

Banyan Online--Site Content Audit Report

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Cross Border Copywriting

Introduction

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

My review is based on how the site is currently written to attract and retain prospects considering Banyan Printing as their best choice for printing, design, marketing and mailing. Our goal was to find out: Does the site reflect your brand promise, value proposition, and key differentiators from other similar companies? Can this site do better and improve results?

Messages and Keywords

I evaluated how messages and keywords support your marketing goals by looking at the 5 C's of Content That Works, focusing on:

1. Whether or not prospects and customers can find your site in search engines, particularly with local searches in the Palm Beach County, Florida area (and if so, are your messages relevant in rankings?).
2. Whether or not prospects and customers can quickly answer these key questions from your site:
 - What exactly is Banyan Printing?
 - What main promise does this company offer me?
 - What kinds of products, services, and assistance are available?
 - How does Banyan Printing offer me the best options for my heating and other related needs?
 - How do I learn more, sign up for services, or contact Banyan Printing with a question?

User-friendliness (Ease of use and navigation)

I measured each page against a 21-point usability checklist (see page 5 of this document).

Overall Site Findings: Positives

- The home page drop-down navigation tabs are straightforward and set up well.
- The navigation functions very well for product browsing.
- Banyan Printing has interesting content that is easy to read, using numbered lists and bullets.
- The navigation bar appears at the top of each page.

Overall Site Findings: Opportunities

Throughout your site, I see several missed opportunities to optimize the content for visitors and search engines — particularly for captions and image alt tags. This means your content is not relevant enough for certain search terms, so it's not ranking well in search results (your competition ranks higher).

Plus, the user experience could be improved to help visitors quickly find what they need and understand how you're the best choice for them. With some simple usability and message improvements, you'll increase conversions on your site.

I offer several recommendations to improve the user experience, increase your sales leads, and set your company apart from the from the competition. The following pages include:

- Findings and recommendations for specific sections of the site
- Findings in Google searches and a review of what your main competitors are doing

I realize that your management team may have questions about this report. May I suggest that we schedule a conference call right away to review each page and clarify my recommendations? Thanks very much for this opportunity to help improve your website's performance!

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Home page findings include:

Your home page is semi-optimized, but there are several opportunities to improve this significantly for visitors and search engines, including:

- Your eye art is interesting, but it would be more helpful to your reader to show images of your work, processes, or employees. SEO would improve when these images have captions and image alt tags.
- Following SEO best practices, re-arrange and add “local” keywords throughout. Banyan Printing’s physical address does not appear on the page until the footer, well past the fold on top of the page.
- Add a hyperlink in your banner to send the reader to the page to order the yard signs and populate the shopping cart with the promo code when they click the banner. This process not only boosts SEO with your interior link, but your reader will thank you for not making them go back and check the promo code again.
- Add strategic, optimized captions and image alt tags on your images and photos throughout the website. These tags contain your keywords and assist Google searchers find Banyan Printing easier.
- Add your motto to the home page. Add some local SEO keywords to it. Use your experience and local connections to your advantage. Hyperlink this text to go to your mission page.
- I highly recommend adding a rules-based chatbot instead of a chat help box. The chat box tells the reader that Banyan Printing is currently online. However, when clicked, the reader gets a request to leave a message. A chatbot could prescreen and pre-sort your prospects. A reader receives information exactly when they need it. A customer service representative can contact the reader for more complicated questions. Your chatbot design could give your home page a friendly and helpful tone.
- Add a clear call to action button with a free offer to gain prospects. The free offer could be a flyer design guide, a mailing rate chart, etc.
- Verify spelling and grammar before publishing. The word “Guidelines” is misspelled on the home page.

The home page meta data (code text behind-the-scenes) is in decent shape, but there are several opportunities for better search results, including:

- Your “title tag” could be longer and more descriptive. Add your location to the title tag to optimize, up to a maximum of 60 characters.
- You have 2 headlines on your home page. They compete for attention and overlap. Make your Covid-19 headline into an image with a link to your Covid-19 related products. Your headline on your home page should be about your quality, experience, and location.
- Adding “alt tags” (descriptive captions) to any photographs or graphics that appear on each page.

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 “printing company in Lake Worth FL,” 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.

Your meta description on your home page is quite friendly and welcoming...but customers would like to know what you can do for them on their Google search. Otherwise, they might keep scrolling through results.

My recommendation is to streamline the beginning of your home page meta description and jump into why your reader should choose Banyan Printing over another print shop. The first few lines of the meta description show in the Google search result.

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:

Products (View All) www.banyanonline.com/printing:

- Photos should contain the image alt tag. These tags are important for Google ranking, and they are rarely used. **(Note: this applies to all photos and graphics on the website.)**
- The “listen” links on some of your products was an interesting feature. However, the beginning of each audio file starts with a story...and can make the listener think that they are on the wrong page and close it before the narrator beings to speak about your product.
- The features and uses of the print products work well in this format; the reader has no need to back out of an item’s page to look at a different item.
- Your "[Invitations and Accessories](#)" tab feels like an afterthought. Most readers would not think to look in the **About Us** section for these items. My suggestion is to feature them here on the product page.

Services (View All Services) www.banyanonline.com/services:

- The services list, like the products list, works well in this format. The user does not need to back out of an individual service to look at details of another.
- You could put links to your portfolio of work in each service area.
- The “Services Offered” button is redundant on this page. Your reader is already on the page.
- Each service description should contain a clear call to action. This can be a statement like, “Click here for more information,” “Call now to talk to a customer service agent,” or “Order now!”

About Us/Our Mission www.banyanonline/feature/our-mission:

- In order to improve local SEO, include your location in your motto.
- Revise your motto and mission to more reflect your customer’s needs and interests.

Contact/More Contact Info www.banyanonline.com/contact-us:

- Your staff profiles should include your other employees with photos.
- Your social media accounts are inconsistently updated. This also applies to your home page social media buttons, which are obscured by your welcome banner.
 - The LinkedIn page for Banyan Printing has no current content
 - The Banyan Printing Twitter page has not been updated since October 4, 2018.
 - Banyan Online’s Facebook page is regularly updated.

Competitive Sites — Overall Findings:

I conducted initial Google searches using some common words and phrases I felt prospects would use to find what you offer, including:

Marketing Lake Worth FL	Print Shop Lake Worth FL	Printing Palm Beach County	Printing services east FL
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Printer Lake Worth FL	Printer in 33461	Marketing service Lake Worth FL	Marketing service Palm Beach County
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In general, Banyan Printing ranked well for some phrases and not for others. **A top-ranking phrase for Banyan Printing** (in this initial review): “Printer Lake Worth FL” (see screen shot on page 3.)

Banyan Printing does not appear on the first page of Google rankings for other words and phrases I tested. Here’s what I found for some keyphrases:

“Print Shop Lake Worth FL”: Banyan Printing in #1 position, great job!

“Printing Palm Beach County”: J and R Printing in #1 position.

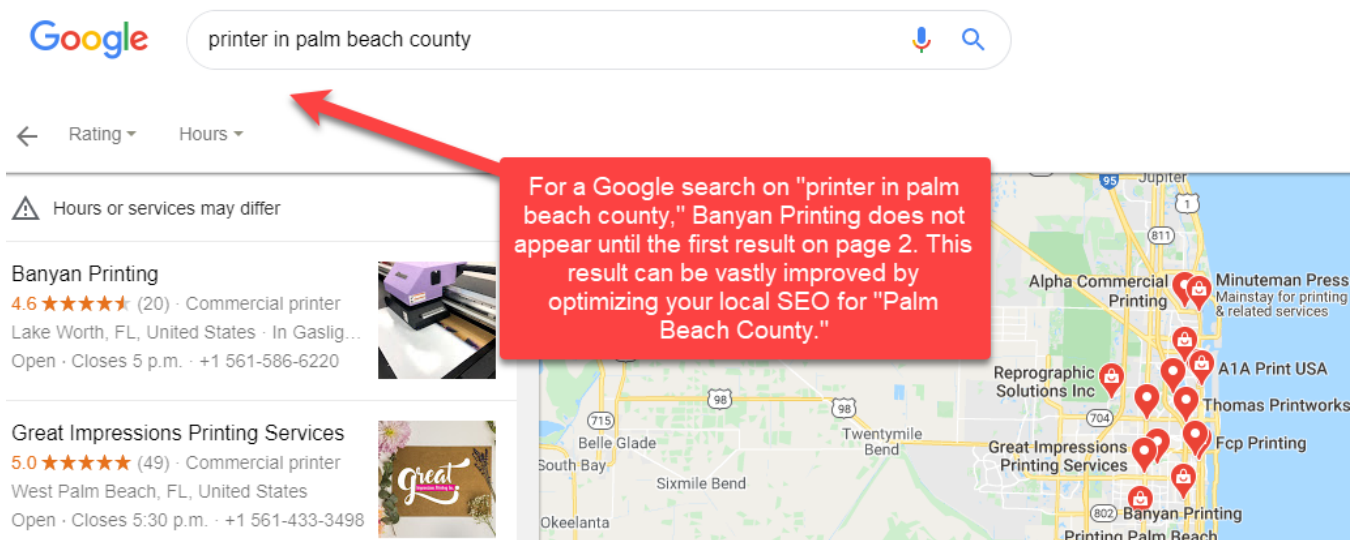
“Printer in 33461”: Banyan Printing in #1 position, great job!

“Marketing Lake Worth FL”: Broadleaf Marketing and SEO in #1 position.

“Marketing service Palm Beach County”: Strategic Marketing in #1 position.

“Marketing service Lake Worth FL”: Strategic Marketing in #1 position.

“Printing services east FL”: PIP Marketing, Signs, and Print in #1 position.



Your competition: A quick evaluation of their sites.

Based on the Google rankings I received during the keyword searches noted above, I selected the following competitors and “grade” their optimization performance from A+ to F.

Printing and Marketing Services:

- **PIP Marketing, Signs, and Print: D**
Most of their photos do not contain a title tag. The home page is optimized for “Sir Speedy.” Other pages do not have keywords at all. There is a separate call to action on each slide. Their location is not shown above the fold.
- **Idea Builder Printing and Sign: F**
They appear not to be a print shop anymore. The website button on the Google location finder sends the reader to a t-shirt company.
- **Print Headquarters: C**
The meta description is long and vague at the beginning. There are call to action button on each slide of the home page. No location is listed above the fold, but the title includes locations. Photos and graphics do not contain alt tags or captions.

Your opportunity among printing and marketing companies: Once you optimize your site with targeted, relevant keywords, you should rank higher than these companies in traditional organic searches.

21-Point Checklist: How Your Website Performed

My top 21 essential requirements encompass your site's functionality, visual approach, and messages (optimized content). They guide our professional assessment of a website's opportunities for better traffic and increased sales.

Criteria and Descriptions	Yes	No	Sort of	Notes
1. Site Identity - Where am I / what is this?				
Company name, logo	X			What is special about Banyan Printing? Headline should reflect printing + other services
Customer-focused tagline		X		
Headline identifying what's there for the visitor			X	
2. Company Information - Who is the company? People do business with people; build trust.				
About us: what it means to the visitor			X	Feature entire staff
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			Security link is mostly blocked by live chat
Privacy Policy link			X	
3. 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		Feature additional services offered. Emphasize location above the fold. State company strengths above the fold
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		De-clutter by removing extra headlines, including welcome banner
4. 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		Give your reader a great reason to remain on your web page.
Explains how you solve their needs with appealing persuasive copy		X		
Speaks to one visitor at a time			X	
5. 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		State on home page what makes Banyan Printing the best choice
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6. 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			Blog as "Idea Collection" is hard to find
Includes a blog			X	
Includes an FAQ page	X			

7. 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	Remove extraneous banners
Has short paragraphs	X			Summaries can provide more SEO content with keywords.
Includes benefit-rich, benefit-first bullets	X			
Includes a summary: Recaps why the visitor should choose this now			X	Some areas contain no CTA.
CTA: strong, clear call to action			X	
Readability: FK 7 or below	X			

8. Content strength: Inviting

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

Watch a demo		X		No demo is offered.
Sign up for a newsletter			X	Fun but hard to find.
Join a Facebook Fan Page, Twitter page and other social media communities as appropriate, with Icons in an obvious location			X	Social media is not updated regularly. Icons on home page covered by welcome banner.
Participate in a survey		X		No survey is offered.

9. Content strength: Current

Provides current, fresh content that's topical and timely to the user's interests and needs		X		Only current content given is yard sign promotion.
Gives the reader reasons to come back for new information			X	Motivate reader to sign up for newsletter or blog.
No outdated or irrelevant content			X	Anniversary badge needs updated on some content.

10. 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		Ads obscure important home page content.
The same goes for testimonials, photos, charts, etc. They must be supporting the main content flow			X	Engaging content contains photos and images. More would be nice here.

11. Content strength: Consistent

Voice, tone and flow are consistent on each page; nothing disjointed	X			
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			

12. 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:				No clear CTA is given on home page. "Place order" button on each product description. "How to order" sends reader to FAQ page; does not detail the process.
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			

13. Content strength: Links

Helps visitors find links with blue (standard) and perhaps underlining them for color-impaired visitors	X			No CTA is evident on home page.
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			

14. 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			List products in same location.
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		No shopping cart button.

15. 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			Add captions and alt tags.
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		

16. Video and audio

Should be in the off position	X			Change “audio” to “play” button. Use “mute” and “pause.” Video not included.
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		

17. Fonts (reader-friendly)

Limits font styles to two or three maximum per site. Overdesigning the site can be distracting.			X	Home page looks busy due to different fonts used.
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			

18. Mobile-responsive

*It must be mobile-responsive, meeting prospects where they’re looking!
Google penalizes websites that aren’t adaptable to smartphones and tablets*

Short headlines for best readability on mobile	X			Include call-to-action, fix overlapping button.
Has the most important information first	X			
Follows the other rules of appealing, inviting content with calls-to-action		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 include transcripts, PDFs, more		X		Failed multiple checkpoints of 4 WCAG 2.1 A/AA.
Has a good score when site is tested on ADA website compliance checker		X		Site is not ADA compliant.

20. SEO Essentials: In the content

Every page of your site includes keywords in these “power positions” within the content for Search Engine Optimization:				Add more keywords to headlines & subheadlines. Add captions to photos. Local SEO could be improved.
Headlines			X	
Subheads			X	
Bold text	X			
Link text				
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	Use more characters for a good description of site. Inviting, but not descriptive of your business offerings.
Meta description: Up to 300 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		Very few alt tags are included.
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Additional notes:

The "Our Motto" section has a broken link for the first "Read More" link on the page.

In Summary

Your website is much more optimized overall than your competitors'. By adding more local keywords to your content, your local prospective customers will find you more easily.

Your content would be more user friendly if you added more photos, graphics, and video. Engage with your customer and show them why you are the best choice for their needs. Use captions and alt tags.

A chatbot would make your site warm and friendly. The customer finds the information they need right away, and you have a new lead or sale. Everyone is happy.

Revise your content to be ADA and WCAG 2.1 A/AA compliant. Your customers will see that you care.

Set a schedule to update your social media presence on all forums. Add an Instagram account. Ask happy customers for Google or Yelp reviews. All this will boost your organic SEO ratings.

Your employees are your best resource. Feature them on your contact page and post product demonstrations.

Your website is already well-placed in your industry space. You have some amazing opportunities to improve that even more. I am honored to be a part of your online improvements. I have attached a proposal to outline how I can help with your positive changes. Please review it, and I will contact you soon to see if you have any questions.

I look forward to helping you make your website work harder for you to provide new, local leads and customers. Sincerely,

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