

OVERVIEW

Our intention with this review is to contribute to the evolution your online business, using proven methods and strategies, that grow the potential of your receiving more website visitors.

The primary goal of every website is producing organic search listings, on the first page of search results (FPSR). These results are displayed as a result of someone searching with words/ phrase that are relevant to your product or service. Potential customers do not know your business name, so searches under consideration here do not use your business name.

It is easy to see the level of time and energy you have already contributed to creating your website and media as it exists today.

1. The website look and feel is a professional design in many aspects.
2. There is a very good start on a YouTube channel with quality videos.
3. You have a strong number of followers on Instagram.
4. A strong podcast channel exists in iTunes.
5. The clothing line is unique, interesting, and affordable.
6. You do have existing media and content to achieve organic results in search engine results.
7. Looking at what you have published to date; it's obvious you have a commitment to being successful in this online business.
8. You have existing community support as in sponsors, events, and affiliates.

You already know that overnight results are not the norm in an online business. A business website takes sweat equity to build and tweak content in an ongoing effort to sustain the interest of website visitors. Your website, videos, and podcasts are evidence of your equity.

The longevity and investment of an online business relies on owning the website, its' content, and online media. As well, there must be a plan to optimizing the online business processes so as to reduce labor and enhance visitor conversion. Lastly, a significant process to put in place is keeping website architecture and content current with always changing search engine protocols.

Based on the findings in this review, it's to your advantage in refreshing/rebranding your website and online marketing with the goal of resolving three centric issues: 1) your website and media are invisible in search engine results; 2) content provides no clear message directed to your target audience, and 3) current content trajectory will not improve online marketing results.

Below is the guide to explain how the aspects of your website have been rated in this review.

RATING GUIDE

5: Always

4: Most Always

3: Sometimes

2: Rarely

1: Not At All

TARGET AUDIENCE

RATING: 3

A clear objective throughout the website content is necessary to maintain the interest of website visitors. Content is required to contain some level of activity that will naturally convert the visitor from being a reader to taking action.



WEBSITE LAYOUT

RATING: 1

Site layout is best designed with a maximum of five menu items in top nav bar. Page footer menu items need key words or actual file names to be a quality link. Text links in page content should also use key words/phrases.



PAGE CONTENT

RATING: 1

A page of knowledge, per Google ranking algorithm, will contain at least 1,200 words. Each page should have a minimum of one title consisting of a one or two key words.



FILE ARCHITECTURE

RATING: 1

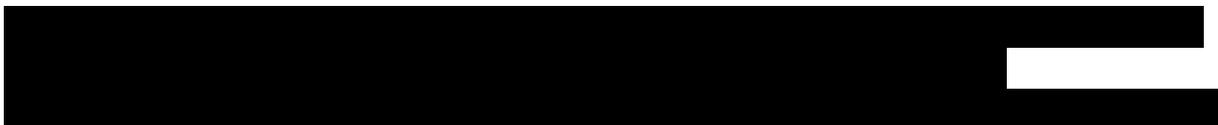
The file architecture needs to be clearly defined using Standard conventions. On website theme pages there needs to be structured data snippets and canonical URL.



ENGAGEMENT STRATEGY

RATING: 0

Numerous studies have shown that website visitors want to be educated; they want to have their problem solved via a specific product or service.



CALL TO ACTION STRATEGY

RATING: 3

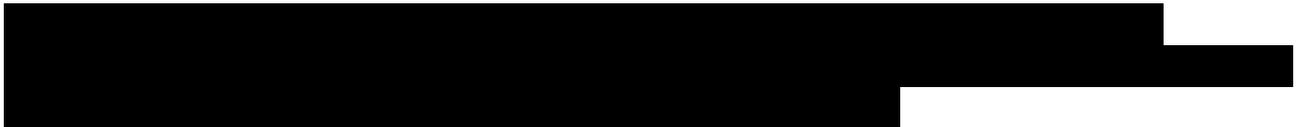
The goal of each Call To Action (CTA) is to convert a website visitor into taking action. For example, watching a movie, being a subscriber, or making a purchase.



META TAGS

RATING: 5

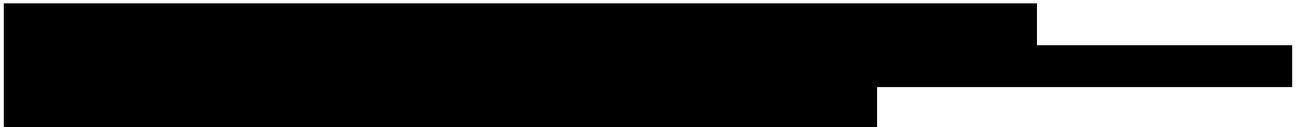
These tags are important as Google bots use them as a map to decipher/rank website content. That evaluation contributes significantly to your organic search listings.



SEO - Search Engine Optimization

RATING: 1

SEO is a combination of methods to optimize page content and page formatting so as to produce organic listings, aka rankings, in search results. There is local and national SEO.



MEDIA CHANNELS OPTIMIZED

RATING: 1

There are certain steps to take to SEO your media - video, photos, images. We have not been able to access your media channels.



PRIVACY COMPLIANCE

RATING: 5

This site has a sufficient privacy policy.

SEARCH RESULTS

RATING: 0

The results below were compiled on May 25, 2020 using a phone and a laptop. There were zero organic listings displayed on FPSR on each of the following searches.

[REDACTED]

SUMMARY

To improve the viability and longevity of your online business we have two ideas.

IDEA #1

[REDACTED]

IDEA #2

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

To build a better website we have three immediate suggestions.

#1

[REDACTED]

#2 Implement a sustainable content strategy.

[Redacted]

Three ideas to begin content refresh are the following:

A) [Redacted]

B) [Redacted]

C) [Redacted]

#3 Research SEO and then design content.

[Redacted]

[Redacted]

[Redacted]