Domain : dsdunitedstates.com

The site has many weaknesses that can be easily addressed with a website restructure. The first issue that must be addressed is the online presence of the site along with search engine ranking. The site is not currently appearing on the front page of Google, Bing and other search engines. This issue is mainly being caused by a lack of key words and vital information that helps to describe the site content to search engines. Another problem with the website is the lack of a “call to action”. The front site should have a message that encourages visitors to continue into deeper content on the site. Advertising new product lines and special offers on the main content block of the front site is a good way of show off your products and services.

The website offers unique products, but fails to attract visitors and grab their attention. This issue can be addressed by improving the presentation of the site with high quality images and a refined color scheme. The site should also have more content which shows the customers the value of the products they are purchasing. Additionally, a newsletter should be created in order to keep customers informed on new products and offers. Providing customers with up to date information will increase sales and keep customers coming back to the site.

The products and services offered on the site along with excellent customer services give this business an edge over it’s competition, but the website does very little in order to keep customers coming back for more products. The site should offer discounts and other promotional offers for returning customers along with referred customer offers. Rewarding current customers with small discounts for advertising the site to their friends and family is a lost cost and effective way of attracting more customers.