

Palladium Homes

Dream. Design. Build.



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1.0 Website Analysis

General up-grade of site for appeal, call to action, and description Meta tags and keyword Meta tags.

Appeal

The site needs a back ground in grey scale variation to optimize points of interest for clients. Centre site on web page. Great colour Company identity of Yellow and Grey. The site font follows the Bauhaus lettering style that is appealing, however the PSQ tick is not consistent with that style and drop shadow on wording is not attractive, it is the wrong shade of green. It does stand out but is not cohesive. Redesign the tick
There are inconsistencies with different sized page headings.
Best approach is 14pnt, bold and in the yellow shade.



The links at the bottom of the page are taking viewers away from your site before they have seen the best on offer. Remove these links to another page titled useful information.

Place another navigation bar with more information in this place.

And your best testimonial in this place.

Home / Contact Us / Privacy Policy/ Site map / FAQ / Testimonials / 3d Trial

Home	Easy navigation back to start
Contact us	Another <u>contact point, up-graded</u> to easy fill in information. Name, e-mail address, phone number, area looking to build in.
Privacy Policy	Standard requirement
Site map	Back end for search bot to find key words in headings
FAQ	Ideal place to put those hard to incorporate key words that are ranking high in Google search, i.e. Construction, Architect, Builder, House, Design, plans.
Testimonials	Reduce customer anxiety for Company image
3d trial	Set up 3d trial for customer engagement and interaction Another great USP.

Unique Selling Propositions, (USP) and call to actions for Palladium Homes, Ltd Additional pages

Dream, Design, Build
3D Trial
P S Q
Optimum Attention
Contact Us
Live the Dream
Testimonials
Articles
Land for sale
Sign up for more Information
Enquire Now
Make an Enquiry

2.0 Key word analysis

HTML Code for search engine optimization

(Retrieved 2 May 2010)

Palladium Homes Ltd internet code

```
<html>

<head>
<meta http-equiv="Content-Language" content="en-nz">
<meta http-equiv="Content-Type" content="text/html; charset=windows-
1252">
<meta name="GENERATOR" content="Microsoft FrontPage 4.0">
<meta name="ProgId" content="FrontPage.Editor.Document">
<title>Palladium Homes - Design and Build New Homes throughout Greater
Auckland</title>
</head>
<script type="text/javascript">
var gaJsHost = (("https:" == document.location.protocol) ?
  "https://ssl." : "http://www.");
document.write(unescape("%3Cscript src='" + gaJsHost + "google-
analytics.com/ga.js' type='text/javascript'%3E%3C/script%3E"));
</script>
<script type="text/javascript">
try {
var pageTracker = _gat._getTracker("UA-15131069-1");
pageTracker._trackPageview();
} catch(err) {}</script>
<body>

<meta name="description" content="House plans, house designs and floor
plans from Blueprintplan">
<meta name="keywords" content="House plans, floor plans and house
designs, Blueprintplan">
```

Code of Competitor internet name listing, first on natural Google search for “House Design”

```
HTML>
<HEAD>

<TITLE>House plans, house designs and floor plans from
Blueprintplan</TITLE>
<meta name="description" content="House plans, house designs and floor
plans from Blueprintplan">
<meta name="keywords" content="House plans, floor plans and house
designs, Blueprintplan">

<META HTTP-EQUIV="Content-Type" CONTENT="text/html; charset=iso-8859-
1">
<meta http-equiv="pragma" content="no-cache">
<script language="JavaScript" type="text/JavaScript">
<!--
```

Google search word analysis(Retrieved 29th April 2010)

Word	Hits	Most popular month
House	1,220,000.00	Jan
Design	673,000.00	
Plans	165,000.00	
Construction	135,000.00	March
Builders	60,500.00	Jan
Builder	60,500.00	Aug
Architect	40,500.00	
New Home	27,100.00	March
Build House	27,100.00	Jan
House Plans	22,200.00	Jan
New Homes	12,100.00	March
Floor plans	8,100.00	
House Building	8,100.00	Aug

Internet activity interest peaks at March and January. August to a limited amount.

Recommended Meta key words

Palladium Homes, House, Dream, Design, Build, house design, plans, house plans, Dream house, New home, New house, Builders in Auckland, luxury homes

Recommended Meta description sentence

Palladium Homes allows your dream new house plans to be built in a design of your choice. Attention to detail in every home by quality builders ensures Optimum attention to your luxury new home.

3.0 Keeping ahead of the competition

Backwards integration, New Website

www.sectionforsale.info (Sourced 2nd May 2010), Available

Start a new website site, backwards integration, sections for sale. These will be sourced from trademe and sella.co as a way of finding further potential house purchasers. Banner ads placed from Palladium Homes.

Forwards integration, New Website

www.housedesign.co.nz (Sourced 2nd May 2010), Available

Start a new website that promotes interior House design and the latest in house design. Featuring designs for kitchens, bathrooms etc. Interactive so customers can design a room/house. Banner ads placed from Palladium Homes.

https://registry.domains4less.co.nz/SearchResults/basic_search

(Sourced 2 May 2010)

Congratulations, this Domain is available to register:

Register	Domain	Price & Term
<input checked="" type="checkbox"/>	sectionsforsale.info	\$17.95 — 1 Year
<input checked="" type="checkbox"/>	sectionbuild.com	\$17.95 — 1 Year
<input checked="" type="checkbox"/>	housedesign.co.nz	\$22.95 — 1 Year

House building comparison site, become an expert

Sorry, the following Domains are not available to register:

Domain	WHOIS
sectionsforsale.co.nz	WHOIS Private Kumeru
sectionsforsale.com	WHOIS GoDaddy website
houseplans.co.nz	WHOIS
houseplans.com	WHOIS
houseplans.org	WHOIS
houseplans.biz	WHOIS
houseplans.info	WHOIS

