategy.

### 2.1 Search Engine Optimisation

There has been very little time or thought given to optimising the content pages for search engines to easily navigate and deduce the nature of the page in question.

Making changes to this area of the website will give the greatest overall improvement in enquiries. Currently competitors such a ##### aren't exploiting the internet as they should, with very little regard given to search engine rankings given amongst most of the Large UK ##### companies.

Allowing a site such #####, a small badly produced website, to get 1<sup>st</sup> place for non paid rankings for the search term "#####" with ##### coming a totally useless 88<sup>th</sup>, but better than ##### that don't appear in the top 200.

Pages need to be easily found by search engines, and this means as many paths into the ##### Listings as possible. Those ##### listings need to display information in a manner the search engines can feed upon.



The ##### site has virtually no individual Title Tags or page descriptions for the current ##### stock. There are over 3000 pages ranked by Google under the ##### domain name, however after only 70 pages the Title tags and descriptions are repeated, and contain no relevant information to the ##### listed, ie #####.

The actual van listings contain very little useful information and no search term orientated text. Each ##### needs a description adding so there is a bulk of ##### orientated search terms unique to each listing.

Within the ##### listings section of the website the word "#####" is never #####. This basic Search Term should be ##### on every ##### Listing, otherwise how is Google supposed to direct people looking for ##### to the site.

There are also changes that can be made structurally to the site to aide

search engines, and users to navigate and comprehend the information on each page.

The site structure needs altering to remove the current home page, and replace it with a group orientated website home page, geared towards a search and browse system for #####

Currently, once within the site there is no way back to the root URL than re-entering the URL #####. The search engines count each link to a page as a "vote" that that page is

worth visiting. The main ##### Home Page has no links back to it from within its own website, thus it has no votes that this page is worth visiting.

There are also some technological problems with each site that cause problems with search engine rankings.

The ##### with 30 links all to the ##### page is also a Optimisation nightmare.

This is page spamming, and will be picked up as such by Google immediately as trying to falsely entice users to this page.

This will immediately make Google down grade the page.

This Dead Linking is what I believe is the primary cause of all ##### pages having a greyed out page rank, ie "Not Ranked"

##### also has a major problem in the use of a lazy redeployment of a new version of the website. A totally useless splash page to redirect users to the new site at ##### This splash page only serves to hide the website one click deeper for search engines and users.. Google deems your home page to be the most important page on your site, and links on this page are given an extra credence by Google when it browses the website. As there is only single link to what should be the main home page this opportunity to show off your website to Google is missed completely.



The ##### website also uses Framesets, which were universally recognised as a search engine dead end about 2 months after they were invented. Framesets split the page up into separate pages, so that you can load a single area of the screen without loading all the main page elements. Ie the Header Image and Navigation don't need to be loaded every time a user clicks a link. All good principles in theory, however Framesets only make the "Master Frames" Title and Description available to Search Engines, with sub pages getting a lower priority assigned to them than if they were in the "Master Page" This hampers the Search Engines ability to make sense of what is on each page.

On both sites there is also a large amount of Control Code (mainly JavaScript) above the actual Displayed Text within the actual HTML page, this needs moving to below the Body of the HTML page as the higher in the page structure information is written the higher

priority it is given. If the first 100 lines of every page are control scripts its 100 lines down the page for the search engine before it encounters any useful information.

## ***2.2 Branch Segregation and Centralisation of information.***

The localised, independent branch driven feel needs to go. The customer and the main ##### have priority in the sale and representation in the website. I'd recommend the whole Enter a branch First route to information is scrapped.. Each Branch can still have it's own

“home page” with ##### at the location displayed, but this needs to be given a much lower priority with the site structure than currently happens.

Users should be able to browse and search all stock from the initial home page and are shown stock with the location of the ##### shown, #####

There is currently seems to be no central ##### list held by the group, it is all dealt with on a branch level. Currently each branch enters their own ##### Stock onto the system, and as long as this is maintained regularly then a simple addition to the system would allow managers/directors to view and manage stock as a group instantaneously, but it could also be adapted to give the ##### a selling tool that shows all ##### available within the group with specification, info and prices etc. This would hopefully enable the branches to start selling as a group, and it should absorb some of the resistance to making ##### available to other branches if they can see the benefits of another 2000 ##### adding to their ##### Stock List.

### **2.3 Establish an Owner of the websites within the group.**

Currently nobody manages, controls, or really has much knowledge of the websites the group control. ##### he then just passed the buck to the IT manager who immediately put it on the bottom of his list as he’s got a list of daily task to keep the group operating day to day and doesn’t give much priority to what he perceives is a Marketing Issue. The bottom line is nothing gets done.

##### would be my ideal choice for this role. ##### very keen to make it work, ##### understands the technology and is interested by it..

### **2.4 New ##### Area.**

Needs totally restructuring to show the actual ##### available to buy from #####, currently there is no stock listed at all, just a set of “fake” pages with lots of links to nowhere and external URL’s. Google hates this kind of page masking to create the look of a bigger site when really there is no content.

The ##### need to be searchable from the home page, with a simple and advanced search facility, they also need to be able to be browsed by ##### etc to give the search engines lots of routes into “deep” area’s of the site.

Each ##### needs great detail giving to the presentation of imagery and information. I think this section needs to contain every possible piece of information and imagery available.

We can hide the bulk of this behind a members area to keep the traditional “Lead Generation” from brochure requests should this be required, but I’d recommend making as much information readily available without restriction.

## 2.5 ##### Section.

The route for Users and Search engines to Listing of new ##### is massively overly complicated, this click redundancy needs reducing, with a maximum of three clicks between the home page and full detailed listing of a #####.

The actual mechanics will should very similarly to the New Section.. With an improved search facility with a simple and advanced search option, and lots of routes for search engines allowing "Deep linking" into Pages containing ##### details.

There also needs to be the addition of a full description of the #####, and a lot more emphasis given to Search Terms.. ie "#####", "For Sale", and "Cheap #####" spring to mind. Non of which seem to be #### with any regularity throughout the websites.

The main system change to the ##### will be this removal of the "Branch" feel.. ##### will be viewable by location but the main emphasis will be on the ##### and "Where" the customer wants to view it, not its current location.

## 2.6 #####

##### however should be kept as and marketed as a separate entity and geared towards cornering the UK ##### market. This has a niche Search term advantage with a long established Keyword based domain name.. ie #####

It should still show all ##### stock available across the group, and like wise ##### stock should be available to the ##### website, but be more orientated to ##### based content and search terms.

It also needs the actual new and ##### stock displayed within it's on URL. ##### stock is currently displayed on #####

It needs to ##### for the ##### website to get any credit search term wise, but still needs to be administered from a central resource.

The ##### site has a very good look, and navigation structure, however it does still suffer from a few major search engine optimisation problems.

However these can be sorted out with hopefully very little pain. Removal of the Splash Page, Framesets and adding unique Search Term orientated content to listing pages will boost Search Engine rankings, Traffic, and as such enquires.

The current ##### Stock listing on the home page is exactly the kind of short path the ##### information that is needed on the ##### website. However because of the Frameset issue, this deep linking area totally misses the point by opening a new page and displaying the information in there..

### 3 Actions to be taken

#### 1 Restructure the main ##### Site

Restructure the site to have a more group feel, rather than sending the user off to the branch first. The home page should be replaced by a page similar to ##### with a Search facility added, replacing the "##### " area.

The page also needs some deep linking area's creating into the ##### listed. i.e. ##### need to be browsable by #####, and #####, and special offers need to be displayed on the home page, and New or ##### page respectively.

Below is a map of how this proposed re structuring would reduce the number of levels Google needs to travel down to get to the ##### information, and how all paths lead to the Details of each #####.



Implementing a interlocking navigation system like above reduces the number of levels Google needs to travel, to 1 click for Special Offers, with the bulk of the ##### available within 2 clicks, and all ##### available within 3, thus ensuring as high an importance rating as possible.

## **2 Develop Content Detail**

The site as a whole, and specifically the results, and browse pages need lots of ##### related keywords in them.. ideally these would be text links to other area's of the site, or customer testimonials/feedback all using terms such as #####, #####, quality, #####, sales. Etc etc..

The ##### Listings also need more details information relating to the product, the easiest implementation of this is a written description of each ##### using identified search terms as much as possible.

Manufacturers and suppliers ##### need to be queried as to what information they can provide electronically about each of their #####. This should include full specification, description, floor plans, photographs, and I should think videos would also be available.

## **3 Add Dynamic Content to Title and Description Tags.**

Adding the ##### to the title tags of each ##### listing, and using the ##### description when added to the pages Meta Description will perform 2 tasks.

It will make the site look like it has much more unique content, and as such make Google etc rate the site higher. Currently because each title tag and page description and the same for every ##### detail page, Google thinks that all these pages are pretty much the same and treats them as such.

Control code should also be moved below the closing </body> tag rather than above the opening <body> tag to reduce the number of lines of code Google has to wade through to get to Page Content.

## **4 Create a Marketing and Promotion Strategy**

High Traffic, high click rate, low competition search terms need identifying and deploying through out the site. Search term ranking within search engines needs tracking monthly and performance monitoring to ensure changes have a beneficial effect.

Pay Per Click advertising should be considered as the ##### market is currently not that heavily marketed on a pay per click basis, meaning it wont cost a fortune for decent listing, and as each ##### as such a high return upon a sale it should easily see a satisfactory ROI.

I'd suggest looking outside of the current development team for this ongoing promotion strategy. While the current site is technically very strong, there is really no thought given to how a Search Engine would see the site and as such I don't really think Search Engine marketing is really one of their strengths.

## **5. Assign Responsibility for the websites**

A team of people are needed to keep this website running at optimal performance. ##### Stock needs updating and administrating at Head Office, ##### stock needs to be administered at branch. Sales teams needs to be geared up for internet based enquires, and strategies in place handle these potential sales leads.

There is also need of someone to manage these roles, to make sure updates and enquires all dealt with promptly and fairly, and to ultimately be accountable for costs, problems, or more hopefully, unrivalled success.

##### whole section removed

## **6 Restructure #####**

Frameset needs removing and page elements replacing with a standard single page HTML structure. This is already in place ##### it just needs the frameset removing and the home page setting up.

The splash page needs removing

The site home page needs more “Deep Linking” into the new and ##### listings.

##### listings need to be shown on the main ##### URL ie ##### rather than as a sub area of the main ##### website.

The site also needs the following area’s performing on it as laid out earlier;

- Develop Content Detail
- Create Dynamic Meta Tags
- Create a marketing and promotion strategy

## **7 Produce a “#####” Sales Tool.**

The centralisation of all ##### sales stock offers the opportunity to give every ##### upto the minute information of what ##### stock is available throughout the group should a customer be looking for a specific #####

A Web based facility that allows ##### to quickly browse all sales stock and show the client photographs and videos of any suitable ##### to aide in securing a ##### of the ##### once brought to #####

Nearly all required information will be stored as part of the upgrade outlined above, but should also include some ##### only info such as ##### and other sensitive information.

## 4 Task List

Outlined below are a series of tasks that if implemented should resolve the current issues suffered by the ##### Internet strategies.

1 Establish Ownership & responsibility

#####  
#####

2 Establish what information can be gleaned electronically from suppliers, with the aim of publishing this quickly and easily for the new ##### section, and also what information can be added to the ##### currently shown.

3 Arrange Production Meeting with Developers to ;

- Add dynamic meta and Alt tags
- Restructure ##### navigation and search
- Restructure ##### Page construction
- Created ##### Sales tool.
- Present information available digitally from suppliers for creation of ##### section, and revision of the ##### info.

I'd recommend that I be present at this meeting, I will be able to easily establish with the developers what is required, and control costs as I can advise on what is "expensive" and what isn't.

4 Calculate cost of ownership of the ##### websites & establish a development and marketing budget.

#####

5 Engage a Search Engine optimisation company to create a search engine based marketing strategy.

#####

6 #####

7 Set review dates to progress success of this website strategy & its implementation.

I'd recommend I attend this review meeting to help assess the success of the campaign so far, and recommend any future opportunities.