



Web Site Review for: [www.yoursite.com](http://www.yoursite.com)

Date of Review: 08/22/07

5

Yoursite.com received a grade of 5 because a **serious overhaul in all categories** needs to be made in order to obtain optimal performance. See **Site Grade** for detail explanations.

#### Grades of Individual Sections

1	Search Engine Optimization
2	Code Structure
1	Site Design
1	Site Usability

**Executive Summary:** OpenVision has reviewed the [yoursite.com](http://www.yoursite.com) site and determined that it needs significant modification. Below is an outline of areas we recommend modifying to help the site perform at its optimal level.

- **SEO:**
  - Title meta tags do not use *targeted* Keyword Phrases (KWP)
  - Keyword meta tags are “stuffed” (words included in tag are not used in body) and rarely use *targeted* KWP
  - Description meta tag does not (rarely) use KWP
  - Images do not have Alt Tag description
  - Overall lack of keyword strategy and/or utilization of targeted KWP
  - Targeted KWP rarely utilized as Anchor Text Links
  - Pages can't be optimized for search engines because there isn't enough content to optimize.
  - No site map.
- **Code Structure:** With a small number of web pages and very little content, there is very little code. From an optimization perspective, this isn't much of a factor good or bad. However, where we are a little confused how [www.yoursite.com](http://www.yoursite.com) and [www.yourothersite.com](http://www.yourothersite.com) factor into the overall site design?
- **Site Design:** The site design, while informative, does little to facilitate or encourage room reservation and overuse of animation is distracting. The question to be asking is “Does the design of the funnel the user to finding the room he/she is looking for and reserving it”? Currently the answer is a resounding “No”. Subsequently, we feel an Online Booking Engine (OBE) could greatly increase RevPOV (Revenue Per Online Visit), i.e., reservations. Layout area is too small and does not maximize for greater screen standards (1024x768 ppi or better for over 85% of internet users). Finally, we suggest combining [www.yoursite.com](http://www.yoursite.com), [www.youresecondsite.com](http://www.youresecondsite.com) and [www.yourothersite.com](http://www.yourothersite.com) into one web site instead of three independent sites.
- **Site Usability:** The site needs an Online Booking Engine (OBE) that allows site visitors to see real time availability; one that is able to sell a room or package and confirm the sale NOW, whilst the user is in the mood to book. Additionally, basic advertising methodology states that people prefer black (dark) print on a white (light) background; we suggest a softer, more traditional (dark print on a light background) color scheme. Navigation needs to be adequate, but never take the visitor away from the site itself (example: Cottages).

## About This Report:

The OpenVision web site review process consists of an analysis of four distinct categories. Each category helps to compare and contrast the effectiveness of the web site.

## Site Grade:

Each site is graded on a 20-point scale so that areas of improvement can be identified. Each category is graded on a scale of 1-5. The total of all categories are combined to give the final score.

Review Categories	
<ul style="list-style-type: none"><li>• <b>Search Engine Optimization:</b> Being listed on search engines is vital to the success of every web site. SEO is the practice of using various techniques to rank higher among the search engine results. The more people that can find your product or service, the more business you could have</li><li>• <b>Code Structure:</b> The structure in which a site is built will impact the effectiveness of the site's performance. Good code structure will allow for optimal SEO and web accessibility.</li><li>• <b>Site Design:</b> Site aesthetics also play an important role in turning visitors into customers. The use of color and arrangement of elements have the ability to strengthen the overall value of a site.</li><li>• <b>Site Usability:</b> Serving the needs of your visitors is the highest priority. Visitors need to be able to quickly and easily find information they are seeking and perform tasks if applicable.</li></ul>	
	<b>16-20 (blue) requires very minor changes to enhance current site performance.</b>
	<b>11-15 (green) requires light to moderate modifications to the site.</b>
	<b>6-10 (yellow) requires a partial or total site redesign.</b>
	<b>1-5 (red) requires a serious overhaul in all categories. This will most likely imply a total site redesign and a complete SEO analysis.</b>

**Note:** The information contained in the web site review provides important recommendations for improving web site performance in terms of usability and search engine optimization (SEO). It should not be considered a comprehensive review of the site and its marketing position. In many cases, once SEO begins for the site, new issues can be uncovered that OpenVision would recommend addressing concerning the marketing of the web site design.

## Definitions of Report Terms

**Accessibility** – Accessibility on the Web means building a site that everyone is able to access, regardless of one's level of physical or mental ability.

**Alt tag** – The “alternative” text that the browser (Internet Explorer, Firefox, others) displays when the surfer does not want to or cannot see the pictures present in a web page. Using alt tags containing keywords can improve the search engine ranking of the page for those keywords. You can see an example of this sometimes when you hover your mouse over a picture and there is a title that appears describing the picture.

**Doctype** – Specifies the HTML version used in the document (site).

**Meta tags** – Meta tags are lines of HTML code embedded into web pages. Meta tags are used by search engines to initially understand what your web page is about. Meta tags need to be present and unique for every page of your site. The standard ones are the keyword meta tag, description meta tag and title tag. These meta tags are sometimes just called either “metas” or “tags.”

**Search Engine Optimization** – Using different techniques to enable your site to appear higher in a list of search engine results.

**Spiders** – Every search engine uses automated software agents called spiders (also called crawlers, robots or bots). The spiders constantly “crawl” the Web to find content and index sites in the appropriate way. Spiders need to be able to visit a

site, navigate it fully, determine what the site is about and then index it along with billions of other web pages out there. Spiders must also be able to follow links.

**Usability** – Refers to the way a visitor can find information and perform basic tasks on a site. Good usability (often this means navigation) gives a higher quality of user experience, and this can often translate to better conversions.

**Valid HTML** - All browsers know how to deal with correct HTML. However, if it is incorrect, the browser has to repair the document, and since not all browsers repair documents in the same way, this introduces differences, so that your document may look and work differently on different browsers.