SEO analysis of <https://www.mcbike.ca>

Here is a quick analysis of a local businesses website from my hometown. Mcbike.ca has substantial quality content, especially on local fishing condition and areas (Cq). As for content research it could be better, I tested some key words that should find this page in google and for most of them the page came up, but it was never at the top of the search list (Cr). Moreover, the website does use words and phrases they hope they’ll be found for (Cw). This website is a bit out of date when it comes to pictures and the styling, as well as information about certain topics like the biking. Saying that there are sections that are updated regularly especially to do with fishing (Cf). There is some vertical content but definitely not enough, it needs a lot more to make this website appealing as a retail business very dependent on tourism (Cv). Content when searched is not turned into direct answers (Ca). Mcbike.ca does work on mobile although it is far from optimised for mobile devices (Am). The Urls are clean, and contain the key words for all pages (Au) and the website loads quickly (As). This website does use https for their home page but all of their other pages don’t. This is a big down fall because a lot of the website does not provide a safe connection for users, and your browser will recommend not to enter sensitive information (Ah). I believe that Mcbike does a good job engaging the audience by providing in depth content that will keep the reader reading (Te). As far as history this website has been around for a while (Th). There is no add content on the page since it is a website for a local business (Va). Links on the page are all to quality trusted sites mostly to websites run by the BC government (Lq). Links do use words you would hope they’ll be found for (Lt). no links have been spammed on blogs or stuff like that (Vl). As far as Social reputation (Sr) goes they do have a very high rating on Facebook 4.9 out of 5. As for Social shares (Ss), it is a local site but the content isn’t often shared by respected social networks. This website is for a local business so the content is only really personalized on a local level especially surrounding searches involving Smithers BC (Pc and Pl). As far as personal history goes I don’t believe they are that relevant. All in all, Mcbike.ca did better than I expected probably ending up with a midrange to higher end score. It definitely had some downfalls in freshness and vertical content as well as not providing https for all parts of their webpage. However, they did well in quality content and social reputation. There was nothing particularly catastrophic that I found but there was also nothing particularly extraordinary.

Technologies powering McBike.ca

Expression Engine is used as the content management system, used to ensure good result placement on searches.

For analytics, it uses google analytics which gives info about who views your website so you can tailor your website to your audience. It also uses Facebook pixel, which drops a cookie on people who visit your website and this allows you to advertise to them latter.

Under miscellaneous Mcbike.ca uses SWFObject which is a javascript library used to insert adobe flash content into your webpage.

Programing language used is PHP 5.4.45.

For widgets Facebook is installed, allows you to create a button like they did on Mcbike.ca that allows you to like their Facebook page with the click of the button.

For web frame work CodeIgniter is used, works with PHP to build a dynamic website.

For webserver Mcbike.ca uses apache which is the most popular webserver, the webserver is software that will receive your request to view a website.

And lastly for javascript framework it uses jQuery 1.4.2, like we have been using, it is a javascript library and its purpose is really to make javascript easier to use on the website. JQuerry takes common tasks that require many lines of code and simplifies them into methods. This makes it a lot easier and quicker to write code.