



WEBSITE ASSESSMENT

Subject: Your Individual Website Assessment Includes comparison to June 2008 manufacturing study data
For: NAME of COMPANY for WEBSITENAME
Company: COMPANY

NOTE: The additional elements added in this report will be shown in bold, italicized, dark red text.

Assessment Overview

This assessment looks specifically at 23 important components tied to the effectiveness of your website marketing and this information is shown in the “**Results**” section. The original study performed in June 2008 is used as a baseline. **Any data from the original study is shown in bold dark red.** In addition to grading these critical components, a list of improvement recommendations was developed to assist you in determining what steps are needed to improve your website. The “**Improvement Recommendations**” and “**Other Comments**” sections follow this section with improvements and comments to improve your website.

An explanation of the importance of each element in the assessment is provided in the section titled “**Assessment Components Explained.**” Note that this assessment and the original study do not address all potential improvements. Multiple additional improvements can be discovered by looking at things like: Google Analytics visitor data, performing competitive analysis, or optimization with testing.

Improvement Recommendations for Your Website:

- Add ROBOTS.TXT and SITEMAP.XML files to the site to improve indexing by the major search engines.
- Create page titles that use <H1> or <H2> formatting which indicates that they are the highest level heading for the page. This is one of the most critical things search engines look for.
- Add Google Analytics to the website to help determine what visitors are interested in on your website and where they are coming from.
- The site uses tables excessively. Consider using Cascading Style Sheets (CSS) to make the website load more quickly and to make it easier for search engines to index content from your website.

- Begin using a different editor than FrontPage for the website. FrontPage is no longer supported by Microsoft and pages will not function properly and may be security risks. The contact us form is currently broken.
- Consider adding easily recognized navigation such as Products, What We Do, and Contact Us.
- Rework navigation so that it is easily understood by anyone and consistently in the same place.
- Develop contact forms that will pre-qualify leads and ensure that a larger percentage of people can contact you through your website. Using an e-mail address to have visitors contact you leads to spam e-mail and usually causes problems with the visitors computer.
- Create at least one page that aligns a popular keyword phrase people use to search. The page title, heading, text in the page, the keywords meta tag, and other meta tags should be aligned (themed) to the same phrase. This increases relevancy of the page to searches, which drives visitors to your website.
- Use CSS to improve load times and to improve the ability of search engines to index your content correctly.
- Begin an inbound link campaign to get other websites to link to your website. This is highly valued by search engines and can increase the number of visits to your website. Search engines and industrial directories are good places to start.
- Increase the amount of text on each page so that potential customers have more information to help them buy or consider your product.
- Replace PDFs with web pages to improve the browsing experience of potential customers and to help with search engine effectiveness. PDFs can be provided at the bottom of the web page with the text "Get a free printable PDF of this page."
- Switch from company internal focus to customer focus. Tell the customers what is valuable to them – product information, what is new, and what problems your product solves.
- Add calls to action like "Click here to request a quote", "Call now to order", or "Download our free selection guide now."
- Add your contact information to the top of every page as text. The contact information is currently a graphic and unreadable by search engines. You never know where in your website a person will decide to contact you or buy. Plus, the contact information (phone, fax, physical address) has been shown to significantly increase trust in the people looking at your website. Do not include an e-mail address at the top.
- Create additional pages dedicated to product lines or even individual products. This is critical to developing trust and eventually sales.
- The mission page does not speak directly of what the mission of the company is about. A mission statement does not necessarily sell product, but it can dramatically affect trust. Consider developing a strategic mission statement that aligns with your values.

Other Comments to Consider:

- Copyright 2006 shows that the website has not had significant updates in a long time. This hurts credibility with potential customers and search engines.
- Having the site hosted at a small local Internet Service Provider is probably a source of website outages when the site cannot be accessed by potential customers.
- The animation has no relevance to the products sold and may drive customers away because it relaunches every time the Home page is accessed.
- The scroll text is more difficult to read and has been considered bad design for over a decade.
- The strategic approach of the website is to describe capability and equipment. Most buyers cannot connect type of equipment with the products that might be available.
- Mentioning the total number of ~~CERTIFICATION~~ certified companies in ~~STATE~~ will tend to increase competition and lead to potential clients to seek out quotes from all certified companies.
- At least 3 different logo versions exist on the same site which reduces recognition and prevents the customer from a feeling of consistency that leads to trust.
- There are multiple links to external pages without any notification that it is external. This can negatively affect trust and it also removes the visitors from your website.

Your Company Results

1. Use of <H1> Headings Format: No

26% of the companies participating in the June 2008 study effectively use the H1 tag.

2. Meta Theme Use: No

Only 7% in the study used a Meta theme effectively.

3. CSS Formatting Use: No

More than half (51%) are using Cascading Style Sheets to effectively display their website.

4. Effective Keyword Use: None used

No single company in the study used keywords to their full potential. A good use of keywords would include 1 to 3 keyword phrases per page with the keyword Meta tag, content, page title, <H1> heading, and image alt tags aligned to the selected keyword phrase.

5. Pages Indexed By Google: 90%

On average, 71% of the pages of a company were indexed by Google with a median of 80%, a low of 0%, and a high of 100%.

6. Pages Indexed By Yahoo: 10%

On average, 62% of the pages of a company were indexed by Yahoo with a median of 80%, a low of 0%, and a high of 100%.

7. Pages Indexed By MSN: 100%

On average, only 41% of the pages of a company were indexed by MSN with a median of 35%, a low of 0%, and a high of 100%.

MSN's limited performance may be tied to limitations on how they spider websites (find pages by looking at internal links) or possibly a less structured approach to using SITEMAP.XML files to index pages. They may also just be selective with what they choose to include in their index.

8. ROBOTS.TXT File Present: No

Only 33% of companies are effectively using ROBOTS.TXT, which is needed before some search engines try to index web pages.

9. SITEMAP.XML File Present: No

Only 12% are using SITEMAP.XML effectively.

10. Inbound Links: 1, not a correct link. It calls Airtech an instrumentation company.

The average number of inbound links is 8. Most companies only have 1 inbound link. One company had 187 inbound links.

11. Effective Navigation: No, it varies and changes places. It is broken for newer high resolution screens.

A majority of the websites (65%) have effective navigation.

12. Significant Amount of User Readable Text Present: No

44% of the companies have a limited amount of readable text. A limited amount of readable text reduces the ability to be found through searches.

13. Text is Used Instead of Flash: Yes

Only 7% were using excessive Flash animation which can be detrimental to a website.

14. Contact Forms Present: Broken - FrontPage extensions are no longer supported by Microsoft.

Less than half of the companies (42%) were using contact forms effectively to interact with customers and potential sales leads.

15. Products or Services Described: No, machinery is described.

A good description of products or services was present in 56% of websites.

16. Large Amount of PDF Use (**negative**): Yes, when compared to the lack of page text.

Only 5% were using PDF in an excessive way that could reduce website usability.

17. Internal Focus (**negative**): Yes, focus is on machines present instead of products produced.

Approximately one in three companies (35%) had focused on company information rather than focusing on the needs of the customer.

18. Use of Frames (**negative**): No

Only 2% of the companies studied were using frames that damage credibility and greatly reduce the potential of being located online.

19. Website is FrontPage Based (**negative**): YES - this is a serious problem.

Nearly all companies (84%) are using something other than FrontPage to develop their websites.

20. Calls to Action Present: No

About one in four companies (26%) are actively engaging customers through calls to action.

21. Overt Benefit Described: No

Only 12% of the companies describe the overt benefit of their products to help customers understand how their company can be helpful.

22. Contact Information at the Top: No

Only 14% of the companies had contact information at the top of each page to drive sales and increase trust.

23. Google Analytics Present: No

Only 16% of the companies in the study used the free Google Analytics service to look at how their site is performing.

Assessment Components Explained

Component	Best Result To Get In Assessment	Importance
1. Use of <H1> Headings Format	YES	The H1 heading is considered highly important to search engines because it is used to describe the central concept of a page. If it is not present, the search engine has to guess what the page is about
2. Meta Theme Use	YES	A meta theme is a consistent page focus on a specific keyword phrase. If you have a meta theme, it will tend to move your website page higher in the search engine rankings which will increase the number of qualified visits to your web page. A meta theme aligns page title, the H1 heading, readable content, and even file names around a single keyword phrase.

Component	Best Result To Get In Assessment	Importance
3. CSS Formatting Use	YES	CSS, or Cascading Style Sheets, is a shortcut for setting the format of pages in an entire website by only changing a single file. As an example, the CSS file may say that H1 should be Bold, Red, and Italicized. Instead of having to change 100s of pages manually, changing the CSS file would update every format that has the H1 format tag.
4. Effective Keyword Use	YES	A keyword phrase should be the focus of a page. "Effective Use" means that a single keyword phrase is defined for a page and all elements on that page are aligned with that single keyword phrase.
5. Pages Indexed By Google	100%	Google receives about 70% of the searches in the U.S. If your pages are not indexed, that means the search engines do not know they exist. Search engines cannot list your non-indexed pages in search results.
6. Pages Indexed By Yahoo	100%	Yahoo receives about 20% of the searches in the U.S.
7. Pages Indexed By MSN	100%	MSN (or Live.com) receives about 10% of the searches in the U.S.
8. ROBOTS.TXT File Present	YES	This file tells search bots that analyze your site what locations are OK to search. Some search engines will not look at your website until this file exists.
9. SITEMAP.XML File Present	YES	This file tells the search engines what pages exist in your site and using it tends to improve the number of pages that are visible to the search engines.
10. Inbound Links	YES	Inbound links are the links to your website that others have shown in their website. You can think of inbound links as votes that say your site is valuable. As you increase the number of good quality inbound links, your site will tend to receive additional visitors.
11. Effective Navigation	YES	One of the top reasons visitors get frustrated with a website and leave is lack of good navigation. It should be easy for visitors to move around and find what is needed.
12. Significant Amount of User Readable Text Present	YES	People (and search engines) are searching for information. Good readable text is critical to the success of most websites. Search engines and many people will not value images as much as text in most cases.
13. Text is Used Instead of Flash	YES	Flash animation can be overused and is not read by search engines. Text is preferred when communicating simple information.

Component	Best Result To Get In Assessment	Importance
14. Contact Forms Present	YES	The most important reasons to use a contact form instead of a linked e-mail are that it pre-qualifies sales leads and makes the action easier for the user to complete. Using a linked e-mail address increases spam e-mail. Plus, many users have not properly configured their computers to launch their preferred e-mail program when a linked e-mail address is clicked.
15. Products or Services Described	YES	The primary reason to develop a business website is to sell products and services, not promote how wonderful a business might be. Unfortunately, companies often communicate their internal strengths instead of product or service information. Visitors usually are seeking product or service information.
16. Large Amount of PDF Use (negative)	NO	Using PDF files as part of the browsable part of a website causes users to become frustrated with the pause time to launch Acrobat Reader and the extra effort required to get back to the main web browser. PDF files are still valuable for printing with good formatting.
17. Internal Focus (negative)	NO	Potential customers are interested in what you can do for them. They are not interested in your internal information: vision statements, quality perception, or biographies of executives. Internal information can be provided on the website; it just should not be the first thing visitors see.
18. Use of Frames (negative)	NO	Frames are difficult for people and search engines to use effectively and are now considered obsolete. This is a serious problem for a website to have.
19. Website is FrontPage Based (negative)	NO	Microsoft FrontPage extensions are no longer supported by Microsoft as of 2008. Also, there are multiple issues with FrontPage that prevent it from being considered a good design platform.
20. Calls to Action Present	YES	If you ask your visitors to click, read, or call, they will tend to do those actions more often. Calls to action can be one of the most powerful sales methods available to your website.
21. Overt Benefit Described	YES	An overt benefit is a benefit customers enjoy, stated in an obvious way. Overt Benefit, Real Reason to Believe, and Dramatic Difference are 3 elements used by our organization's Eureka Winning Ways growth coaches to help increase sales and develop new product lines. See http://tinyurl.com/45TRGB to determine if this might be helpful to your organization.

Component	Best Result To Get In Assessment	Importance
22. Contact Information at the Top	YES	Having your physical address and phone number at the top of every page has been shown to increase trust in your website. The contact information also captures more sales leads than burying the information on a Contact Us page.
23. Google Analytics Present	YES	If you cannot see what visitors like, you cannot make strategic decisions for improvement. Google Analytics is free and it provides number of visitors, source of visits (type in visits, search engine visits, etc), geographic location of visitors, and much more.

END OF ASSESSMENT

[MarketingForManufacturing.com SERVICES](http://MarketingForManufacturing.com) (click to go to website for newest listings)

This is a list of our most frequently requested services. Depending on your needs, we can develop a custom offering that best meets the improvement needs of your organization.

Web Marketing Strategy Improvement Session

We discuss your goals and ideas about a revised or new website. As the discussion progresses with your team, suggestions are made to maximize your return on investment and to reduce costs and hassle. A follow-up report is provided with recommended improvements with step-by-step instructions. Typical meeting participants can include executives, marketing personnel, IT personnel, and your website developer. Some of the most recent benefits that companies have received in these sessions include:

- Avoidance of a marketing method that would get their website blacklisted and eliminate nearly all possibility of getting new sales leads.
- Dramatic reduction in planned development costs.
- Elimination of non-effective advertising costs while increasing revenue impact. Annual savings have been between \$3,000 and \$40,000.
- Substitution of free marketing methods that outperform high priced methods.
- One minor change brought 3-10 online sales leads per week after years of having no online sales leads.
- Addition of quick easy changes that dramatically increase sales leads.
- Some websites only are visible for 20-40% of their pages. We provided a quick approach that increased visibility to 100% for major search engines.
- Shift advertising budgets to higher performing methods with improved tracking on what works and what doesn't.
- One change that reduced abandonment rate from 90% down to 30% – an increase of visitor traffic by 700%.

Competitive Website Marketing Assessment

The client's website is assessed in detail and compared against 3 competitors selected by the client. The full assessment contains over 50 pages of recommendations and analysis that provides useful information in several technical and strategic areas. The assessment can be used to strategically position the company and improve business performance. Several companies use the assessment as an implementation outline when working with their website developer.

Domain Name Research and Selection

A new website or redesign provides the opportunity to establish a strong domain name (website name). Keyword research and the company's product information are inputs for the research. This process gives you four highly qualified domain names to consider that address three (3) core requirements of a good domain name: 1) Memorable, 2) Keyword based, 3) Aligned to your business. A bad domain name will

reduce visits, drive traffic to competitors' websites, and increase customer frustration. A well researched domain will drive search based traffic and type-in visits for more qualified sales leads.

Google Adwords Campaign Development (Pay Per Click Advertising)

Setup of multiple keywords in a Google Adwords account to increase qualified sales leads. The Adwords campaign will be tied into Google Analytics to track effectiveness. Note that continual management of the campaign is not a part of this project. All pay-per-click (PPC) fees are the responsibility of the client. This service can be combined with Google Analytics Setup and Keyword Research Development services for improved performance. A Google Adwords campaign budget can be as low as \$31 per month and still provide useful marketing intelligence and sales leads.

Google Analytics Setup

Setup Google Analytics on a website so that company representatives can track visits, geographic source of visitors, popular pages, keywords used for searching, and more. A training overview and recommended techniques are included. This is highly recommended for companies that want to know if their website or most recent update is effective or not. It should be the first step taken in any website development or redesign to track results.

Inbound Link Development

This service submits the client's website to multiple search engines and uses other methods to improve inbound links that tend to increase the number of visitors to your site and the number of sales leads generated. The company website will be configured for Google Webmaster Central, Live.com (MSN) Webmaster Center, and Yahoo Site Explorer to ensure that all web pages are properly indexed and major search engines can direct search results to the company's web pages. The manufacturer's website will also be submitted to industrial directories and localized search engine components to drive sales leads.

Keyword Research Development

This service determines optimum keywords to use for improving sales performance tied to increases in qualified visitors to your website. The keywords are developed by looking at the number of searches for the keyword, how much competition there is for the keyword, and how well the keyword aligns to the products and services in your business. The keywords can then be used to optimize the website for improved search engine visibility and increased visits. Website page updates are not included as part of this service but can be added at the client's request.

Sales Conversion Improvements Development

This service looks at your website and suggests changes that can be implemented quickly to increase your potential for online sales leads. Examples of the changes include adding targeted Calls To Action, rewriting of page titles, form development methodology for gathering sales leads, improvements in contact information presentation, and more.

Website Marketing Assessment

The Website Marketing Assessment looks at a company's website configuration for 23 critical website marketing elements. Company performance is compared to numbers from the 2008 study of Arkansas manufacturers' website marketing techniques. Company specific recommendations and comments for the website are included to allow companies to quickly begin improving their website. This is highly recommended for companies considering a website redesign or new site content.

Website Marketing Development

This can be revision of an existing website or a completely new website. A revision project restructures the website completely with improvements made to improve website visibility, improve sales techniques, and improve sales leads. A new website project builds an optimized site from the ground up that is designed to gather sales leads and get your website in front of the customers that are looking for your product.

If you have more specific needs or just have some questions, [contact us](#) to discuss how we might help. The discussion is free and you may get some great tips to start improving your site today!

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Google Analytics

This course shows companies how to use Google Analytics to see how their website is performing. Beginning through advanced Google Analytics techniques will be taught throughout the course. You will also see multiple examples on how companies have used the information to help make highly informed strategic marketing decisions that increased sales.

Google Analytics Applied: Learn How to Improve Sales Leads with Google Analytics

Google Analytics is a free tool that allows you to gather marketing intelligence. Recognizing where this marketing intelligence is located and knowing how to best use it can be very valuable. Companies have used the information to change product offerings, locate new offices, setup new sales representatives, modify pricing, and change how products are described to increase sales conversions.

Website Marketing to Improve Sales Leads

This 8-hour course is offered once or twice per year. The course covers Search Engine Optimization, HTML improvements, how search engines work, strategic improvement planning, technical specifications for optimizing content, how to perform keyword research, free online tools, most common web marketing mistakes, and more. All registered companies receive a free website assessment (\$250 value).

Using the Web to Drive Sales Leads

This 2.5 hour overview of website marketing techniques is designed to demonstrate how the Internet can be used to drive sales leads and improve business performance. This course is very popular with Chambers of Commerce. Multiple useful tips and references are provided throughout the course. One or two companies will be randomly selected to receive a free Website Marketing Assessment or a free marketing discussion visit.

Are You Growing Your Business with Blogging and Social Media? Your Competitors Might Be.

Find out why Facebook, blogging, and Twitter are being examined by all types of companies. We will look at which methods provide the best results for your needs. Class discussion will provide you recommendations that apply to your company specifically. In some cases, use of social media can dramatically increase sales leads and visibility without consuming all of your time.

7 Easy-to-Follow Steps for Boosting Online Manufacturing Sales Leads

Looking for the steps to improve your online sales leads? This course provides detailed steps on how you can improve your sales leads through improvements that provide the best possibility of increasing online sales leads.

If you have more specific needs or would like to schedule a class, [contact us](#) to discuss how we might help. The discussion is free and you may get some great tips to start improving your site today!

Website Marketing by Joe McCoy (MarketingForManufacturing.com)

Website assessments and the study were performed by [Joe McCoy](#). For assistance in increasing manufacturing leads & sales using website marketing, contact him directly at Joe@BestProgress.com or (479) 719-1580.

Joe McCoy graduated with a mechanical engineering degree before obtaining masters degrees in business administration and information systems. He has been working with websites since 1994 and started business consulting in 1991. His current work focuses on maximizing manufacturers' online sales leads through website marketing techniques, optimizing business processes, and improving information technology (IT) systems. He is the only registered member of SEMPO (Search Engine Marketing Professional Organization) in Arkansas and the only Yahoo! Search Engine Marketing Ambassador in the state. He is currently working on projects with non-profit Manufacturing Extension Partnerships to improve sales leads for U.S. manufacturers by improving their website marketing strategy.

