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Uncommon Paws

Site Content Audit Report

December 13, 2021, Linda Beauty Marks

Introduction

This report reflects a page-by-page review of your website www.uncommonpaws.com.

My review is based on your site's current content to attract and retain prospects who are considering Uncommon Paws as their best choice for unique pet supplies, treats, and related services. Does the site reflect your brand promises, value proposition and key differentiators from other similar companies?

Messages and Keywords

I evaluated how messages and keywords support your marketing goals by looking at the **5 Cs of Content That Works™**. This helped me to determine whether your site is **clear, customer focused, competitive, conversion-optimized, and consistent**. Here are the two main areas to accomplish that task.

1. Whether or not prospects and customers can find your site in search engines, particularly with local searches in Maine. And if so, are your messages relevant when you appear in rankings?
2. Whether or not prospects and customers can quickly answer these key questions from your site:
 - What exactly is Uncommon Paws?
 - What main promise does this company offer me?
 - What kinds of products, services, and assistance is available?
 - How is Uncommon Paws unique, offering me the best options for my pet needs?
 - How do I learn more, make purchases, or contact Uncommon Paws with questions?

User-friendliness (Ease of use and navigation)

I measured each page against a 21-point usability checklist. I have briefly touched upon my findings just below. My report will be more extensive with comments and recommendations.

Overall Site Findings: Positives

- Your site looks appealing and has a clean overall look with bright images and colors.
- Your navigation bar is appropriately located across the top of the site.
- Your site offers unique Maine-made pet products that can't be found elsewhere which sets you apart.

Overall Site Findings: Opportunities

Throughout the site I found missed opportunities to optimize the content for visitors and search engines. Specifically, you need your local address (Portland, Maine), phone number, and a clickable email address easily accessible. This will increase your ranking for local website searches. It will also improve the users experience so they'll be able to contact you for further assistance.

This report will go into the specifics of my findings. Thank you for the opportunity to audit your website so that I can help your business to grow.

Linda Beauty Marks

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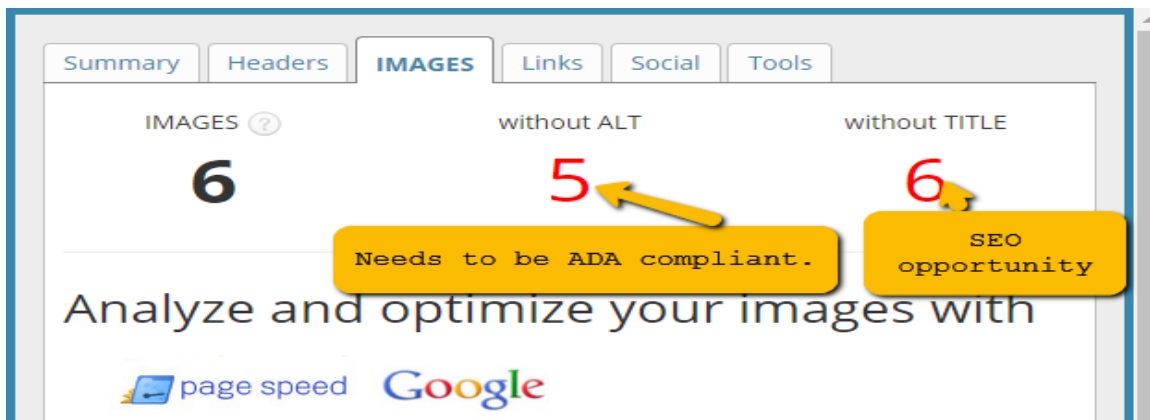
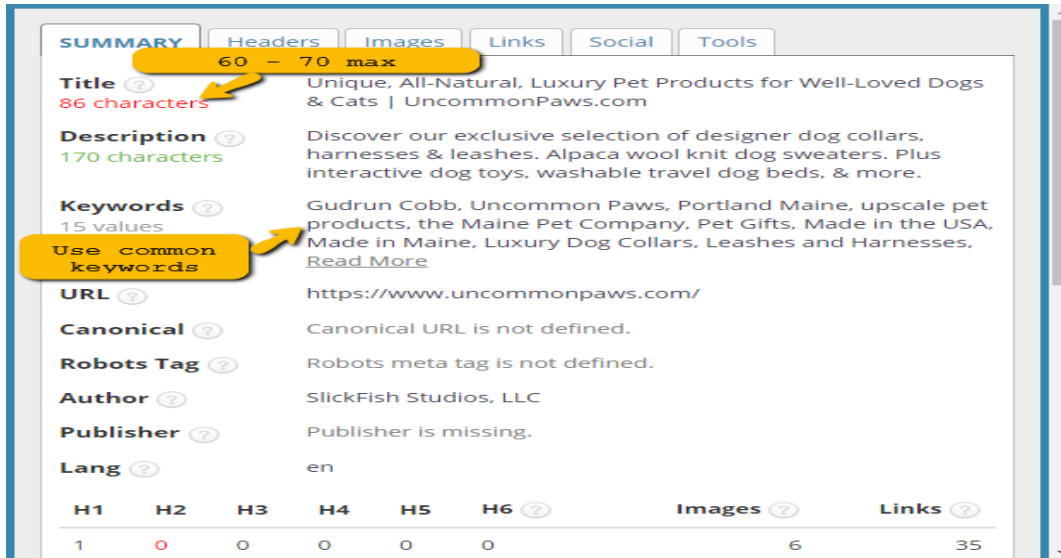
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Home page findings include:

1. The home page can be better optimized for visitors and search engines. Here are several opportunities to improve that:
 - Your name, address, and phone number should be displayed in the top right corner of every page and on the footer with a clickable email address. This will boost your local search engine rankings.
 - Core message should be above the fold and contain the **5 c's of Content that Works™** *as mentioned in the messages and keyword section*. It should also be mobile responsive and friendly so that the core message is clearly visible on any mobile device (above the fold).
 - There needs to be a customer-focused, keyword rich headline just below the navigation bar.
 - Add more content that addresses the **5 c's of Content that Works™**. This will keep them on the website long enough to make a purchase. They'll learn more about your company and the benefits of purchasing your products.
 - The products on here need visible captions, explanations, and instructions on what to do next (call to action). This will give them the confidence to find what they need and successfully make a purchase.
 - There should be a footer on every page that includes company name, physical address, phone number, clickable email address, and a clickable Privacy Policy to enhance the legitimacy of your website.
 - For your most popular searches, add an optimized link using relevant key phrases that'll boost search engine results. The "Toys", "Food & Treats" links are broken.



2. There are a few things that will help boost your rankings in the search engines.
 - Use your physical location in the Title Tag so that customers can easily find you (60-70 characters max). Concise customer-focused sentences.
 - Expand use of common search keywords so that customers can easily find what they're looking for.
 - Use Alt Tags to comply with ADA guidelines.



Why is the meta data text important?

First, this content is used by search engines to return the most relevant results for every search query. So, if someone is looking for a “pet supply store in Portland, Maine,” your site will look relevant and rank well — but only if those keywords are included in your actual pages and your meta data.

Second, Google often displays the page title and meta description in its search results. So, if your meta description is an inviting, benefit-focused message, a prospect’s more likely to click the link to your site.

NOTE: These enhancements apply to every page of your site.

I will revise the meta data for every main page of your site, plus other pages as determined. First, we need to determine the best local search keywords for each page. It could be any of the following: state name, state abbreviation, town names, ZIP codes, and/or area codes.

Sub-page findings include: The pages for About, Shop, Customer Service, and Pet Tips

- Overall, these pages do not reflect the 5 Cs of Content That Works™ in that they are not Clear, Customer-focused, Competitive, Conversion-Optimized, or Consistent.
- They don’t contain a customer-focused headline.
- There needs to be more emphasis as to why your store is better/unique and how that benefits them.
- You don’t ask for the sale or entice the visitor to make a purchase. No CTA (call to action).

- The physical location of the store is not obvious. It's buried in the About Page.
- The website doesn't have a consistent tone/voice or appearance.

About Page findings include:

- There are "Two" About Pages. One located on the Home Page and the other on Shop Page.
- Combine the information but place emphasis on what's in it for the customer.
- Share about the physical store (work ethic and customer service), how your product is unique for dogs and cats, and how that benefits them.

Shop Page findings include:

- Always make your visitors aware that they're being taken to another page. Or streamline the pages to have the same look and feel.
- Group the categories in a user-friendly format for easy selection and purchase.
- Need a seamless navigation system like hyperlinks in addition to navigational buttons.
- Need captions with a brief explanation and a call to action, example;"order collars here" button.
- Always be sure to use Alt Tags for ADA compliance.
- More copy is needed to describe the products and their benefits.
- Use real customer models for your products. Can offer an incentive to those willing to participate with modeling to demonstrate your goods/services.

Customer Service Page findings include:

- There are "Two" Customer Service Pages: one listed on the home page that leads to a boiler plate contact page with no copy, explanation, or call to action. And the other one on the bottom of that contact page that only explains about how to place an order. Consider having an instructional page for ordering purposes.
- The Customer Service Page should include a written version of what you say to customers coming into your store. A video of you sharing that same message would be a nice touch. Consider a Chat-Bot for immediate customer service needs.
- Give useful directions to your visitors on how to find things and what to do with a specific call to action.
- Make them aware of where to find the specials, discounts, coupons, etcetera.
- Make recommendations for gifts, first-time buyers, or first-time pet owners.

Pet Tips Page Findings:

- There's a variety of good information on this page. Too much variety can be overwhelming.
- The current readability score (F.K. score of 10 -12 grade level) is high. Seventh grade and lower are the best practice for easy reading and understanding the information.
- Consider turning this into a monthly blog. Give visitors the ability to post questions or comments. This will increase visits to your site and keep visitors engaged with your content.
- You can also feature recommendations for each stage of a pet's life as part of your blog or weekly tips.

Competitive Sites — Overall Findings:

These are the common keywords and key phrases I used to find three of your top competitors:

Pet supply Portland, Maine	Made in the USA pet products, Portland, Maine	Dog leashes Portland, Maine	Dog collars Portland, Maine	Unique pet clothes Portland, Maine	Unique pet products Portland, Maine
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This is how your company ranked with these keywords and key phrases in comparison with all your competitors:

#10	#1	#1	#1	#1	#1
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This is how I graded your competitor's Home Pages A – F based on the 5 Cs of Content That Works™ Clear, Customer Focused, Competitive, Conversion Optimized, Consistent:

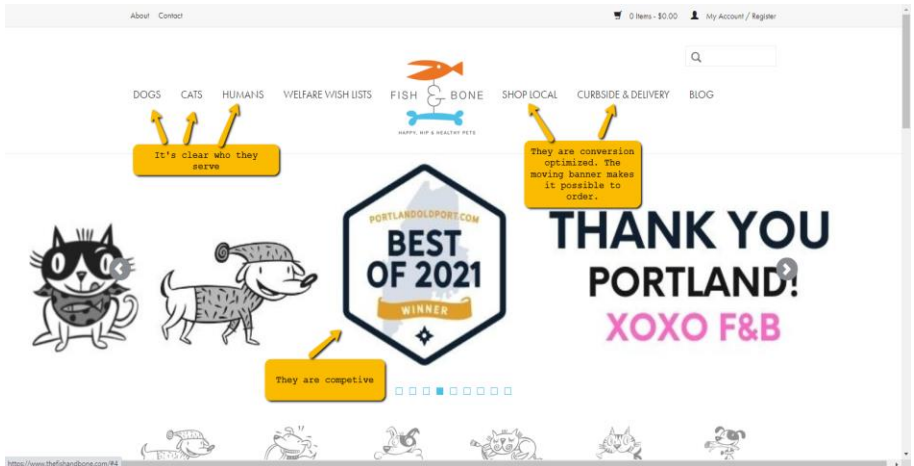
Clear (in 8 secs): What the company does? Why it offers the best solution? How to find..What to do...if local: name, address, phone? readable?

Customer Focused: Speaks to prospect? Instantly solves a need. Shows the way to success. Who's the prospect? What's the mission? Appropriate communication?

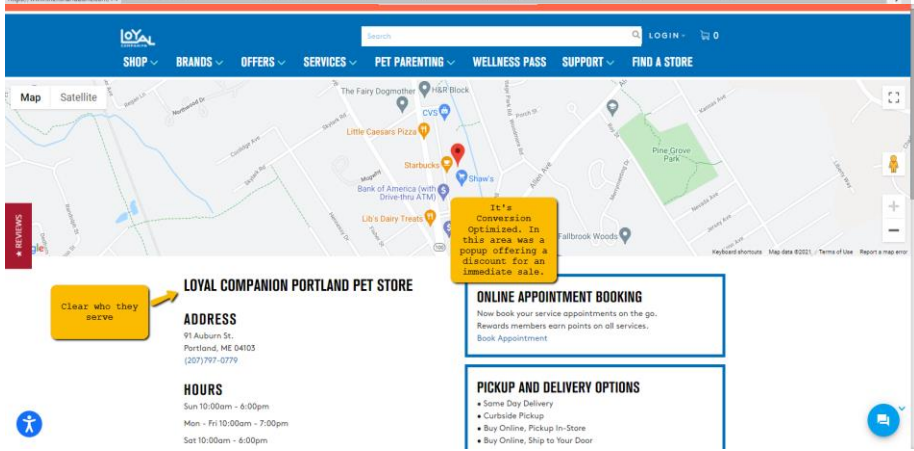
Competitive: search results or descriptions. Why us? Copy sets client apart from competition. Best solution. Invitation to act.

Conversion Optimized: reason to act, to DO something. Appealing and clear. Free trial/account, e-newsletter, etc. Obvious Call to Action button/link.

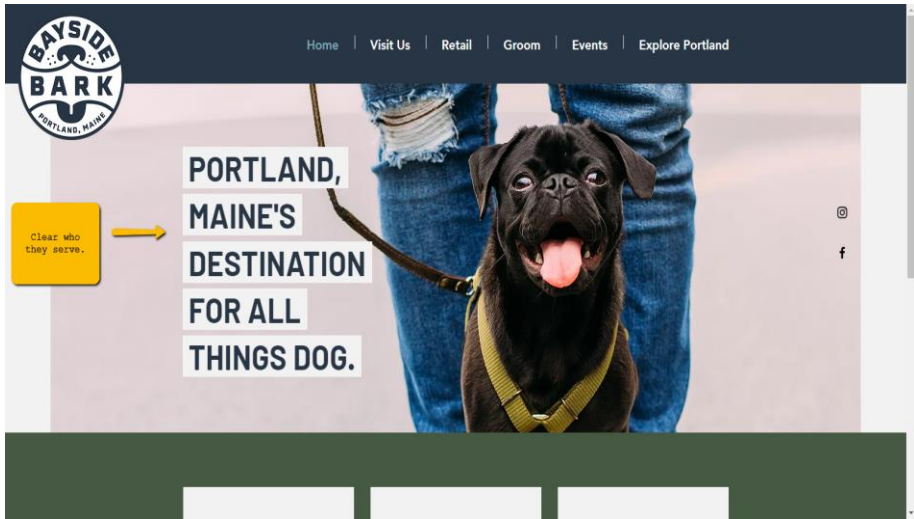
Consistent: copy voice. Content flow. Look and feel. Navigation.



Fish & Bone was graded with a "C". They had only 3 of the 5 C's: Clear, Competitive, and Conversion Optimized.



Loyal Companion was graded with a "D". They only had 2 of the 5 C's: Clear and Conversion Optimized. They have a popup that offers a discount for an immediate sale.



Bayside Bark was graded with a "F". They only had 1 of the 5C's, Clear.

21-Point Checklist: How Your Website Performed

Criteria and Descriptions	Yes	No	Sort of	Notes
1. Mobile-responsive				
<i>It must be mobile-responsive, meeting prospects where they're looking!</i>				
<i>Google penalizes websites that aren't adaptable to smartphones and tablets</i>				
Short headlines for best readability on mobile		X		Opportunities: switch to mobile responsive and mobile friendly platform with core message above the fold.
Has the most important information first		X		
Follows the other rules of appealing, inviting content with calls-to-action		X		
2. Site Identity - Where am I / what is this?				
Company name, logo			X	Add local address.
Customer-focused tagline		X		What's in it for them
Headline identifying what's there for the visitor		X		Include dogs and "cats"
3. Company Information - Who is the company? People do business with people; build trust.				
About us: what it means to the visitor			X	Opportunities: There are two "About Us" pages. Combine the pages. Elaborate on the one that's more benefit focused for customers. Mention physical location. Footer needs to be written to enhance legitimacy. Include all of the recommendations listed to the left.
Contact information (not just a boilerplate form)			X	
Footer to enhance legitimacy:				
Company name		X		
Physical address		X		
Phone		X		
Live link to email		X		
Privacy Policy link		X		
4. Content Strength: Clear				
<i>When visitors arrive at the site, they glance in seconds ... deciding whether or not to stick around.</i>				
What the company does		X		Opportunities: Indicate clearly that unique dog "and cat" products are sold here. Explain why you're the best choice. Update current mission statement and offerings. Need instructions on how to find things and what to do next. Above the fold for all of this.
Why it offers the best solution		X		
How to find ...		X		
What to do		X		
The most critical page elements should be visible "above the fold" - the first screen visitors see (laptop, tablet)		X		
5. Content strength: Customer-focused				
<i>Remember ... People are on a mission when they go online. They're often searching for answers, solutions</i>				
Uses WIIFM-focused language that explains the unique benefits of your products and services			X	Opportunities: Write more benefit focused copy. Explain how you solve their needs. Address the customer by "you" consistently.
Explains how you solve their needs with appealing persuasive copy			X	
Speaks to one visitor at a time			X	
6. Content Strength: Competitive				
<i>The content offers reasons to choose THIS company / product / solution over other options</i>				
Makes the reasons obvious from the get-go		X		Opportunity: Place above the fold on homepage and why it's better.

Criteria and Descriptions

Yes

No

**Sort
of**

Notes

7. Content Strength: Enough copy

Gives visitors enough information to understand what you do, how you solve a need.

Also helps search engines identify your pages as having enough information to help the searcher on Google.

How much is too much? Whatever it takes to guide visitors to action.

Has 500-600 words at a minimum per page		X		Opportunities: Write more relevant content to engage visitors and keep them on your site longer.
Includes a blog		X		
Includes an FAQ page		X		

8. Content strength: Easy to scan, absorb

Content is formatted in a flow and hierarchy that guides reader along.

Has relevant, solution-focused headlines (avoids Welcome or labels)		X		Opportunities: Need solution-focused copy. Home Page F.K. score a little over 7. About Page and Shop Page had F.K. scores lower than 7 but very little copy. The Pet Tips F.K. score ranged from 10-12. Keep copy simple and easy to read. Always ask customers to take action.
Has short paragraphs		X		
Includes benefit-rich, benefit-first bullets		X		
Includes a summary: Recaps why the visitor should choose this now		X		
CTA: strong, clear call to action		X		
Readability: FK 7 or below		X		

9. Content strength: Inviting

Make sure the content is inviting the visitor to engage in some way. Asks the visitors to:

Watch a demo		X		Opportunities: Consider an intro video with the customer service message. Build trust by having the promised content available. Consistent presence needed in social media to keep customers engaged.
Sign up for a newsletter			X	
Join a Facebook Fan Page, Twitter page and other social media communities as appropriate, with Icons in an obvious location		X		
Participate in a survey		X		

10. Content strength: Current

Provides current, fresh content that's topical and timely to the user's interests and needs		X		Opportunities: update the website with current mission statement, safety measures during pandemic, product recommendations, a digital coupon, monthly specials, engaging blog.
Gives the reader reasons to come back for new information		X		
No outdated or irrelevant content	X			

11. Content strength: Smooth flow, no disruptions

Advertising DOES NOT DISRUPT the primary goal your visitor is hoping to solve or accomplish on your site			X	Opportunity: Add more customer-focused content. Add a testimonial page to help build customer confidence and loyalty.
The same goes for testimonials, photos, charts, etc. They must be supporting the main content flow		X		

12. Content strength: Consistent

Voice, tone, and flow are consistent on each page; nothing disjointed		X		Opportunities: A consistent and seamless flow in the website navigation and engaging content will keep customers on your website longer.
Lets the visitor know if you're linking off the site or to a different style.		X		
Maintains consistency in all content areas: captions, surveys, etc.		X		

Criteria and Descriptions

Yes

No

**Sort
of**

Notes

13. Content strength: Conversion Optimized

It's very clear what you're promising the visitor will get and how to get it.

CTA (call to action) include 2 things:				Opportunities: Every page should have a benefit rich CTA whether it's to "DO THIS" or "Get Your..." or "Sign up for..." to engage the customer. Links and/or buttons should be easy to locate and click. Discounts should be easy to see and choose.
a. Big benefit			X	
b. How to act		X		
Text links or better ... a big, bold button		X		
"Get my" language		X		
Specific and clear: DO THIS		X		
Easy (no major hassles to proceed)		X		

14. Content strength: Links

Helps visitors find links with blue (standard) and perhaps underlining them for color-impaired visitors		X		Opportunities: Underline blue links for easier navigation to relevant information. Use keyword rich product descriptions. Let your visitors know where you're taking them. "Get Your Monthly Pet Tips Here" or "Get Your Pet's Holiday Coupon Here", etcetera.
Uses in-text links sparingly so readers aren't distracted		X		
Be specific! Not "Click here" or "Learn more" — instead, "Download your free Cat Diabetes Guide" (keyphrase)		X		
Indicates where visitors are going (PDF, video clip, audio clip, email window, etc.)		X		

15. Content strength: Navigation

Makes sure your primary navigation runs across the top of the page or down the left, never on the right (the right is reserved for special promotions, news, and credibility)	X			Opportunities: Customers are used to seeing a shopping cart button on the upper right-hand side. Fix broken links located on Home Page: "toys", "foods & treats".
Groups similar items together	X			
Uses standard naming conventions: Home, About Us, Contact Us. Don't use made-up or "clever" words for button names.	X			
Shopping cart access button (if any) is in the upper right-hand side			X	

16. Graphics Best Practices for Reader

No Flash: it creates a slower load time; some browsers and users don't support it, so it's invisible or must be downloaded		X		Opportunities: consider using pictures of your customers' cats and dogs using the products. Alt tags (photo description) needed for all pictures for ADA compliance and SEO content. Use font colors that are easier on the eyes. Black on white background is the best practice.
Optimizes graphics to web-appropriate sizes (large files slow down page viewing and annoy visitors)	X			
Uses relevant, content-supporting photos, not just as decorations.		X		
Uses real-people, real company photos (avoid stock)			X	
Add captions to photos for helpful descriptions and SEO content			X	

17. Video and audio

Should be in the off position		X		Opportunities: consider a customer service video that states what you would say in the physical store. Engage visitors with a chatbot for immediate help.
Gives the visitor the option of turning them on with a clear PLAY button		X		
Includes a MUTE button for the sound		X		
Watch the "freeze" image (try to avoid awkward face) or off-putting image		X		

Criteria and Descriptions

Yes

No

**Sort
of**

Notes

18. Fonts (reader-friendly)

Limits font styles to two or three maximum per site. Overdesigning the site can be distracting.		X		Opportunities: re-evaluate font sizes, colors, and their relevancy (what are you trying to do?).
Uses special font styles sparingly (such as uppercase letters, bold, and italics)			X	
Uses black type on a white background for easy reading ... especially for the body text where there's lots of copy		X		

19. Accessible

"Web content should be accessible to the blind, deaf, and those who must navigate by voice, screen readers, or other assistive technologies."

No clear requirements, BUT ... best practices includes transcripts, PDFs, more		X		Opportunities: Discovered 17% of your pages are not accessible. Your web team can assist with bringing you into compliance.
Has a good score when site is tested on ADA website compliance checker		X		

20. SEO Essentials: In the content

Every page of your site includes keywords in these "power positions" within the content for Search Engine Optimization:				Opportunities: include keywords in each of these areas regarding your physical location. Customer-focused and benefit rich content. WIIFM (What's in it for me) focused content, answers customers questions who visit your site. Physical address mentioned on Shop section "About Us". Move address to every page on the top right with a clickable email address and include in the footer.
Headlines		X		
Subheads		X		
Bold text		X		
Link text		X		
Captions		X		
Body of copy			X	
Includes Local SEO details - Town / City	X			

21. SEO Essentials: In the tags

Make sure every page of your site includes keywords/keyphrases in these behind-the-scenes elements for Search Engine Optimization:

Title tag: 60-70 character/spaces maximum; real sentences are best		X		Opportunities: Write Title tag that includes address and key phrase; Write meta description that includes address and highlights benefits of shopping store; include alt tags for all photos using key phrases.
Meta description: Up to 150 characters/spaces in an inviting/intriguing benefit paragraph		X		
Alt tags (to describe charts, photos and other graphics that aren't text) using keywords/keyphrases (also helps with accessibility)		X		

ADDITIONAL AUDIT TOOLS:

- **Mobile-Responsiveness Checker** (<https://www.bing.com/webmaster/tools/mobile-friendliness>)
This website is not mobile friendly/responsive. The viewport not configured correctly, and the page content does not fit device width. I recommend switching to a mobile responsive platform like WordPress.
- **SEO Strength Tool** (<https://seositecheckup.com>)
There are two main factors to consider when assessing SEO strength, the content (what the visitors see) and the code (how the site performs). The SEO tool highlighted several issues with both the content and the codes that are addressed in this report. You received a 75% out of 100% here. I'm happy to pass this information to your web team also.
- **Accessibility** (<https://www.powermapper.com/products/sortsite/ads/acc-ada-checker/>)
"The Americans with Disabilities Act (ADA) has no defined technical standards for websites, but recent ADA legal settlements have required organizations to comply with the Web Content Accessibility Guidelines 2.0 level AA (WCAG 2.0 AA)." Your website has issues with 17% of your pages. It is the law to have an accessible website, so this is a priority for your web team.

In Summary

- **Your website looks very inviting. Just a few important changes will make your website work harder for you. This will help you to achieve your goals of improving your online presence and increase sales.**
- **Your website needs to be strengthened with SEO content with targeted key phrases that will drive traffic to your website.**
- **Update every page with your name, address, phone number, clickable email address as well as a footer with the relevant information that will legitimize your website.**
- **Make the navigation easier to manage with links that will bring the customer where they want to go in one click rather than needing to click the back button. Consider hyperlinks.**
- **Black on white background is the best practice for easy reading. It will keep customers on your website.**
- **Be sure to mention how you are keeping your customers safe during the pandemic (sanitation protocols, masks wearing, curbside pickup, or delivery, etcetera). Staying current with the times keeps you relevant.**
- **Your products are beautiful and unique. And now you'll have an opportunity to share your unique beautiful products with more consumers. I wish you all the best 😊.**

It's been an honor to review your site and provide recommendations for improvement. I'd love to help you write the content that will bring in the customers and increase your bottom line.

Let's set up a conference call at your earliest convenience so we can begin.

Sincerely,

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