

Professional Website Analysis & Recommendations

Prepared for: Institute of Export Operations & Management - IEOM. Nigeria

Attention: Imoh Akpan (Logistics Manager)

Analysis Date: 9/20/2025

Quality Score: 6/10

Executive Summary

This analysis identified 2 key improvement opportunities for Institute of Export Operations & Management - IEOM. Nigeria's web presence. Addressing these issues could significantly improve user experience and conversion rates.

Key Issues Identified

1. Page title too long (64 chars) - truncated in Google search results
2. No main heading (H1) found - confusing for users and search engines

Recommended Solutions

Investment & Timeline

Estimated Investment: 768 - 1248

Timeline: 1-2 weeks

Approach: ROI-focused

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