Website Evaluation

Redirect Domain: www.vectorsurveying.com

Domain: [www.ohiolandsurveys.com](http://www.ohiolandsurveys.com)

Host: Weebly

Web Framework: Weebly

1. ~~Get a more professional looking logo.~~
   1. Logos are a stupid reason to be steered away from a business, but people aren’t logical they’re emotional. I don’t know what you charge because your business determines price on a by-project basis, but I’d imagine that you make a few hundred bucks per outing. 1 additional customer could cover the cost of a better logo design and a better logo could prevent a lot more than one person from leaving your page and going to your competitor. Logo quality is often associated with product quality even though that’s silly.
2. ~~Get off Weebly.~~ 
   1. Weebly has the advantage of giving you easy editing capabilities and a cheap host, but it drastically reduces your likelihood of ranking highly in Google search results. You want to rank high because you want to draw people in that are searching for your service. Search engines like Google will rank your site partially based on originality, but because Weebly sites use a bunch of the same code the search engines ding them for unoriginality. There are free hosts out there that won’t stifle your ability to rank and since you already own the ohiolandsurveys and vectorsurveying domains you won’t be adding any additional cost to having a site. The downside is slightly less ease of editing content, but how likely is it that you’re going to be editing your site’s content on a regular basis? The upside is a drastically increased potential to gain new clients from online searches, website analytics that will allow you to see how many site views you’re getting, the search queries that are bringing people to your site, the geographical location you’re getting visitors from, and a lot of other useful metrics for crafting marketing and business growth initiatives.
3. More copy on the main page.
   1. While the default layout you’re using isn’t bad it doesn’t give you a whole lot of room for good content on the landing page of your site. Search engines generally give extra attention to the first page of a website and because of this you want to make sure that there’s content on the first page that would match people’s search results. For example, you have “Proudly serving Lorain, Erie, Huron & Surrounding Counties” on the bottom of your page and only a single sentence above that. You’d want content like “Vector Surveying is proud to offer land surveying services in Lorain, Erie, and Huron counties as well as greater Northern Ohio. Our professional surveyors are licensed in the state of Ohio to perform boundary retracements…” That way when John Smith punches “land surveying services northern ohio” or “surveyors Lorain county” into Google you are way more likely to pop up.
4. More copy concerning the area you’re willing to service.
   1. When you start getting more calls from an increased web presence (and you will) you don’t want to spend time talking about something that a person could’ve easily found on your site.
5. Customer testimonials.
   1. In your about page you touch on the fact that the average person doesn’t have any way to determine the quality of your product without relying on assurance from others. How about giving us that assurance? If you’re doing professional farms or business lots then use them for testimony… A potential client is a lot more likely to trust testimony from a place they can call for reassurance rather than this:

“Tim is the best around. He likes my pies and surveying my land. He’s been my

favorite person since he was 3. He will do awesome.” -Sally McFarmerswife.

~~6. Location information to a contact page - not the about page.~~

1. People have just fallen into the habit of looking on the contact page for that sort of information.

7. Improved copy for SEO on services page and more calls for action.

1. People are lazy and that laziness leads to low conversion rates to sites that don’t have an easy-to-cross finish line. E-commerce sites with shitty checkouts lose a ton of potential clients because the process isn’t easy enough. Same thing with sites selling contracts or services that lack call to action buttons like “Request a Quote” after someone just read about boundary retracements and realized that’s exactly what they need. The content could also be improved to try to draw in search traffic.

~~8. The useful links page links needs TLC.~~

1. Not a bad idea to point people in the direction of quality resources when they don’t know their bum-bums from a hole in the ground. That said, having links to Craigslist and Yahoo Finance will likely hurt your search engine ranking because they have a looser connection to the service that you provide when compared to an auditor’s site. Outbound links to the right pages can help the quality of your site and I think you should keep some of the links - you should also be trying to get links to your site listed on other sites (anyone that you’re affiliated with, people you service frequently, your twitter/facebook profiles, web directories that list people who provide your services). Link juice is powerful in the world of search engines.